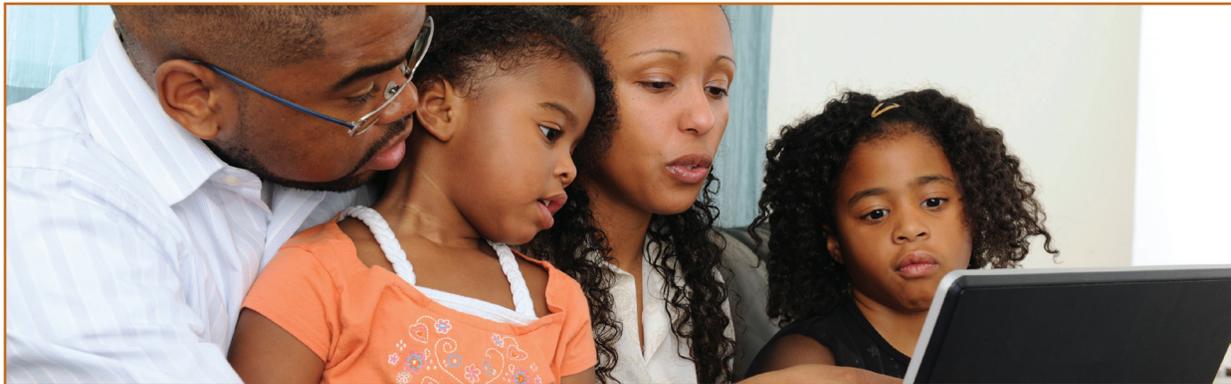


**MAY
2010**

RUDD REPORT



FOCUS GROUPS WITH PARENTS:

What Do They Think about
Food Marketing to Their Kids?

309 Edwards Street, New Haven, CT 06520-8369 ■ 203 432 6700 ■ fax 203 432 9674 ■ rudd.center@yale.edu

Amy E. Ustjanauskas
Bruce Eckman, Ph.D.¹
Jennifer L. Harris, Ph.D., M.B.A.
Amir Goren, Ph.D.
Marlene B. Schwartz, Ph.D.
Kelly D. Brownell, Ph.D.

Acknowledgements

This research was funded by the Robert Wood Johnson Foundation and the Rudd Center for Food Policy and Obesity. Special thanks to Barbara Hamill from Hamill Associates, Inc. for her assistance with this project.

¹ Creative Insights, Inc.

EXECUTIVE SUMMARY

Public health experts emphasize the need for regulations limiting unhealthy food marketing to children to help solve the childhood obesity crisis; however, increased public support is necessary to implement such policies. We conducted six focus groups with Caucasian, Hispanic and African American parents in which we explored potential ways to increase awareness of the harmful effects of child-targeted food marketing in order to enhance support for government policies limiting these practices.

In general, parents expressed low awareness of food marketing and its negative impact on children. Yet examples of current food marketing practices presented during the groups effectively convinced many parents that the issue merits further

action. Some parents supported government-level solutions and wanted to personally engage in actions to address the issue. Despite their support, many parents also perceived potential barriers to the effective implementation of proposed solutions.

This qualitative research demonstrates that increased awareness of food marketing practices targeting children together with examples of potential actions that can be enacted at the local level are likely to increase support for societal-level solutions to address the issue. These findings suggest a significant opportunity for communities and advocacy groups to educate parents and effectively enlist their support for local action to limit food marketing to children.



FOCUS GROUPS WITH PARENTS:

What Do They Think about Food Marketing to Their Kids?

Food marketing is a significant contributor to the obesity epidemic among young people.^{1,2} Public health experts increasingly call for regulations to limit the amount of advertising directed toward children for foods high in calories and low in nutritional value.³⁻⁵ Many parents in the United States agree that there is too much child-targeted marketing for unhealthy foods; however, the majority also believes that food marketing has limited impact on children's diets and that controlling children's exposure to food marketing is primarily a parental responsibility.⁶ This qualitative research explores opportunities to increase parents' concern about the harmful effects of food marketing and to enhance perceptions that the government and the food industry have a responsibility to limit unhealthy food marketing to youth.

METHODS

Six two-hour focus groups were conducted with parents: three groups each in New York, NY and Chicago, IL. All groups consisted of up to ten participants between the ages of 21 and 65 years, with a minimum annual household income of \$15,000 and at least a high school education. In each location, separate groups were held for Caucasian, Hispanic and African American participants. The Caucasian groups were divided equally between Democrats and Republicans. All groups were 60% female and 40% male and included parents with children in the age groups 2-5 years, 6-12 years, and 13-17 years. All parents participated in family meal planning, food choice and shopping. Each group included parents with varying levels of concern regarding health and nutrition. Dr. Bruce Eckman, a professional focus group facilitator, moderated all groups.

