

# CLICK Monitoring Framework

## WHO/Europe toolbox

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[www.euro.who.int](http://www.euro.who.int)



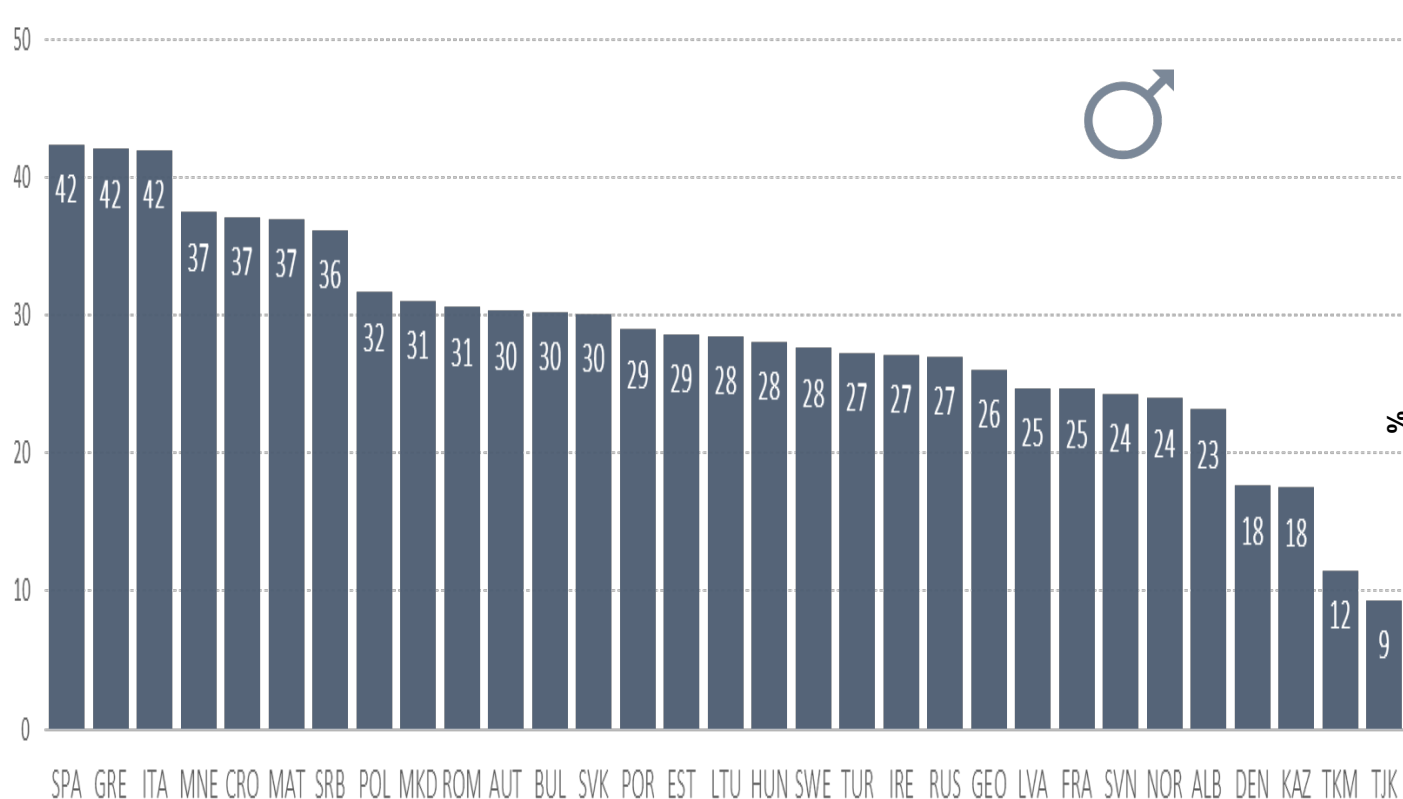
# Overview

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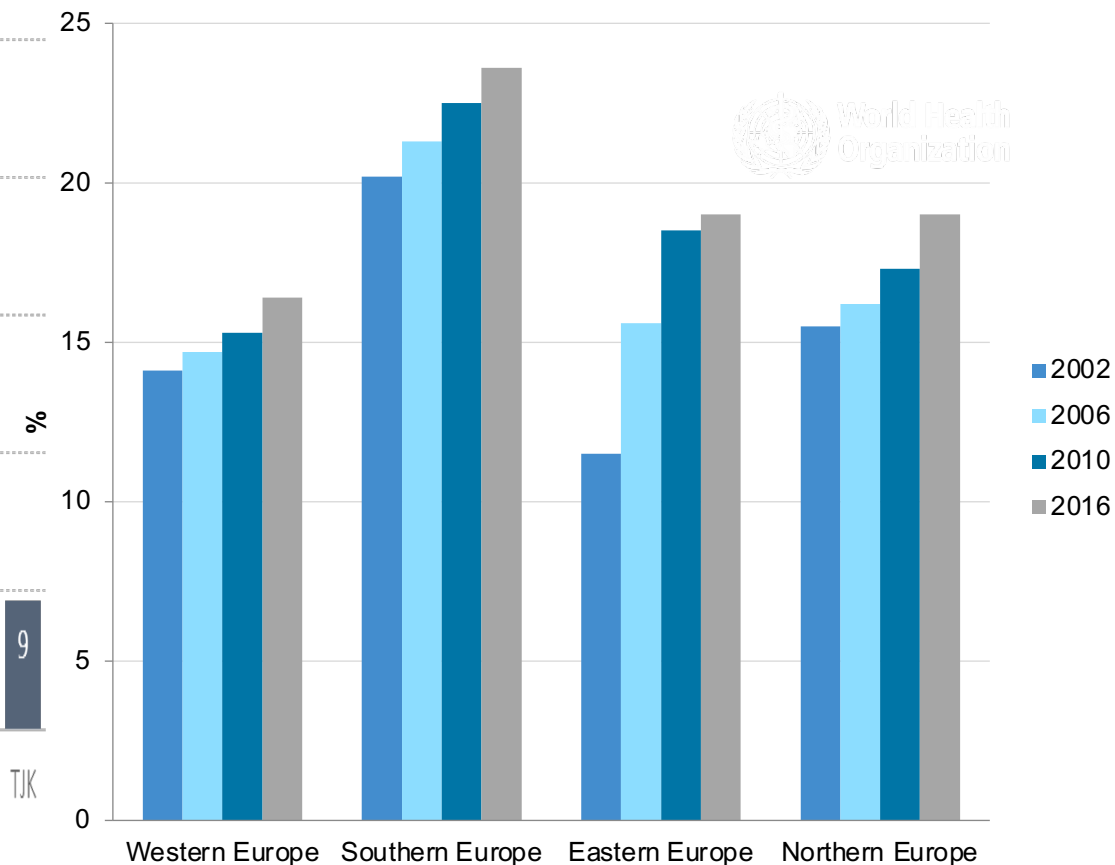
- Overweight in Children and Adolescents
- Digital Marketing
- CLICK framework - Importance and Aim
- Current Project Stages
- Challenges and Goals



# Overweight among children & adolescents



Source: WHO Childhood Obesity Surveillance Initiative (COSI)

