

WE ALL WANT HEALTHY CHILDREN

Protecting Our Children from Unhealthy Food & Beverage Marketing

Facts for Parents on Marketing to Youth*

- **Childhood obesity** has more than **doubled in children** and **tripled in adolescents** in the past 30 years.¹
- **Diets** high in **calories, fat, sugars and sodium** are putting children's futures at **risk**.²
- **What children** want to eat and drink is **influenced by marketing**.³
- **Most** foods and beverages **advertised** to children are high in **fat, sugar or sodium**.⁴
- The **food and beverage** industry spends **nearly 2 billion dollars** on **marketing to children and adolescents** yearly.⁵
- Children spend **7.5 hours per day consuming media** – online, watching TV, using mobile devices, listening to music, playing video games and reading print materials.⁶
- **Black children** saw almost **twice as many ads** for sugary drinks as **white children** in 2010.⁷
- Marketing on Spanish-language TV is growing. From 2008 to 2010, **Hispanic children saw 49 percent more ads** for sugary drinks and energy drinks, and **adolescents saw 99 percent more ads**.⁸
- **Four TV channels** are responsible for **almost half** of food advertising seen by children.⁹

* References on back of sheet

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References

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- ² J. Michael McGinnis, 'Executive Summary; Food Marketing to Children and Youth: Threat or Opportunity?', (2006), P. 1
- ³ J. Michael McGinnis, 'Executive Summary; Food Marketing to Children and Youth: Threat or Opportunity?', (2006), P. 5
- ⁴ Lisa M. Powell, 'Nutritional Content of Television Food Advertisements Seen by Children and Adolescents in the United States', *Pediatrics*, 120, (2007), P. 580
- ⁵ Federal Trade Commission, 'A Review of Food Marketing to Children and Adolescents', (2012), P. ES 5
- ⁶ Robert Wood Johnson, 'Food and Beverage Marketing to Children and Adolescents: An Environment at Odds with Good Health', (2011), P. 2
- ⁷ Jennifer Harris, 'Sugary Drink F.A.C.T.S: Food Advertising to Children and Teens Score', (2011), P. 115
- ⁸ Jennifer Harris, 'Sugary Drink F.A.C.T.S: Food Advertising to Children and Teens Score', (2011), P. 115
- ⁹ Yale Rudd Center, 'Where Children and Adolescents View Food and Beverage Ads on TV: Exposure by Channel and Program', Rudd Report, (2013), P. 5