

Preliminary Results: Implementation of the regulation on television and film advertising of food and beverages to children in Mexico

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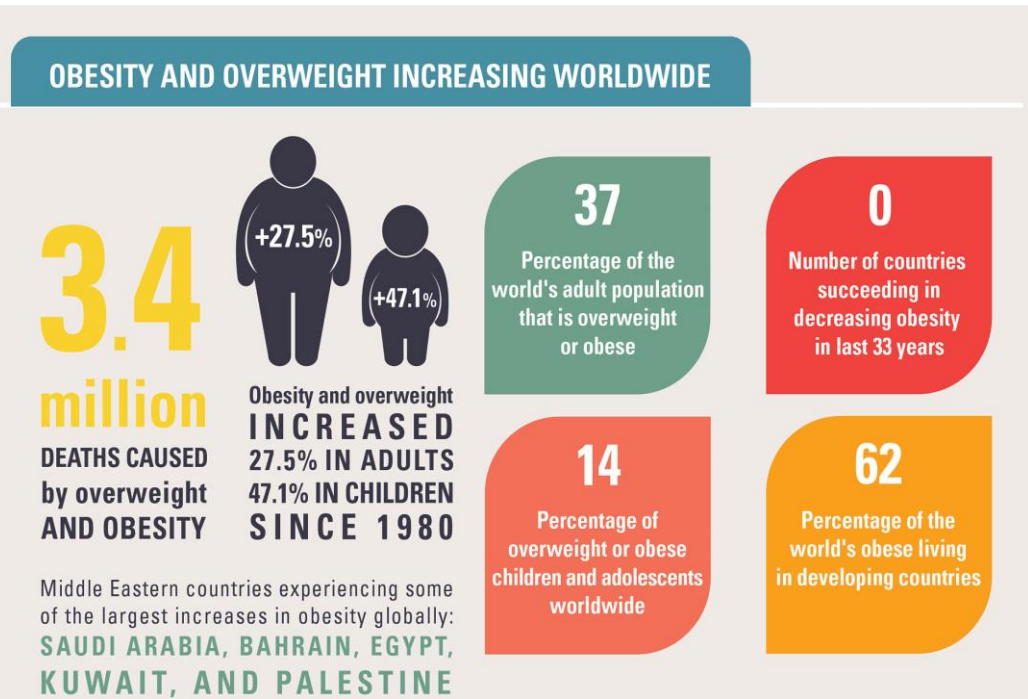
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Background: Child obesity on the rise

Child overweight and obesity in Mexico

- National Health and Nutrition Survey 2012 (ENSANUT):
 - < 5 years → 7.8% to 9.7% from 1988 to 2012
 - 5 to 11 years → 26.9% to 34.4% from 1999 to 2012



Source: Ng M, et al. Global, regional, and national prevalence of overweight and obesity in children and adults during 1980-2013: a systematic analysis for the Global Burden of Disease Study 2013. The Lancet 2014, 384(9945): 766-781.



Actions implemented in Mexico for the control of excessive weight within the population

2013

October 31st

The National Strategy for the prevention and control of overweight, obesity, and diabetes, is issued.

- Fiscal policy and health regulation
 - Labelling
 - Advertising
 - Taxation

2014

January 1st

Taxation to sugar sweetened beverages and calorie dense foods is implemented.

April 15th

Guidelines governing advertising of food and non-alcoholic beverages (F&B) to children (< 12 years old) on television and movie theaters were published in the Official Journal of the Federation

2015

January 1st

Nutritional criteria of TV regulation is implemented for all food categories.

July 15th

Nutritional criteria of TV regulation is implemented for : Flavored beverages, snacks, confectionery, and chocolates.