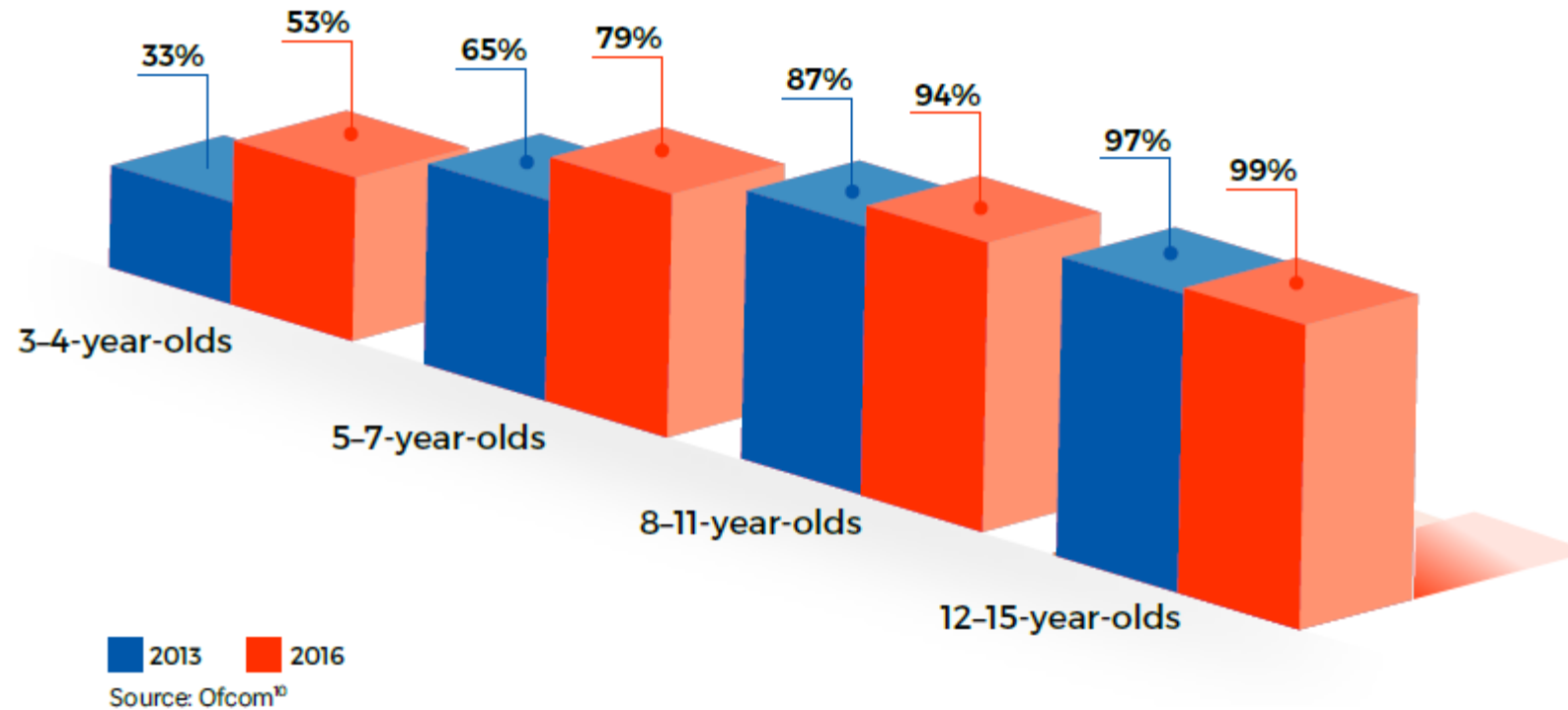


Source: HBSC  
 Overweight (boys and girls) aged 11, 13, 15



# Percentages of children online in the UK (2013 vs. 2016)

Fig. 1. Percentage of children online in the United Kingdom, 2013 and 2016

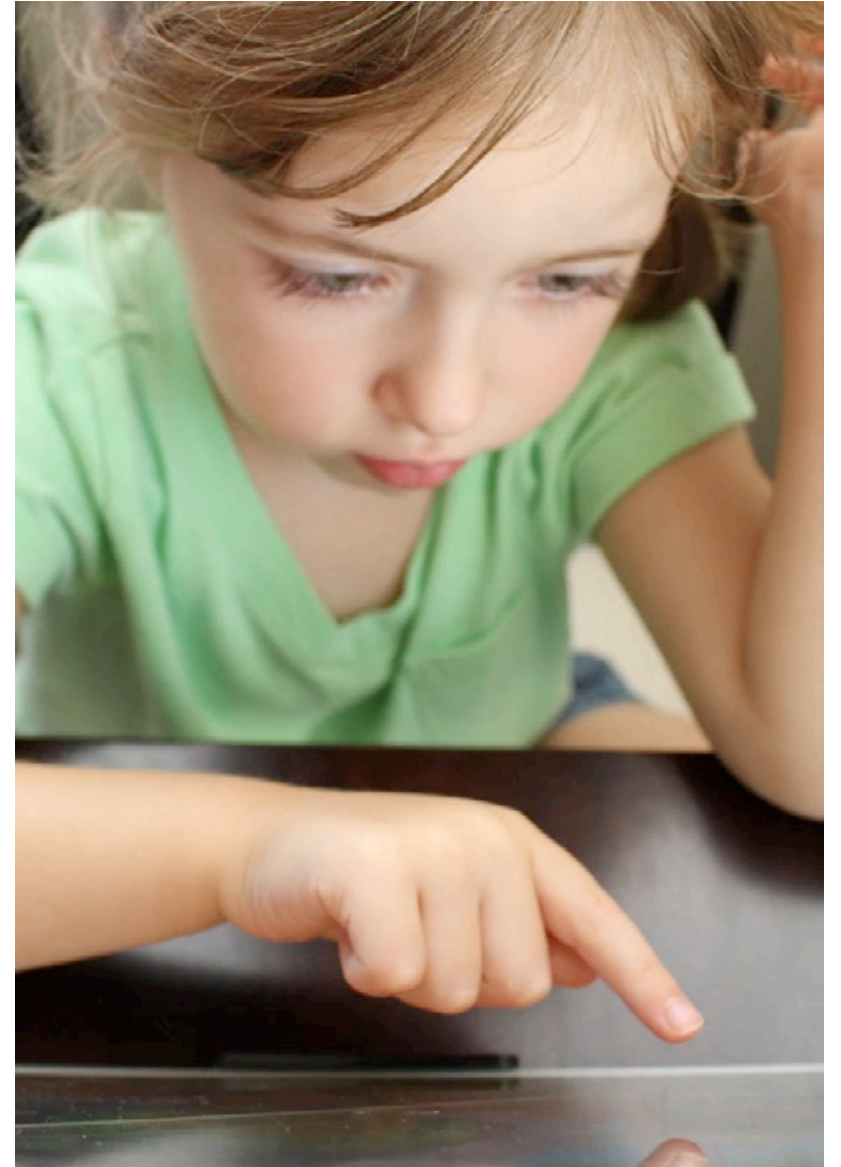




# Importance of monitoring

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- Digital advertising influences behavior
- Challenge to understand and control ecosystem
- Monitoring tool needed to support policy development in this area





# Challenges

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## Practical challenges

- Complexity of Advertisement technology
- Paid advertisements and indirect advertising
- Data Collection
- National differences in ecosystem

## Ethical challenges

- Working with minors
  - Privacy concerns
- Approval of national ethics board







**“Children are in the middle of a minefield!”**  
*Professor Gerard Hastings, University of Stirling*

**“Digital marketing happens everywhere except where parents, teachers and regulators are – and we can’t see it.**  
*Dr Mark Grindle, , University of the Highlands and Islands,*



# CLICK Monitoring Framework

**CLICK**

**A tool for monitoring children's exposure to marketing of unhealthy products online**

**C**

**Comprehend the digital ecosystem**

Map the global, regional and national digital marketing ecosystem and children's website/app usage; alongside this work, set up focus groups to gauge children's and parents/guardians' experience and awareness of marketing techniques and campaigns.

**L**

**Landscape of campaigns**

Assess campaigns run by leading national brands by collecting information from advertising agencies and by sampling whole-country social media for relevant content to ascertain what is viewed by different age groups.

**I**

**Investigate exposure**

Map exposure to some paid-for digital marketing experienced by a panel of children in each age bracket using an installed smartphone app that (with consent) monitors and aggregates data on children's interaction with advertisements in some websites and social media.

**C**

**Capture on-screen**

Use real-time screen capture software on a panel subgroup to assess what a representative sample of children actually sees online on their devices, in order to better understand wider marketing techniques, including user-generated content and product placement.

**K**

**Knowledge sharing**

Create user-friendly materials from the research data and develop partnerships with young people, parents, policy-makers and civil society, who together can advocate change, raise awareness and influence policy.