The groups began with warm-up discussions about families' eating habits and unaided attitudes toward food marketing. Participants were then given information about current food marketing practices, including a press release from the Council of Better Business Bureaus (CBBB) announcing eleven food company pledges to limit unhealthy food marketing to children, specific examples of food marketing to children and lists of bet-

ter-for-you foods that companies are now marketing to children. Participants' reactions were assessed following the presentation of each example. A discussion about possible solutions to the impact of unhealthy food marketing on youth followed. To facilitate the discussions, participants were presented with solutions that have been implemented in other countries and suggestions for actions that they could personally take. The final discussions ascertained reactions to food marketing practices targeted to ethnic minorities in the Hispanic and African American groups and examples of nutrition claims in all groups.

RESULTS

The following summarizes the group discussions. Given the nature of qualitative research, these findings should be viewed as tentative and used primarily to develop hypotheses for future research.

WARM-UP DISCUSSIONS

Families' Eating Habits

Some parents were confident in their knowledge of food and nutrition and their ability to foster positive eating habits within their families. Others admitted to feeling overwhelmed about their abilities to feed their families a nutritious diet due to factors such as being too busy to read all of the information on nutrition labels; eating on the go or in front of the TV instead of sitting down for family meals; large portion sizes in restaurants; the low cost of fast food; value menus providing incentives to visit fast food establishments and overeat; and the addictive nature of food. Many also felt that their children's eating habits were out of control and cited several contributors, including snacking outside of the home; peer influence; sedentary activities such as video games; vending machines with few healthy options; and unhealthy foods in schools.

Parents acknowledged that childhood obesity is a problem and emphasized that the same factors that contribute to their chil-



dren's poor eating habits also contribute to childhood obesity. Parents also acknowledged the long-term health risks of obesity, but generally conceded that "kids don't think about long-term health" and are more concerned with their immediate weight. Long-term health effects were mentioned more often in the Hispanic and African American groups. It is interesting to note that parents did not initially focus on food marketing as a cause of either obesity or poor eating habits in children.

Attitudes about Food Marketing

Parents were less aware of food marketing than they were of other nutrition and health topics. They did know that their children are exposed to food advertising and that it has an impact, but this awareness was limited. The forms of marketing group participants mentioned most often included television ads, celebrity endorsements, product packaging, promotions and licensed characters. Most parents were not aware of less overt forms of marketing targeting children, including mobile advertising, advertising during movies and at school, food-company sponsored gaming websites and advertising through social media.

Initially, most parents were not unhappy with food marketing directed to their children and even expressed some positive attitudes toward it. They said that they enjoyed seeing idealized families in ads, believed that advertising can be fun and informative and noted that some advertising promotes foods that are good for you. On the other hand, parents were annoyed that marketing often makes their children demand certain foods and that its "fun and friendly appearance" can make viewers more vulnerable to its claims. They tended, however, to assign responsibility to parents to control their kids' exposure to marketing and teach them about nutrition. In addition, many viewed marketing as an inevitable part of the American way of life. This particular view was more pronounced in the African American and Hispanic groups. Many Hispanic Americans, especially those who were newer to the United States, felt that marketing and brand names were part of the American culture and they did not want to disappoint their children by not participating fully in it.

Overall, parents did not initially see the harm in food companies marketing to their children and most were resigned to the practice. In addition, the connection between food marketing and obesity was not readily apparent as so many other factors entered into the equation.

CURRENT FOOD MARKETING PRACTICES

Examples of existing food marketing practices in the United States were then shown to ascertain parents' reactions and awareness. The moderator first read aloud the Center for Better Business Bureaus' (CBBB) press release announcing its initiative to limit food advertising to children to only better-for-you foods (see **Appendix A**). Then, parents viewed recent examples of food marketing to children and a list of better-for-you foods (see **Appendix B**) included in the CBBB initiative. These examples were chosen to show parents what the food industry is doing to address the marketing of unhealthy foods to children and the types of advertising allowed under the initiative.

Initiative to Limit Food Advertising to Children

Parents initially liked the CBBB initiative to limit food advertising to children but were skeptical that companies would live up to their pledges: "That would be great in a perfect world, but a lot of these companies here are interested in a bottom line."

"I don't think anything has changed. I could name thirty commercials, Cookie Crisp, . . . Fruity Pebbles, Cocoa Puffs...same regular old commercials."

