Digital marketing of foods to children

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Rapid growth in the digital advertising market
Expert meeting on monitoring of digital marketing of unhealthy products to children and adolescents
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MONITORING AND 
RESTRICTING 
DIGITAL MARKETING 
OF UNHEALTHY PRODUCTS 
TO CHILDREN AND 
ADOLESCENTS
“programmatic” system of advertising
“programmatic” system of advertising
“programmatic” system of advertising
Complexity of advertisement ecosystem
Voluntary regulation ?
The current ecosystem, would prevent companies making beneficial changes, even if they wanted
Social media influencers

Zoella has 12 million subscribers on her main YouTube channel (Picture: MoreZoella/YouTube)
Solution?
GDPR and current status

- Consent easier to gain within walled gardens
- A monopoly
- Regulatory approaches
Digital marketing of harmful foods to children: A global concern

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The authors alone are responsible for the views expressed in this article and these opinions do not reflect the position of the WHO or the European Union.

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ABSTRACT

Many countries have protracted growth in the financial markets and the production of noncommunicable disease in recent years. This has led to a global increase in noncommunicable disease, particularly cardiovascular disease, cancer, and type 2 diabetes. In response, governments and international organizations have increasingly emphasized the need to address this issue. A number of national policies have been developed to combat this problem, and many countries have taken steps to address the issue of marketing of harmful foods to children. This paper highlights the importance of this issue, and it is hoped that this report will serve as a valuable resource for policymakers and other stakeholders.

SITUATIONAL OVERVIEW

Noncommunicable disease (NCD) is one of the leading causes of death worldwide. In 2016, 17.3 million people died of NCDs, which is 70% of all deaths globally. In the United States, 60% of deaths are due to NCDs. In the European region, 60% of deaths are due to NCDs. The WHO estimates that by 2030, 80% of all deaths will be due to NCDs. In order to address this issue, governments and international organizations have developed policies to combat this problem. These policies have included restrictions on the sale of harmful foods to children, as well as restrictions on the advertising of harmful foods to children. As a result, many countries have taken steps to address this issue, and it is hoped that this report will serve as a valuable resource for policymakers and other stakeholders.

OBSERVATION

The paper presents the author's observations on the marketing of harmful food products to children. The author notes that many countries have taken steps to address this issue, and it is hoped that this report will serve as a valuable resource for policymakers and other stakeholders.

OVERVIEW

This paper presents the WHO's framework for monitoring the digital marketing of unhealthy food to children and adolescents. The framework includes guidance for monitoring the digital marketing of unhealthy foods, including the use of social media, mobile applications, and websites. The framework also includes guidance for monitoring the digital marketing of unhealthy foods to children and adolescents.
Beyond Monitoring -

1. Age verification of online users
2. Tagging of marketing campaigns
3. Submission of campaign information by industry
4. Regulation

Role of multiple stakeholders, UN Agencies, Government, Academic and Civil Society
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