

# Digital marketing, lifestyle determinants and health

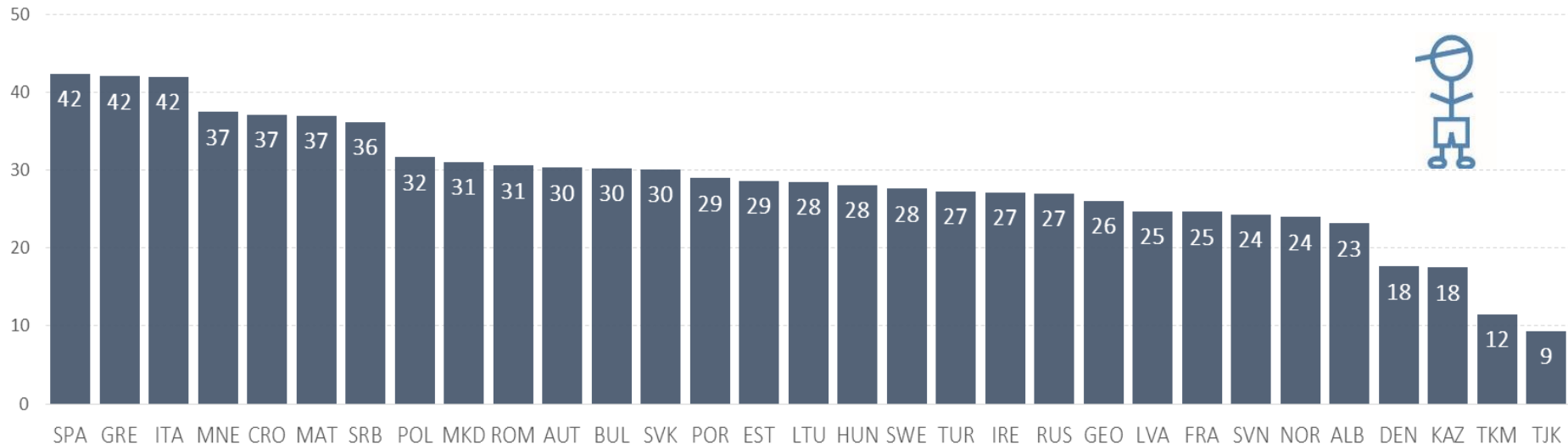
João Breda

WHO Regional Office for Europe



# CHALLENGE

# Backdrop - childhood obesity & other



Source: WHO Childhood Obesity Surveillance Initiative (COSI)

# WHA 69.9 says

- Foods should only be promoted if they meet dietary guid. & nutrient profile models should be developed to guide decisions on what products could be marketed..... BUT
- 2 MS Almost 50% almost half of total energy from sugars and marketed 4 M



## CHILDREN WHO USE THE INTERNET FOR MORE THAN 3 HOURS PER DAY...



...are almost **3 times**  
more likely to pester their  
parents for junk food



...are almost **4 times**  
more likely to buy  
junk food



...will eat around **3 times less**  
fruit and vegetables

[cruk.org/junkfoodmarketing](http://cruk.org/junkfoodmarketing)

**Together we will beat cancer**



CANCER  
RESEARCH  
UK



# Alcohol brands building online buzz through digital marketing

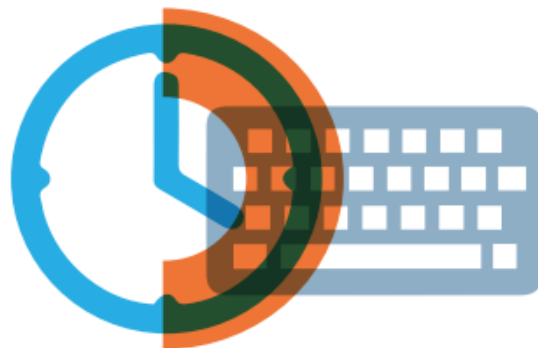


*By Alexandre Gravel*

*January 2017*



Students who spend  
more than **6 hours**  
per day on line



outside of school, are more likely to report that they  
**feel lonely at school, arrive late or skip days of school.**

In the **Russian Federation** and **Sweden**, about  
**one in eight students** spends this much time on line  
during a typical weekday.



**Disadvantaged students**  
in **Australia, Belgium, Ireland**  
and **Slovenia** are more likely  
to **play videogames**



while **advantaged students**  
are more likely to **read news**  
than to play videogames during  
their leisure time on line.