Adding to this skepticism, parents noted little change since the inception of the CBBB initiative in 2006: "I don't think anything has changed. I could name thirty commercials, Cookie Crisp, . . . Fruity Pebbles, Cocoa Puffs...same regular old commercials." Even though all groups expressed a level of skepticism, the Caucasian groups were quickest to view the initiative in a negative light and suspect that companies would be "playing with your heads," while the Hispanic and African American groups were readiest to identify potential upsides: "I think to some extent the restaurants are being good citizens." Parents in all groups indicated that by making the pledge, the food companies stood to benefit through positive publicity: "It's a feather in their caps for being health-conscious."

Recent Examples of Food Marketing

A variety of marketing examples were shown to parents to illustrate the many forms of unhealthy food marketing to children. Parents were presented with a handout with the following





Mobile game



Advertising on children's websites



Social media marketing



Promotions on packaging

Exhibit 1. Examples of existing food marketing practices

examples: the Disney Preschool website with a banner advertisement for Eggo waffles, soda advertisements on baby bottles, a PepsiMax mobile advertising game, Disney movie characters on Hostess cupcakes packaging, and a Burger King page on the social networking website, Facebook (see **Exhibit 1**). They also viewed the Postopia website, a children's site with games and activities related to Post Cereals (see **Exhibit 2**).⁷

"This is an eye opener."

Parents were generally unaware of these food marketing examples, with the exception of Disney characters on product packaging: "This is an eye opener." Regarding the Postopia website, parents expressed surprise and anger, stating that it is

a "slot machine for an eight year old;" "The art of manipulation. Like drugs for kids." Parents in the African American groups also expressed feeling somewhat helpless: "I can't do anything about this. It is a bait and switch, the way it is." Among all groups, there existed a sense that food advertisers have crossed the line because it is unfair to target children, especially the young: "They're targeting the kids...they're using the kids."

"The art of manipulation. Like drugs for kids."

Better-For-You Foods List

Parents responded to the foods on the better-for-you list with anger. Most did not think that the foods were healthy and that





Exhibit 2. Postopia website

companies should be marketing them as better-for-you. “Oh my God, none of them are better... This is unacceptable!” and “If these are the better-for-you foods, what’s the worst list?” Parents were most angered by the cereals on the list (see **Exhibit 3**), while they were the most pleased by McDonalds’ items, such as Apple Dippers. Unaided, parents also brought up the Campbell Soup Company with its lower sodium options and General Mills with its whole grain choices as companies that have improved the nutrition of their products.

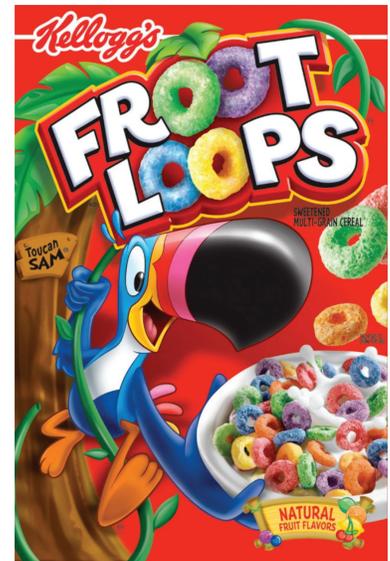
“If these are the better-for-you foods, what’s the worst list?”

Of the food marketing stimuli shown, the examples that stood out as the worst were the Postopia website and the CBBB’s initiative to limit child-targeted food advertising to only better-for-you foods coupled with the list of what foods are actually included. Overall, parents’ reactions were neutral to slightly positive until the Postopia website was shown. After that, parents became upset at the marketers and the ways in which they are misleading children.

Only after being presented with the existing marketing efforts, and being thoroughly incensed by them, were parents open to considering government intervention: “This should be against the law... they’re making money off of our kids!”; “The industry is setting itself up as a parent, and I’ll do anything I can do to go against it!”; and “I’m for banning it! I have a hard enough time... I would march if I had to... whatever it takes to make them listen to us!”

“This should be against the law... they’re making money off of our kids!”

Exhibit 3. “Better-for-you” foods



POTENTIAL SOLUTIONS TO FOOD MARKETING TO CHILDREN

The discussions regarding solutions to food marketing began on an unaided basis and then stimuli were introduced. Parents were shown government-level solutions to food marketing (**Appendix C**) currently in effect in foreign countries such as advertising bans and disclaimers on unhealthy food advertisements. Then parents were presented with a list of personal actions (see **Appendix D**) that could be taken to implement society-level solutions such as creating petitions or contacting companies, elected officials and schools to promote responsible advertising.

