CLICK Monitoring Framework
WHO/Europe toolbox

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Overview

- 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

- 3-4-year-olds: 33% (2013) vs. 53% (2016)
- 5-7-year-olds: 65% (2013) vs. 79% (2016)
- 8-11-year-olds: 87% (2013) vs. 94% (2016)
- 12-15-year-olds: 97% (2013) vs. 99% (2016)

Source: Ofcom®
Importance of monitoring

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

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

1. **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.

2. **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.

3. **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.

4. **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.

5. **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.
Aims of CLICK

**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

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.*
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

AI tool to recognise images

DATA MANAGEMENT PLATFORM (DMP)

DATA

Kid-Ad Capture
New WHO/Europe App

World Health Organization
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

- 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.