Market regulations

Using market regulations to tackle overweight and obesity: An example from Norway

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Why address food marketing to children?

• Food marketing to children is widespread and it works
  • has a negative influence on food choices and consumption patterns
  • undermines messages about healthy eating (e.g. in school)

• Protecting children’s health and wellbeing
  • an ethical imperative
  • a basic human right

• A cost-effective action to reduce NCDs

• Less marketing improves the food environment for all children
  • may reduce social inequality in diet
WHO Set of recommendations on the marketing of foods and non-alcoholic beverages to children

12 recommendations structured under five sub-headings:

• Rationale
• Policy development
• Policy implementation
• Policy monitoring and evaluation
• Research
Policy initiatives across the European region

“There is a growing body of knowledge concerning both the impact of HFSS [energy-dense, highly processed foods and beverages that are high in saturated fats, trans fats, free sugars and/or salt] food marketing on children and the limited effectiveness of the measures some States have taken”
Norway: Food and Drink Industry Professional Practices Committee (MFU)

- **Raising the awareness** of the business community regarding the challenges of marketing food and drink to children and young people
- Future campaigns can have a **confidential pre-judgment**
- Ensuring compliance with the [Code and Guidance](http://www.mfu.as) which lay down what is acceptable marketing
- Monitoring the industry ban on marketing certain types of **food and drink** to children under 13 years
- Ensuring that everyone is able to **complain** to MFU about marketing activity which infringes our Code and Guidance
- Ensuring that the **anonymity of complainants** is preserved in all further processing.
- Ensuring that the complaints procedure works well and that responses made by MFU are published “name & shame”
MFU –
Transparent process for complains & decisions

Ferrero Norway (Kinder chocolate campaign) and McDonalds (Happy Meal and www.HappyStudio.com) are among the many international and national companies that have been convicted by MFU for breaking the Code

http://www.mfu.as
Healthy and easy choices

Follow-up the work on marketing of unhealthy foods and beverages to children

- Follow-up on results of the evaluation of the self-regulatory system
- Establish a system for regularly monitoring of marketing of foods to children and young people, based on the Nordic protocol
Nordic monitoring protocol

- A joint Nordic monitoring protocol for marketing of foods and beverages high in fat, salt and sugar (HFSS) towards children and young people was published in February 2018
- Published and supported by the Nordic Council of Ministers
- Available at: http://norden.diva-portal.org/
MFU is proud of its own achievements

- The world’s most comprehensive regulation
- Digital media- age limit
- Stopped Digital playsites/ children brand site
- The industry has changed its behaviour
- Affects innovation work
- Prejudgements
- Changes in the cinema industry
- No competitions
- No extra products attached aimed at children
- Point of sales material completely changed
- Change in store design
Status of the MFU as of December 2018

Complaints over 4 years:
- Total of 208 complaints
- 69 cases
- 30 violations (“named and shamed”)
- 28 are seen as OK
- 11 were seen as being outside the scope of MFU

Prejudgements: proposals on future campaigns
- Provide written considerations
- Secure confidentiality
- Have reviewed 92 campaigns
What can we learn from the Norwegian experience

Positive aspects:
• Apply existing WHO recommendations, implementation guidance and the European nutrient profile model in national policy formulation
• Secure a transparent and anonymous complaints procedure to enhance enforcement
• Mobilize civil society
• Provide support for private sector by offering confidential pre-judgment for future/planned marketing campaigns (proactive function)
• Allow for business involvement, information activities, training and dialog with different actors within the business community

Challenges and need for improvement:
• Not seen as comprehensive enough
• Limited consequences when violating the Code
• Awareness and knowledge regarding the MFU is too low among consumers/the public
THANK YOU!