Solutions at the Government Level

Of the solutions presented, parents were most supportive of Great Britain's ban on junk food advertisements during children's television programs. Parents similarly suggested bans on junk food advertising altogether. There existed some support for disclaimers on unhealthy food advertisements, but most thought disclaimers would be less effective than the various bans and probably would go unnoticed by children.

Parents also generated their own solutions in the course of the discussions. One proposed solution was to use advertising to promote good health and nutrition. Parents suggested putting SpongeBob or Hannah Montana on healthy foods or "chalk or a jump rope in the cereal box." Others suggested using celebrity endorsements, online games, or commercials to promote nutrition and creating advertisements similar to anti-smoking commercials to show children the long-term effects of unhealthy eating habits. Parents also suggested banning the portrayal of licensed characters on unhealthy foods. Additional ideas included fining companies that advertise unhealthy foods and distributing the revenue to school health programs and providing financial incentives such as tax breaks for companies that advertise healthy foods.

"If we don't get the companies to know that we are unhappy... they are not going to change anything."

Parents also emphasized the need to increase awareness and education about unhealthy food marketing, especially through public venues such as schools, churches, public service an-

nouncements and advertisements on public transportation. Parents recognized that they are not well-informed about food marketing to children: "We wouldn't have even known about this... if you didn't bring us here... how would we know?" And, they noted that for something to be done "someone has to bring it up to be discussed." "If we don't get the companies to know that we are unhappy... they are not going to change anything."

The level of support for regulatory controls varied based on region and ethnicity. Parents in New York were more outspoken about their concerns and more accepting of government intervention than in Chicago. The Midwest did not accept government intervention easily. African Americans also tended to be more accepting of government regulation than Hispanics and Caucasians.

Of all of the solutions discussed, including those presented and those that they generated, parents were more in favor of ones that were not too extreme. For instance, many parents supported banning junk-food advertisements during, before, and after children's television programs or banning licensed characters on unhealthy food products, but they thought it was too harsh to ban advertising to children in general.

Perceived Barriers to Proposed Solutions

Throughout the discussions, potential barriers to proposed government solutions arose. Many interjected that it is a parent's responsibility to address food marketing concerns, not the government's: "The biggest problem is that parents have to put their foot down." Yet despite the emphasis on personal responsibility, parents conceded that their efforts are often not effective. Parents also objected to government intervention due to the fact that, "It's a free market society... we're going down a slippery slope telling them what they can and cannot advertise... government intervention is dangerous... where do you draw the line?" Some parents quickly associated government intervention with the restriction of freedom and choice thereby reducing support for any solutions at the government level. It became apparent, however, that some of these parents who resisted the idea of government intervention failed to recognize that the regulations presented were only limiting food *advertising*, not the sale of the foods themselves. They perceived bans to regulate what people eat as too intrusive which had the effect of limiting support.



Parents were also surprised that other governments could exercise such control over their constituents. Many expressed that these types of solutions are possible in foreign countries due to socialized medicine and forms of government different from ours; in the United States, they believed, such regulations are much less feasible. Other parents indicated that these government solutions, “Might help a little, but not completely.” There existed a sense that the situation was inevitable and cannot be completely fixed.

Personal Actions to Address Food Marketing

Parents indicated that personal actions to address food marketing should be taken, but they did not believe that most of the actions presented would be effective. For instance, parents liked the idea of advocating for the elimination of food advertisements in schools by contacting PTAs, but thought that these efforts would be fruitless due to schools’ reliance on funding from advertisers. Parents also endorsed the idea of proposing stricter food marketing guidelines, but were doubtful that food companies would listen to them. Of the personal actions presented to the groups, parents believed that organizing petitions and giving leaders, like doctors and elected officials, food marketing guidelines to distribute were the most viable. On the other hand, parents were less confident in the efficacy of contacting local media or the food companies to discuss adopting responsible food marketing practices. In all situations, they indicated that in order for personal actions to be most impactful, individuals needed to unite as a group or be backed by a powerful figure such as an elected official.

Perceived limitations of taking personal action to address concerns about food marketing also emerged during the discussions. The notion that one person cannot create change depleted confidence: “Who are we? I’m not important enough”... “No one will listen to the individual.” Parents also felt that the food industry is too powerful to go up against: “We’re not going to stop them. They have too much money.” Many parents further admitted that they do not have adequate time to engage in this issue and that creating meaningful change “requires money for things that have been the same for so long.” Groups in New York were slightly more confident that societal-level change could emerge from personal actions, perhaps bearing in mind recent enactments in New York City that have required menu labeling, banned trans fats in restaurant food and eliminated smoking in all dining establishments.