Criteria for advertising food and non-alcoholic beverages on television and movie theaters

Nutritional Criteria

- 12 F&B categories with subsequent subcategories.
- Criteria for:
 - Energy per portion
 - Sodium
 - Saturated fat
 - Sugar
- Based on EU Pledge

Hour restriction

- F&B products that do not meet the nutritional criteria have time restriction:
 - During week days from 14:30 to 19:30 hours.
 - During weekends from 07:00 to 19:30 hours.

Program genre

- All F&B products may be advertised at all hours in programs such as:
 - Soap operas
 - Sports
 - News
 - Series not appropriate for underage audiences
 - Movies officially classified for audiences
 - B (≥ 12 years of age)
 - B15 (≥ 15 years of age)
 - C (≥ 18 years of age)
 - D (≥ 21 years of age)

Audience measurement

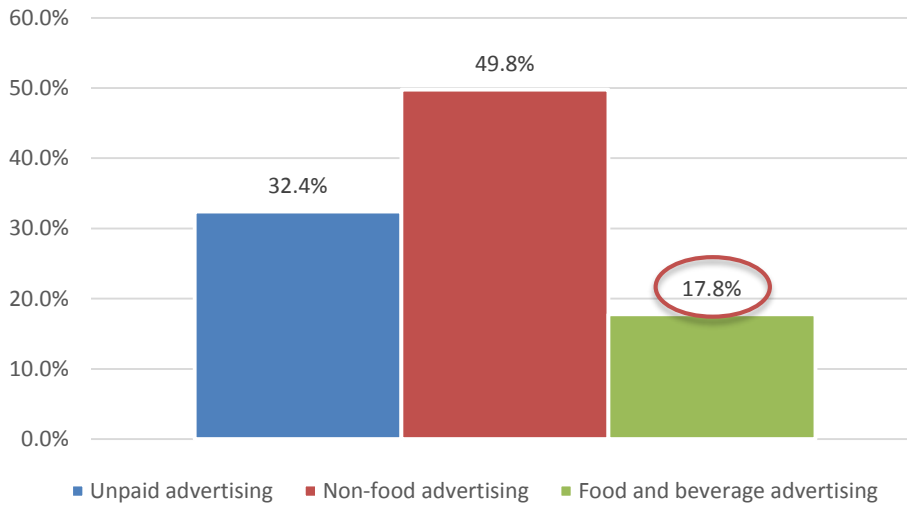
- All F&B products may be advertised at all hours in programs, if the audience measurement shows:
 - Audience comprised is **less than** 35% of individuals between 4 – 12 years old.

Methods

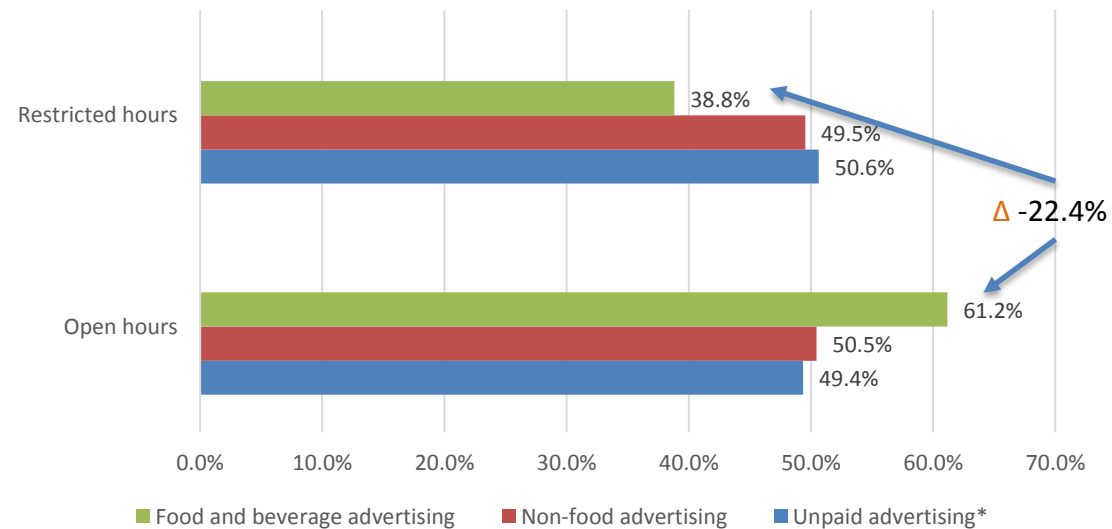
- **Recordings**: 598 hours were recorded of Mexican TV on four broadcast channels with the highest national ratings from August to December 2014.
 - Recordings from 6:25 am to 10:15 pm
- **Codification** of recordings using the manual developed by the Rudd Center for Food Policy & Obesity.
- **Program audience classification**: was determined according to the Mexican Federal law of Radio and TV.
- **Nutritional analysis**: Advertised products were grouped into the food categories stipulated in the Guidelines, and nutritional information for the products within the four regulated categories (i.e. flavored beverages, snacks, confectionery, and chocolates) was obtained from package labels and company web pages.