# Digital food marketing techniques

Credit to Prof. M Taylor



- **Tailored advertising:**
  - Contextual (content viewed).
  - Behavioural (characteristics & preferences).
- **Distribution Platforms:**
  - Social media
  - Online games
  - Mobile phones
  - Immersive environment
- **Real examples:**
  - Based on users' engagement with ads
  - Geo-location



# CALL FOR ACTION

**MINISTERS' DEPUTIES**

Recommendations

**CM/Rec(2018)7**

4 July 2018

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**Recommendation CM/Rec(2018)7 of the Committee of Ministers to member States  
on Guidelines to respect, protect and fulfil the rights of the child in the digital environment**

*(Adopted by the Committee of Ministers on 4 July 2018  
at the 1321<sup>st</sup> meeting of the Ministers' Deputies)*

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COUNCIL  
OF EUROPE

CONSEIL  
DE L'EUROPE

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## EU Kids Online: Final Report

**Sonia Livingstone and Leslie Haddon**  
Coordinator, EU Kids Online  
The London School of Economics  
and Political Science



This is a report from the *EU Kids Online* network  
For a complete list of participants, see Annex 2

[www.eukidsonline.net](http://www.eukidsonline.net)



## Tackling food marketing to children in a digital world: trans-disciplinary perspectives

Children's rights, evidence of impact, methodological challenges,  
regulatory options and policy implications for the WHO European Region







Health Topics ▾

Countries ▾

News ▾

Emergencies ▾

## Gaming disorder

Online Q&A  
September 2018

FULL-LENGTH REPORT

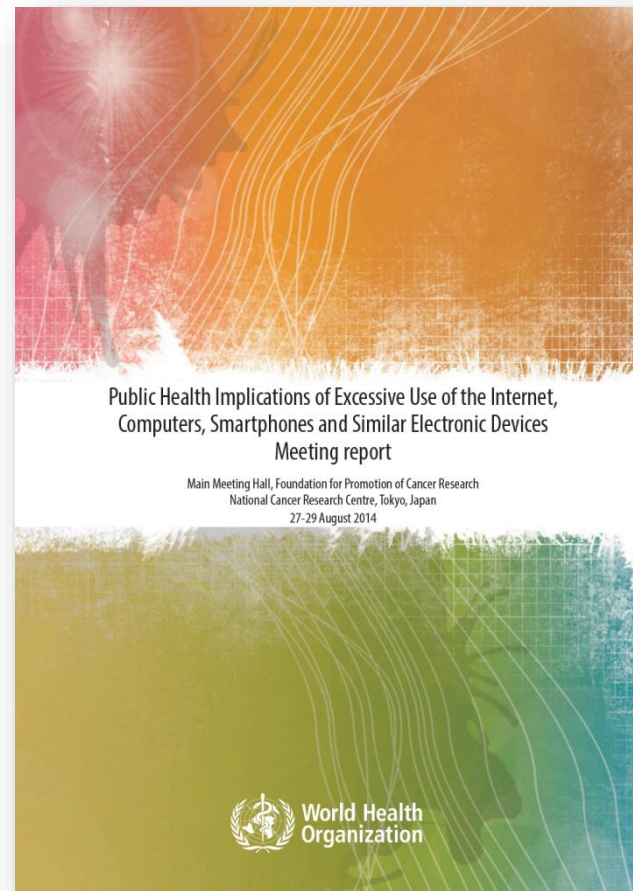
*Journal of Behavioral Addictions 4(4), pp. 281–288 (2015)*

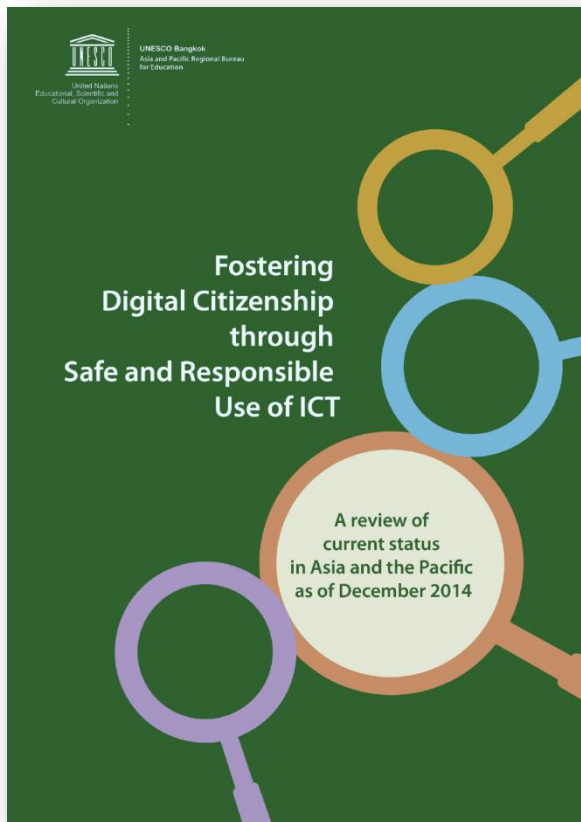
DOI: 10.1556/2006.4.2015.040

### Problematic digital gaming behavior and its relation to the psychological, social and physical health of Finnish adolescents and young adults

NIKO MÄNNIKKÖ<sup>1</sup>\*, JOËL BILLIEUX<sup>2</sup> and MARIA KÄÄRIÄINEN<sup>3</sup><sup>1</sup>Oulu University of Applied Sciences, Oulu, Finland<sup>2</sup>Laboratory for Experimental Psychopathology, Psychological Sciences Research Institute, Catholic University of Louvain, Louvain-la-Neuve, Belgium<sup>3</sup>Research Unit of Nursing Science and Health Management, University of Oulu, Oulu University Hospital, Medical Research Center, Finland