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# Aims of CLICK

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## **Research**

Establishment of automated e-research methodology

## **Monitor**

Assessment of children's actual exposure

## **Prevent**

Establishment of trustful age verification system and tags of advertisement campaigns

## **Implement**

Clarify the mandate for governments to establish national policy frameworks



# Used tools

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## Smartphone applications

- Data on paid for ads
- Collecting Media IDs for each ad
- Scan of Social Media platform content
- Assessing brands and campaigns

## Protocols and templates

- For study set up and coding
- For data analysis



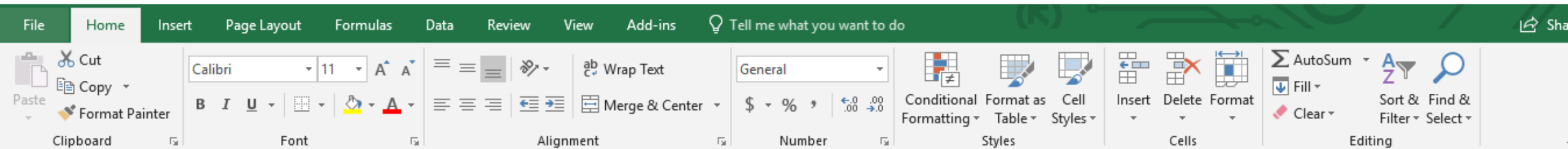


## **Investigate exposure**

**Map exposure to some paid-for digital marketing experienced by a panel of children in each age bracket using an installed smartphone app that (with consent) monitors and aggregates data on children's interaction with advertisements in some websites and social media.\***