General results

Distribution of ads by type of advertised product
(n = 21614)

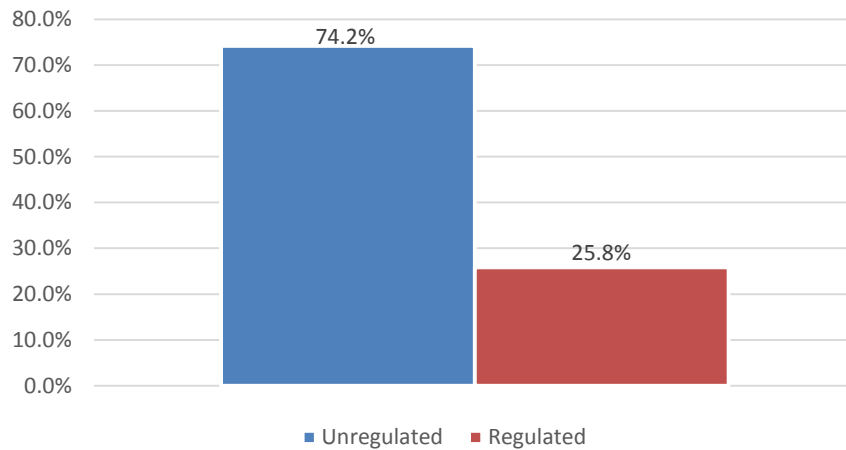


Distribution of type of advertised product by time restriction

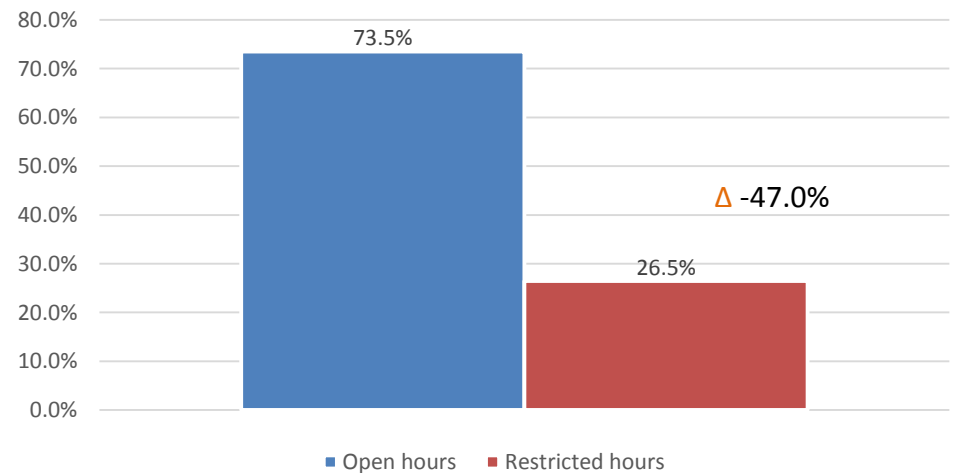


Regulated categories results

Distribution of food and beverage ads by regulated categories (n = 993)

