



Research Review

Systematic reviews of the evidence on the nature, extent and effects of food marketing to children. A retrospective summary[☆]Georgina Cairns^{a,*}, Kathryn Angus^a, Gerard Hastings^a, Martin Caraher^b^a Institute for Social Marketing, University of Stirling, Stirling FK9 4LA, UK^b Centre for Food Policy, School of Health Sciences, City University, London EC1V 0HB, UK

ARTICLE INFO

Article history:

Received 9 December 2011

Received in revised form 11 April 2012

Accepted 26 April 2012

Available online 2 May 2012

Keywords:

Food marketing

Children

Systematic review

Effects of food marketing

Nature of food promotion

Extent of food promotion

Public health policy

ABSTRACT

A 2009 systematic review of the international evidence on food and beverage marketing to children is the most recent internationally comprehensive review of the evidence base. Its findings are consistent with other independent, rigorous reviews conducted during the period 2003–2012. Food promotions have a direct effect on children's nutrition knowledge, preferences, purchase behaviour, consumption patterns and diet-related health. Current marketing practice predominantly promotes low nutrition foods and beverages. Rebalancing the food marketing landscape' is a recurring policy aim of interventions aimed at constraining food and beverage promotions to children. The collective review evidence on marketing practice indicates little progress towards policy aims has been achieved during the period 2003–2012. There is a gap in the evidence base on how substantive policy implementation can be achieved. We recommend a priority for future policy relevant research is a greater emphasis on translational research. A global framework for co-ordinated intervention to constrain unhealthy food marketing which has received high level support provides valuable insight on some aspects of immediate implementation research priorities.

© 2012 Elsevier Ltd. All rights reserved.

Contents

Introduction.....	210
Objectives	210
Methods.....	210
Results	212
Overall results of search and screening	212
The nature and extent of food promotion to children	212
Promotional channels used by food marketers	212
What food items are promoted to children?	212
Creative strategies used by food marketers	213
What marketing strategies are used in low- and middle-income countries?	213
Effects of food promotion to children – How do children respond to food promotion?	213
Is there a causal link between food promotion and children's food knowledge, preferences, purchasing and consumption behaviours, and diet-related health?	213
Nutrition knowledge	213
Food preferences	213
Food purchase and purchase-related behaviour	213
Consumption behaviours	213
Diet-related health status	214
The influence of food promotion relative to other factors	214

[☆] *Acknowledgements:* The authors are grateful to the World Health Organization for commissioning the 2006 and 2009 systematic reviews. We also gratefully acknowledge the valuable contributions of Christine Godfrey, Alasdair Forsyth, Anne Marie MacKintosh, Laura McDermott, Mike Rayner, Martine Stead and Stephen Thomson as authors of the earlier (2003 and 2006) systematic reviews, and the UK Food Standards Agency for commissioning the initial systematic review (2003). We would also like to thank Laura MacDonald and Diane Dixon for their help in checking records and data, and in preparation of the manuscript.

* Corresponding author.

E-mail address: g.a.cairns@stir.ac.uk (G. Cairns).

Food promotion effects on brand and category choice.....	214
Discussion	214
Conclusions	214
References	215

Introduction

A number of policy initiatives intended to ‘rebalance the food marketing landscape’ have been introduced during the last decade (Hawkes & Lobstein, 2011). Policies have been informed by substantial and consistent evidence that the promotion of low nutrition foods is a modifiable risk factor for non-communicable disease and is linked to the international obesity crisis (Harris, Pomeranz, Lobstein, & Brownell, 2009; Hastings, McDermott, Angus, Stead, & Thomson, 2006; Hastings et al., 2003; McGinnis, Gootman, & Kraak, 2006; WHO, 2004, 2010).

An important recent initiative to address the threat of current marketing practice to public health was the endorsement at the 63rd World Health Assembly of the World Health Organization (WHO) ‘Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children’ (WHO, 2010). In 2011, promotion of the WHO Set of Marketing Recommendations was one of the actions cited in the Political Declaration adopted at the 66th session of United Nations General Assembly (UN, 2011). The United Nations Resolution provides clear leadership for international action to tackle the rising prevalence of non-communicable diseases (NCDs).