ADDITIONAL FOOD MARKETING PRACTICES

Following the discussions of food marketing practices targeting children, the focus shifted to other examples of food marketing. Specifically, ethnically-targeted marketing and nutrition claims on food packaging were discussed. Parents expressed their unaided views on these issues and then viewed stimuli to facilitate further discussion. The Hispanic and African American groups were shown McDonald’s websites targeting their respective ethnicities.^{8,9} All groups saw examples of nutrition claims such as vitamin and nutrient claims on cereals, drinks and snack foods. Overall, parents were much less angered by the topic of food advertising targeting adults than they were by food advertising targeting children.

Ethnically-Targeted Marketing

In discussing ethnically-targeted marketing, African American parents expressed that ads directed at their own ethnic group are frequently populated only by black individuals. While they appreciated ads directed at their community, they preferred to see ads incorporating a mix of different ethnicities. They also expressed a desire to see more positive images of African Americans in commercials, indicating that much of the current advertising only associates African Americans with unhealthy foods: “I’ve noticed a lot of junk food billboards in my area.” The African American McDonald’s website 365Black.com⁸ was well-regarded as it showed positive images of members of their community in different situations: going to college, having career opportunities, and being successful. This website made African Americans feel more positive about McDonald’s.

In the Hispanic American groups, parents initially stated that they enjoyed seeing advertisements targeting them as they perceived the ads as a sign that they were a growing force in the United States. There were mixed reactions, however, to the Hispanic American McDonald’s website MeEncanta.com.⁹ While some parents liked it, others thought it to be too “stereotypic[al]” only targeting Mexican Americans and not reaching out to the greater Hispanic American population. Hispanic Americans felt slightly more positive about McDonald’s after viewing this website.



While the ethnically-targeted websites made both African and Hispanic American parents feel more positive about McDonald's, both groups viewed McDonald's marketing unhealthy foods to children as an entirely separate and much more contentious issue. Positive attitudes engendered after viewing the websites did not change the parents' opinions of McDonald's marketing practices targeting children.

Nutrition Claims

"It's a lie."

Some parents shared positive opinions regarding nutrition claims (see **Exhibit 4**) stating that they can inform purchasers of healthy ingredients in products and can serve as "decision

Exhibit 4. Examples of nutrition claims



Whole grain, calcium and vitamin D



No trans fat



"Fruition"

<p>essential orange-orange (c+calcium)</p> <p>ah, orange juice commercials. funny stuff. mum cheerily prepares some huge breakfast while the rest of her family sleeps. sure, this could happen. but every morning? please. maybe if mum were heavily medicated, in which case, we wouldn't condone operating a stove or any electrical appliance.</p> <p>for those of us who don't live in an orange juice commercial, there's still a way to get your morning vitamin C plus calcium, so you can get your day started right minus the whole stepford mum thing.</p>	<p>focus kiwi-strawberry (c+b+lutein)</p> <p>now that everyone is glued to their mobile phones, no one really pays attention to what's going on around them. with all that walking and talking, you never know what you could be missing: birds chirping, flowers blooming, shoe sales, really good-looking people, celebrities without make-up, telephone poles, or piles of poo (and we don't mean winnie). that's why this stuff has lutein - to help keep you focused. so keep your eyes peeled or that smell could be your shoe.</p>
--	--

Vitamin Water



breakers” between products that are otherwise similar. Other parents were skeptical of the claims, expressing that they provide a halo of “health” when oftentimes these products are not, in fact, nutritious: “It’s a lie.”

CONCLUSION

Overall, parents were not knowledgeable about the pervasiveness of food marketing and its negative effects on children. However, showing them examples of current practices effectively changed their points of view and convinced many that the issue merits action by the government.

In the course of these discussions, one impediment to support of regulation was uncovered: some parents confused the distinction between policies limiting food advertising and an outright ban of the foods thereby causing them to associate government intervention with a restriction of freedom and choice. Even with that distinction made, several parents still felt that any government intervention encroached on their free will. Despite the support for regulation that emerged, many parents perceived barriers to implementation. These barriers included opinions that parental responsibility trumps government involvement and that food advertising is inevitable and not easily monitored or controlled. Furthermore, while many parents endorsed taking personal action to address food marketing, they also expressed doubts about the efficacy of those actions.