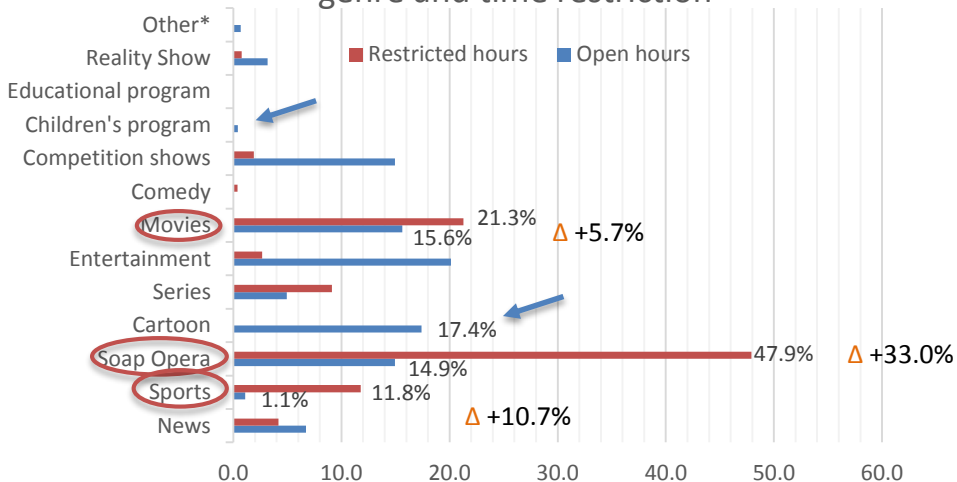


Distribution of regulated categories ads by time restriction



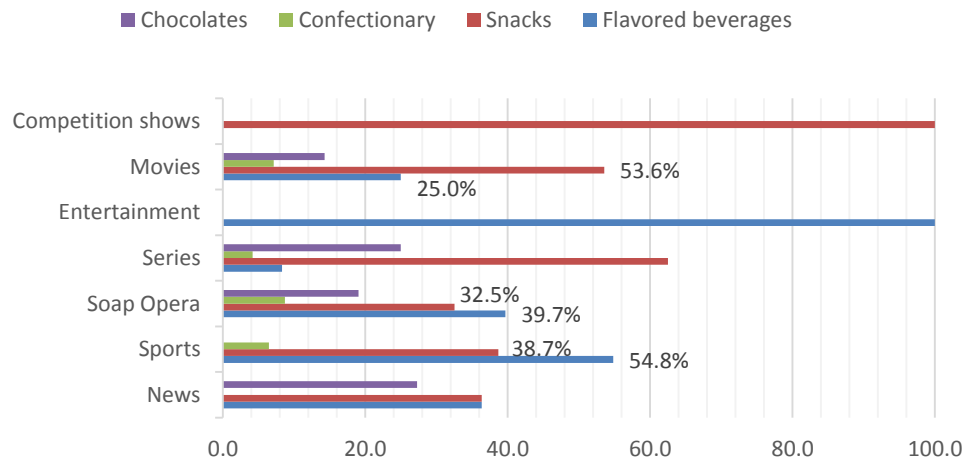
Regulated categories results cont.