This high-level political commitment presents both challenges and opportunities for research aimed at informing the evidence-informed policy cycle. Policy planning can and should provide strategic direction to policy research as much as research evidence can and should inform policy design, development and evaluation. This paper therefore has two purposes. It provides a summary of the public health evidence base that has informed policy development to date, and highlights evidence gaps pertinent to next steps in developing effective marketing control policies.

Objectives

A 2009 systematic review (SR) of evidence on commercial food promotion to children was commissioned by the World Health Organization to inform the development of a set of recommendations on food marketing to children. The research objectives of the SR were to review the international evidence base on (a) the nature and extent of food promotion and non-alcoholic beverages to children; and (b) the effects of child-oriented food and non-alcoholic beverage promotion on diet, dietary determinants and health. The 2009 SR was an update of the 2006 WHO SR (Hastings et al., 2006). The main purpose of the recommendations is to ‘guide efforts by Member States in designing new and/or strengthening existing policies on food marketing communications to children in order to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt’ (WHO, 2010: 7).

Methods

SR methodology aims to comprehensively identify and evaluate all relevant evidence available to answer pre-specified research questions using a fully documented methodology (Littell, Corcoran, & Pillai, 2008). The methods are intended to be transparent and therefore replicable, and to minimise selection bias. Systematic review is increasingly used to inform the development of policy

and identify gaps in the research literature (Bambra, 2011; Dobbins, Jack, Thomas, & Kothari, 2007).

The 2006 and 2009 SRs were developed from an SR published in 2003 (Hastings et al., 2003) and an unpublished 2004 review of evidence on food promotion in developing countries. An outline summary of pre-specified research parameters and scope of the SRs is described below. Full details are included in the 2009 report (Cairns, Angus, & Hastings, 2009) which is available at: www.who.int/dietphysicalactivity/Evidence_Update_2009.pdf.

Specific research questions were developed around the two areas of inquiry.

- (a) Nature and Extent of Food Promotion to Children:
 - (1) What promotional channels are used to market foods to children?
 - (2) What foods are promoted?
 - (3) What creative strategies are used?
 - (4) What marketing strategies are being used to promote foods in low- and middle-income countries?
- (b) Effects of Food Promotion to Children:
 - (5) How do children respond to food promotion?
 - (6) Is there a causal link between food promotion and children’s food related knowledge, preferences, purchase and consumption behaviours, and diet-related health status?
 - (7) What is the extent of any influence of food promotion relative to other factors?
 - (8) In any studies demonstrating an effect, does this affect total category sales, brand switching or both?

Initial relevance criteria were: primary research published in peer-reviewed and grey¹ literature or review level evidence, published in any language from January 1970 to November 2008, examining all forms of commercial food promotion targeting children aged 2–15 years.

The 2009 SR searched seven academic database interfaces, covering 11 academic literature databases on 15.11.08. These were Business Source Elite, CSA Illumina, Cochrane Library, EBSCOHost, Emerald, Medline and Web of Knowledge. Searches were also conducted on 23.3.09 on the websites and databases of the Advertising Education Forum, the Economic and Social Research Council, the WHO’s WHOLIS database, LexisNexis Business and News, the Food and Agriculture Corporate Document Repository and New Internationalist.

Update search strategies used in the 2009 SR had been developed and tested in the 2006 SR. Minor modifications developed to streamline the 2009 search were tested to ensure that they did not alter search scope or sensitivity. Search terms included: children, food, diet, nutrition, marketing, advertising, promotion. A complete record of search terms applied to titles, abstracts, keywords, content lists for each database and website searched is provided in the original reports. The 2009 SR included all studies identified in the 2006 SR as well as all subsequent studies identified in the update searches.

¹ The term ‘grey literature’ usually describes material that is “not published in an easily accessible form or listed in standard bibliographic databases, for example conference proceedings, internal reports, theses and some books” (CRD, 2009: 266).

Download English Version:

<https://daneshyari.com/en/article/939823>

Download Persian Version:

<https://daneshyari.com/article/939823>

[Daneshyari.com](https://daneshyari.com)