POLICY IMPLICATIONS

The focus groups revealed that, for child health and nutrition advocates, one of the most immediate needs is to increase awareness among parents of the food industry’s child-targeted marketing practices. In generating awareness, certain points should be emphasized. First, it is essential to provide parents with a general background of existing food marketing practices beyond television advertising and product packaging. Powerful examples such as the Postopia website and the CBBB advertising initiative coupled with the list of better-for-you foods can be used to demonstrate that food marketing to children is a problem that needs to be addressed at the government level.

Next, awareness of possible means to address the problem is needed. Parents need to be informed that solutions centered

on personal responsibility have not been effective in the past and that environmental interventions are necessary. This argument may be bolstered by the fact that government regulations targeting food marketing have been effective in other countries and are, despite concerns to the contrary, feasible in the United States. Providing concrete examples to show how health promoting regulations have been implemented successfully in the United States, such as in the cases of tobacco advertising and seat belts, may be an impactful way of demonstrating the feasibility of government involvement. Lastly, parents need realistic grounded suggestions for how they can personally address this issue.

The way in which potential solutions are presented also serves as an important determinant of parents’ support. When framing solutions, it should be emphasized that government policies limiting food advertising do not restrict freedom, but instead increase freedom by allowing parents to make decisions about what to feed their children without the outside influence of advertising. Likewise, when alluding to specific policies, it should be emphasized that it is only *advertising* for foods, and not the foods themselves, that will be limited.

Also, we should note that parents were more likely to support certain types of policies over others. For example, parents supported policies that limit advertising targeting younger children more readily than policies pertaining to teenagers. Parents were also more likely to support less extreme solutions, such as limiting junk food advertising to children over absolute bans of advertising to children.

In summary, we found a significant opportunity to increase public support for government regulations to limit food marketing to children among parents, including African and Hispanic Americans. When parents learned of the wide variety of marketing techniques used to target their children with messages that promote primarily unhealthy food, they were outraged. Many expressed a personal desire to take action to limit these practices, but were unsure about what they could do that would be effective. We propose that local communities and advocacy groups educate parents and provide them with specific actions to limit unhealthy food marketing to children in their neighborhoods.



REFERENCES

1. Brownell, K.D. & Horgen, K.B. (2004). *Food fight: The inside story of the food industry, America's obesity crisis, and what we can do about it*. New York: The McGraw-Hill Companies.
2. Institute of Medicine [IOM] (2006). *National Academy of Sciences, Committee on Food Marketing and the Diets of Children and Youth*. J.M. McGinnis, J. Gootman & V.I. Kraak (Eds.). *Food marketing to children and youth: Threat or opportunity?* Washington, DC: National Academies Press.
3. Harris, J.L., Pomeranz, J.L., Lobstein, T. & Brownell, K.D. (2009). A crisis in the marketplace: How food marketing contributes to childhood obesity and what can be done. *Annual Review of Public Health*, 30, 211-225.
4. Hawkes, D. (2007). Regulating food marketing to young people worldwide: Trends and policy drivers. *American Journal of Public Health*, 97, 1962-1973.
5. Sharma, L.L., Teret, S.P. & Brownell, K.D. (2010). The food industry and self-regulation: Standards to promote success and to avoid public health failures. *American Journal of Public Health*, 100, 240-246.
6. Speers, S., Harris, J.L., Goren, A., Schwartz, M.B. & Brownell, K.D. (2009). Public perceptions of food marketing to youth: Results of the Rudd Center Public Opinion Poll, May 2008. Available at www.yaleruddcenter.org/resources/docs/reports/RuddReportPublicPerceptionsFoodMarketingYouth2009.pdf
7. Postopia website. Available at: <http://www.postopia.com/bda/index.aspx?driver=globalnav>
8. McDonald's Website for African Americans: 365 Black.com. Available at: <http://www.365black.com/365black/whatis.jsp>
9. McDonald's Website for Hispanic Americans: Me Encanta.com. Available at: http://www.meencanta.com/index_english.jsp
10. Council of Better Business Bureaus (CBBB) (2007, July 18). *Better Business Bureau Announces Food and Beverage Advertising Commitments from 11 Industry Leaders* [Press release]. Retrieved from <http://www.bbb.org/us/article/better-business-bureau-announces-food-and-beverage-advertising-commitments-from-11-industry-leaders-723>
11. CBBB (2009). *BBB Children's Food and Beverage Advertising Initiative: Food and Beverage Products that Meet Participants' Approved Nutrition Standards*. Retrieved from www.bbb.org



Appendix A: Press release announcing food industry pledges to reduce marketing to children¹⁰

Better Business Bureau Announces Food and Beverage Advertising Commitments from 11 Industry Leaders

Collective Pledges will Shift Advertising Mix to Healthier Products or Reduce Companies' Advertising to Children

For Immediate Release

The Council of Better Business Bureaus today announced 11 pledges approved under the CBBB's Children's Food and Beverage Advertising Initiative. The pledges were announced at "Weighing In: A Check-Up on Marketing, Self-Regulation, and Childhood Obesity," a joint forum hosted by the Federal Trade Commission and Department of Health and Human Services.