Distribution of regulated categories by program genre and time restriction



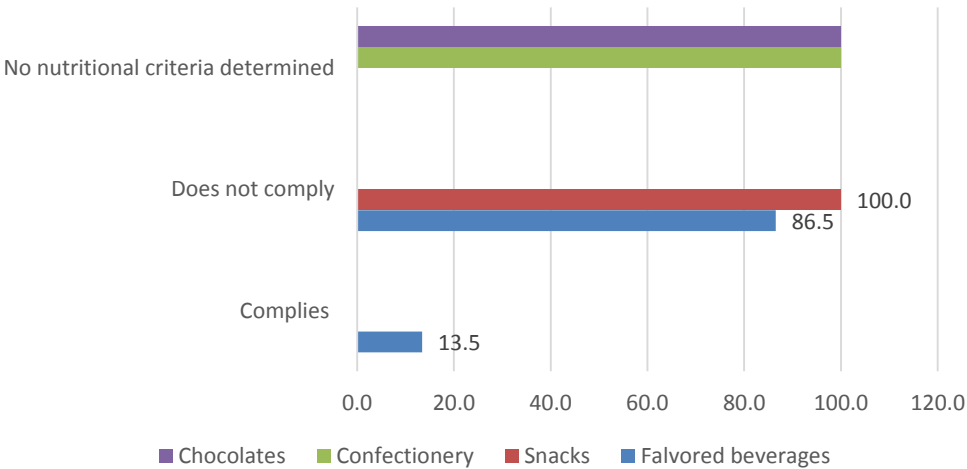
* Special transmission and infomercials

Distribution of regulated food categories by food category and program genre during restricted time

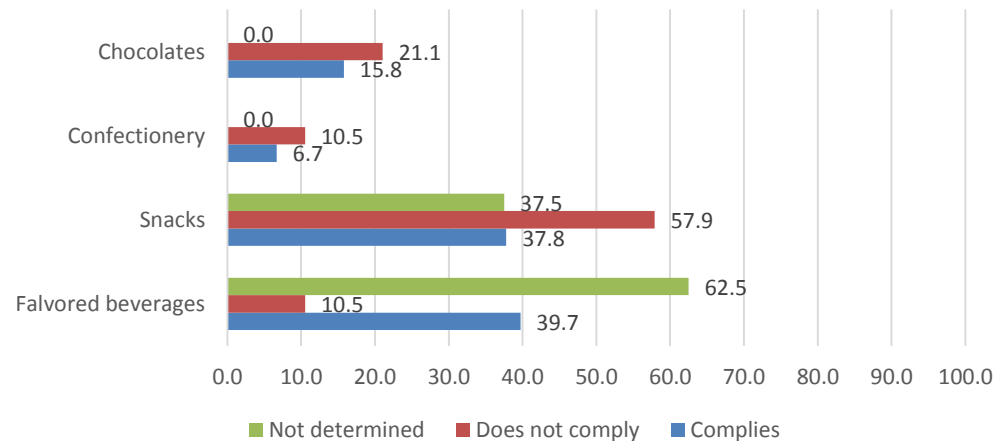


Compliance of regulation by regulated categories results

Distribution of ads by regulated category and compliance with nutritional criteria



Distribution of ads by regulated food category and compliance with the regulation



Association of results with report on program genres mainly watched by children

- Federal Institute of Telecommunications (IFT) Report:
 - Studies on supply and consumption of programming for young audiences in radio, broadcast and restricted television during 2014
 - Population under 12 years of age:
 - Average time watching TV per day → 4 hrs 34 min
 - Highest number of children watching TV
 - Between 8 and 10 pm, on both weekdays and weekends.
 - Program genres with highest child audience were:
 - Soap operas
 - Reality Shows
 - Cartoons

Conclusions

- Most ads complied with the regulation regarding nutritional criteria, program genre, and time restriction.
- Most advertised products did not meet nutritional criteria.
- High migration of ads of products not meeting nutritional criteria, from opened to restricted time during unregulated programs.
- Child population shows a high preference for unregulated programs, mainly soap operas.
- Hours with highest viewings by children are outside of the restricted hours (8pm to 10 pm)
- Children are still being exposed to food and beverage advertising of products high in critical nutrients (i.e. sodium, sugar, and fat).
- **Recommendations:**
 - Review the criteria for the type of programs where the advertising of products that do not meet the nutritional criteria is permitted.
 - Reconsider banning of F&B advertising during programming aimed at children at all times of the day.



Thank You!



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