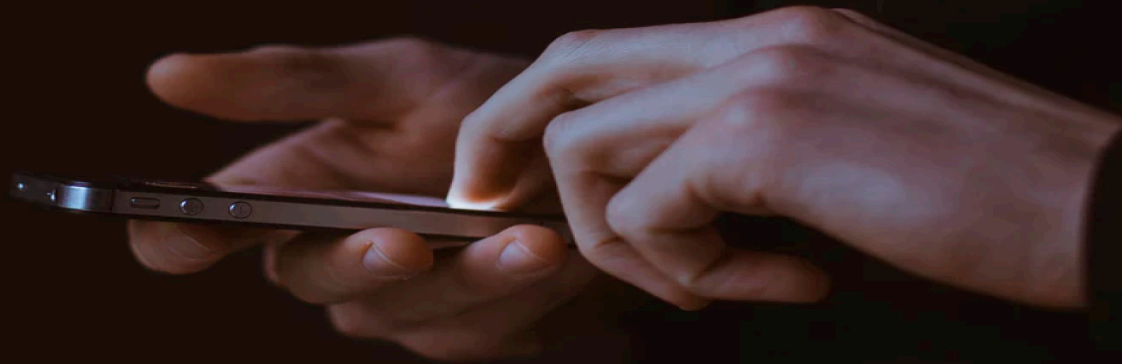




**SECURITY WARNING** External Data Connections have been disabled [Enable Content](#)

	F	G	H	I	J	K	L	M	N	O	P
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3	iOS	12.2.0	iOS 12.2.0	Apple	iPad4,4	Tablet	YouTube	I-9RwbUXgtA	TRUE		Pantene_Magic of Gold Deep Moisture 15_PGPA8140Q00H_AMJ
4	iOS	12.2.0	iOS 12.2.0	Apple	iPad4,4	Tablet	YouTube	-tTb0hVUrFg	TRUE		UglyDolls   \Bad Hair Cutdown\" TV Commercial   In Theaters May 3, 2019"
5	iOS	12.2.0	iOS 12.2.0	Apple	iPad4,4	Tablet	YouTube	AbyJignbSj0	TRUE		Gemini Man (2019) - Official Trailer - Paramount Pictures
6	iOS	12.2.0	iOS 12.2.0	Apple	iPad4,4	Tablet	YouTube	85r7S8ROIRE	TRUE		Get \$200 off Pixel 3 0003
7	iOS	12.2.0	iOS 12.2.0	Apple	iPad4,4	Tablet	YouTube	I3Is5fqczQY	TRUE		UOM 6873 Brand Awareness 30
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9	OSX	10.11.6	OSX 10.11.6	Apple	MacBookAir7,1	Laptop/Desktop	YouTube	z69Z-DTck-U	TRUE		Funny Musical Realtor   Rudy Mancuso & Maia Mitchell
10	OSX	10.11.6	OSX 10.11.6	Apple	MacBookAir7,1	Laptop/Desktop	YouTube	AbyJignbSj0	TRUE		Gemini Man (2019) - Official Trailer - Paramount Pictures
11	OSX	10.11.6	OSX 10.11.6	Apple	MacBookAir7,1	Laptop/Desktop	YouTube	fM8n8jCJSMU	TRUE		Stop wasting time. Just use Honey.
12	OSX	10.11.6	OSX 10.11.6	Apple	MacBookAir7,1	Laptop/Desktop	YouTube	PLgibBGtVH8	TRUE		Groupon 2018 Commercial with Tiffany Haddish: Front Row
13	OSX	10.11.6	OSX 10.11.6	Apple	MacBookAir7,1	Laptop/Desktop	YouTube	8c6sRBaWu2E	TRUE		MA - Official Trailer (HD)
14	OSX	10.11.6	OSX 10.11.6	Apple	MacBookAir7,1	Laptop/Desktop	YouTube	6DOK68w9XUo	TRUE		Ramy :15 \Start-Up\" Digital Post-Launch"
15	Android	5.1.1	Android 5.1.1	LGE	LGL44VL	Smartphone	YouTube	NcILSTHU3vc	TRUE		Childers Brothers - Spring Planting Watering Effects Foundation - Mom's Talk

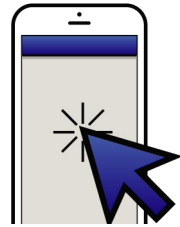
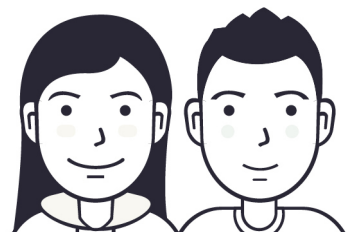
***Sample Data Sheet on paid for advertisements***  
***We can collect objective data using new technology***  
***But not 100% comprehensive.***  
***Difficult to capture all advertisements***



Use real-time screen capture software to assess what children actually sees online, in order to better understand wider marketing techniques, including user-generated content and product placement



# Technological solutions for monitoring



*Kid-Ad Capture*  
New WHO/Europe  
App

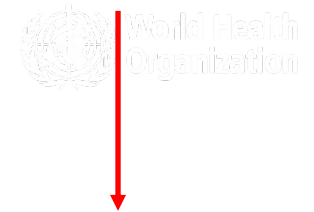
AI tool  
to recognise images



DATA MANAGEMENT  
PLATFORM (DMP)



DATA



## Current stages

**Piloting in various countries supported by the Government of Canada:**

- Investigate exposure
- Capture on screen

*Russian Federation, Slovenia, Portugal, Norway, Estonia, Finland*

**Sharing national experiences**

- Protocols
- Data analysis and reporting





# Main Outcome Goals

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- Setting a **global benchmark** for data-collection and analysis goals
- Development of country- and resource-specific **solutions**
- **Supporting governments** with responsibility to support and protect children's rights



# WHO/Europe CLICK framework

- We need to be innovative to face the challenge, otherwise we will be in the same position in 5 years
- CLICK was developed as a futuristic framework, but today several Member States are using it, including an App developed by NCD office, Moscow.
- We are piloting it and also undertaking a large validation study in Canada.
- We have a workshop with six countries piloting CLICK in November. Member States can learn from the experience of others and make the best choice for them.
- European Region plans to lead the way to face the challenge of digital marketing, that will include choosing some innovative methods out of our comfort zone if we are to be successful.
- We hope other countries and regions will also prioritise this issue to face the increasing global challenge.



# Thank You!

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