The Initiative has approved pledges for **Cadbury Adams, USA, LLC; Campbell Soup Company, The Coca-Cola Company, General Mills, Inc.; The Hershey Company, Kellogg Company, Kraft Foods Inc., Mars, Inc.; McDonald's USA, LLC, PepsiCo, Inc. and Unilever**. These companies accounted for an estimated two-thirds of children's food and beverage television advertising expenditures in 2004.

"In 2005, FTC Chairman Deborah Platt Majoras and HHS Secretary Mike Leavitt challenged the advertising industry to review and strengthen industry self-regulation of children's food advertising in light of the growing concern about childhood obesity in our nation," said Steven J. Cole, President and CEO of the Council of Better Business Bureaus. "Today's commitments respond directly to that challenge."

"These companies have pledged to focus essentially all of their advertising primarily directed to children under 12 on products meeting better-for-you standards or refrain from advertising to that age group," Mr. Cole said. "These expansive commitments significantly exceed the Initiative's baseline requirements. In addition, all participants will take the unprecedented step of voluntarily opening their commitments to the BBB's independent compliance monitoring and reporting."

Elaine D. Kolish, Director of the BBB's Initiative, spoke today at the FTC/HHS forum.

"Collectively these pledges will improve the mix of foods advertised to children under 12 and reduce the number of food advertisements run by participating companies," said Ms. Kolish. "For example, these commitments effectively limit participating companies' advertising of snack foods and other food products to those that meet new or existing better-for-you nutrition criteria, and limit the advertising of cereals to those with 12 or fewer grams of sugar per serving."

Under the baseline requirements of the Initiative, announced in November 2006, participants agreed to devote at least half of their advertising primarily directed to children under 12 to promoting healthier dietary choices or healthy lifestyles. Company commitments based on better-for-you dietary choices are required to be consistent with established scientific and/or government standards. The BBB will monitor and publicly report on the companies' compliance with their pledges.



Appendix B: Better-for-you Foods¹¹

CONAGRA FOODS, INC

Frozen Meals

Kid Cuisine Deep Sea Adventure Fish Sticks
Kid Cuisine KC's Primo Pepperoni Double Stuffed Pizza
Kid Cuisine Carnival Corn Dog
Kid Cuisine Bug Safari Chicken Breast Nuggets
Kid Cuisine Twist & Twirl Spaghetti & Mini Meatballs
Kid Cuisine Pop Star Popcorn Chicken
Kid Cuisine Dip and Dunk Toasted Ravioli
Kid Cuisine Cowboy KC's Ham and Cheese Ropers
Kid Cuisine Fiesta Chicken and Cheese Quesadillas
Kid Cuisine All-Star Chicken Breast Nuggets
Kid Cuisine Magical Cheese Stuffed Crust Pizza
Kid Cuisine Cheeseburger Builder
Kid Cuisine Cheese Blaster Mac-n-Cheese
Kid Cuisine Karate Chop Chicken Sandwich

Pudding

Hunt's Snack Pack Sugar Free Vanilla
Hunt's Snack Pack No Sugar Added Chocolate

Canned Pasta

Chef Boyardee Microwave Bowls - Bite Size Beef Ravioli
Chef Boyardee Microwave Bowls - Rice with Chicken and Vegetables
Chef Boyardee Two Pepperoni Pizza Kit
Chef Boyardee Pepperoni Pizza Kit
Chef Boyardee Two Cheese Pizza Kit
Chef Boyardee Lasagna Dinner Kit
Chef Boyardee ABCs n 123s Plain in Sauce
Chef Boyardee Dinosaurs Plain in Sauce
Chef Boyardee Cheese Tortellini

Peanut Butter

Peter Pan Creamy Peanut Butter
Peter Pan Crunchy Peanut Butter
Peter Pan Creamy Whipped Peanut Butter
Peter Pan Reduced Fat Creamy Peanut Butter
Peter Pan Reduced Fat Crunchy Peanut Butter
Peter Pan Plus 8 Creamy Peanut Butter
Peter Pan Honey Roast Creamy Peanut Butter
Peter Pan Honey Roast Crunchy Peanut Butter