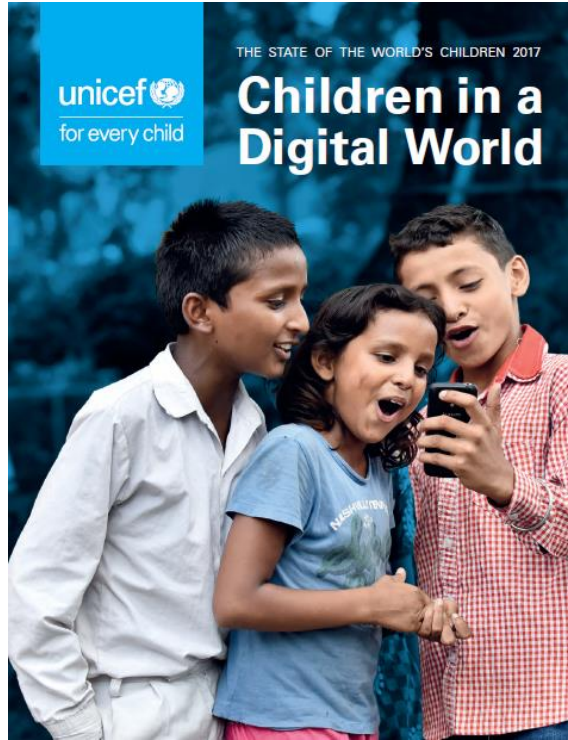
(Received: February 13, 2015; revised manuscript received: September 23, 2015; accepted: September 27, 2015)





# Unesco

School curricula: teach children how to be good citizens in a digital world. It also involved talking about vulnerability to online abuse and exploitation....



“Connectivity can be a game changer for some of the world’s most marginalized children, helping them fulfil their potential and break intergenerational cycles of poverty” .....





*Paediatrics & Child Health*, 2017, 461–468  
doi: 10.1093/pch/pxx123  
Position Statement  
Advance Access publication 9 October 2017

OXFORD

## Position Statement

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# Screen time and young children: Promoting health and development in a digital world

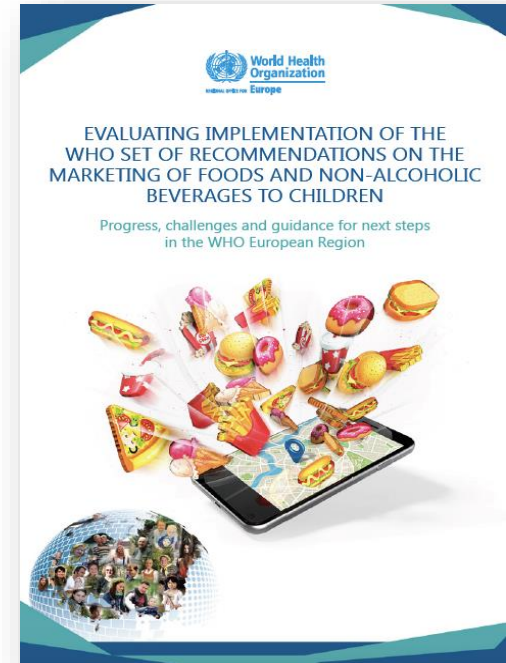
# NEXT STEPS

# Obsolete controls

- Technological innovation on social media platforms - restrictions void.
- Digital environment better for marketers: reach out & tools & real time consumer data (accuracy)
- DIGITAL MARKETING - new features
  - **ENGAGEMENT**
  - **TARGETED ADVERTISING**
  - **360-DEGREE STRATEGY**

# Moving forward with lessons from food area

- **State regulation**
- **Comprehensive**
- Protect all children (not just under-12s) & young people – alcohol & tobacco
- **Focus on ‘what children and young people see’, not ‘who marketers target’**
- Address brand equity/licensed characters & brand marketing, influencers, vloggers...
- Adopt effective Nutrient Profiling systems
- Cross-border marketing
- **Effective monitoring/research**



**IN OTHER WORDS WE NEED  
INNOVATION TO DESIGN  
SYSTEMS TO PROTECT  
CHILDREN AND YOUNG PEOPLE**

## MONITORING AND MANAGING DIGITAL MARKETING OF UNHEALTHY PRODUCTS TO CHILDREN



# CLICK

C

## Comprehend the digital ecosystem

Map the global, regional and national digital marketing ecosystem and children's website/app usage, supplemented with focus groups to gauge the thoughts of children (and parents/guardians) about marketing techniques and campaigns.

L

## Landscape of campaigns

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

I

## Investigate exposure

Map exposure to 'paid-for' digital marketing for 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 websites and social media.

C

## Capture on-screen

Use real-time screen-capture software on a panel of sub-group of devices to assess what a representative sample of children actually see online, 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, policymakers and civil society who together can advocate for change, raise awareness and influence policy.