GENERAL MILLS, INC

Cereals

Cinnamon Toast Crunch
Cocoa Puffs
Cocoa Puffs Combos
Cookie Crisp
Honey Nut Cheerios
Lucky Charms
Berry Lucky Charms
Chocolate Lucky Charms
Reese's Puffs
Trix

Yogurts

Yoplait Go-Gurt Fruit Flavors
Yoplait Fizzix (all flavors)
Yoplait Trix Fruit Flavors

Snacks

Fruit by the Foot
Fruit Roll-Ups
Fruit Roll-Ups Stickerz
Fruit Gushers G-Force
Fruit Gushers Flavor (all flavors)



Appendix B: Better-for-you Foods¹¹ continued

MCDONALDS, USA

Chicken Nuggets Happy Meal

4 Piece Chicken McNuggets
Apple Dippers with Low-Fat Caramel Apple Dip
1% Low-Fat White Milk

Hamburger Happy Meal

Hamburger
Apple Dippers with Low-Fat Caramel Apple Dip
1% Low-Fat White Milk

Grilled Snack Wrap with choice of 3 sauces (ranch, honey mustard, and chipotle BBQ)

Grilled Snack Wrap
Fruit and Yogurt Parfait with Granola
Bottled Water

Snack Wrap with choice of 3 sauces (ranch, honey mustard, and chipotle BBQ)

Snack Wrap
Fruit and Yogurt Parfait with Granola
Bottled Water

KELLOGG COMPANY

Cereal and Breakfast Items

Kellogg's Frosted Flakes® (all flavors)
Froot Loops® (all flavors except marshmallow)
Apple Jacks®
Rice Krispies® (all flavors)
Cocoa Krispies®
Jumbo Multi-Grain Krispies™
Rice Krispies Treats®
Frosted Mini-Wheats® (all flavors except Maple/Brown Sugar)
Corn Pops®
Eggo® Crunch Maple
Keebler Cookie Crunch™
Mini-Swirlz® Cinnamon
Hannah Montana (third party mark, not owned by Kellogg)
High School Musical (third party mark, not owned by Kellogg)
Cereal Straws (Apple Jacks™, Cocoa Krispies™ and Froot Loops™)
Pop-Tarts® toaster toaster pastries (Brown Sugar Cinnamon Whole Grain)
Eggo® Waffles (all flavors except Chocolate Chip)
Eggo® Waffles (all flavors except Buttery Syrup, Homestyle and Cinnamon Toast)
Eggo® French Toast Sticks (Maple)

Snacks

Keebler® Iced Animal Cookies
Gripz® Cookies (Chips Deluxe® Rainbow™, Double Chocolate and Chocolate Chip)
Zoo and Sea-licious Animal Crackers
Grahams (all flavors except Fudge Shoppe® Deluxe Grahams) Crackers
Dora the Explorer* Animal crackers
Cheez-It® Gripz® (Regular and Nacho) crackers
Sponge Bob* Cheez-It crackers
Rice Krispies Treats® snack squares (all flavors)
Yo-gos Rollers® (all flavors)
Yo-gos® Bits (all flavors)³
Fruit Snack pieces (all flavors)³



Appendix C: Possible options to regulate food marketing to children

Solutions at the Government Level:	Countries that have already implemented the particular solution
Ban advertising to children in general	Sweden (under age 12) Quebec (under age 13)
Ban TV advertisements during breaks for all programs	Denmark France (on state-owned channels)
Ban junk food advertisements during children's TV programs (age 16 and under)	Britain
Ban TV advertisements in general during children's programs	Austria Belgium Norway Sweden Denmark
Ban TV advertisements right before and after children's programs	Belgium Sweden
Create a law indicating that advertisements for unhealthy foods must accompany nutrition message disclaimers	France



Appendix D: Personal actions to address food marketing to children at the societal level

Write, call or meet with companies that are marketing unhealthy foods to children and encourage them to engage in responsible, health-promoting food marketing practices.

Distribute guidelines for responsible, health-promoting food marketing practices throughout your community: to parents, doctors, elected officials, etc.

Attempt to get rid of all food advertisements in schools. Talk to local schools or PTAs.

Attempt to get rid of food advertisements during children's programs by contacting local elected officials.

Inform the local media about the need to adopt responsible, health-promoting food marketing practices by contacting your local newspapers or radio shows.

Create a petition to ban food advertising to children and gather signatures, or encourage your community to write to your elected representatives in government.

