



Protecting children from unhealthy food marketing: considerations for sport event organizers

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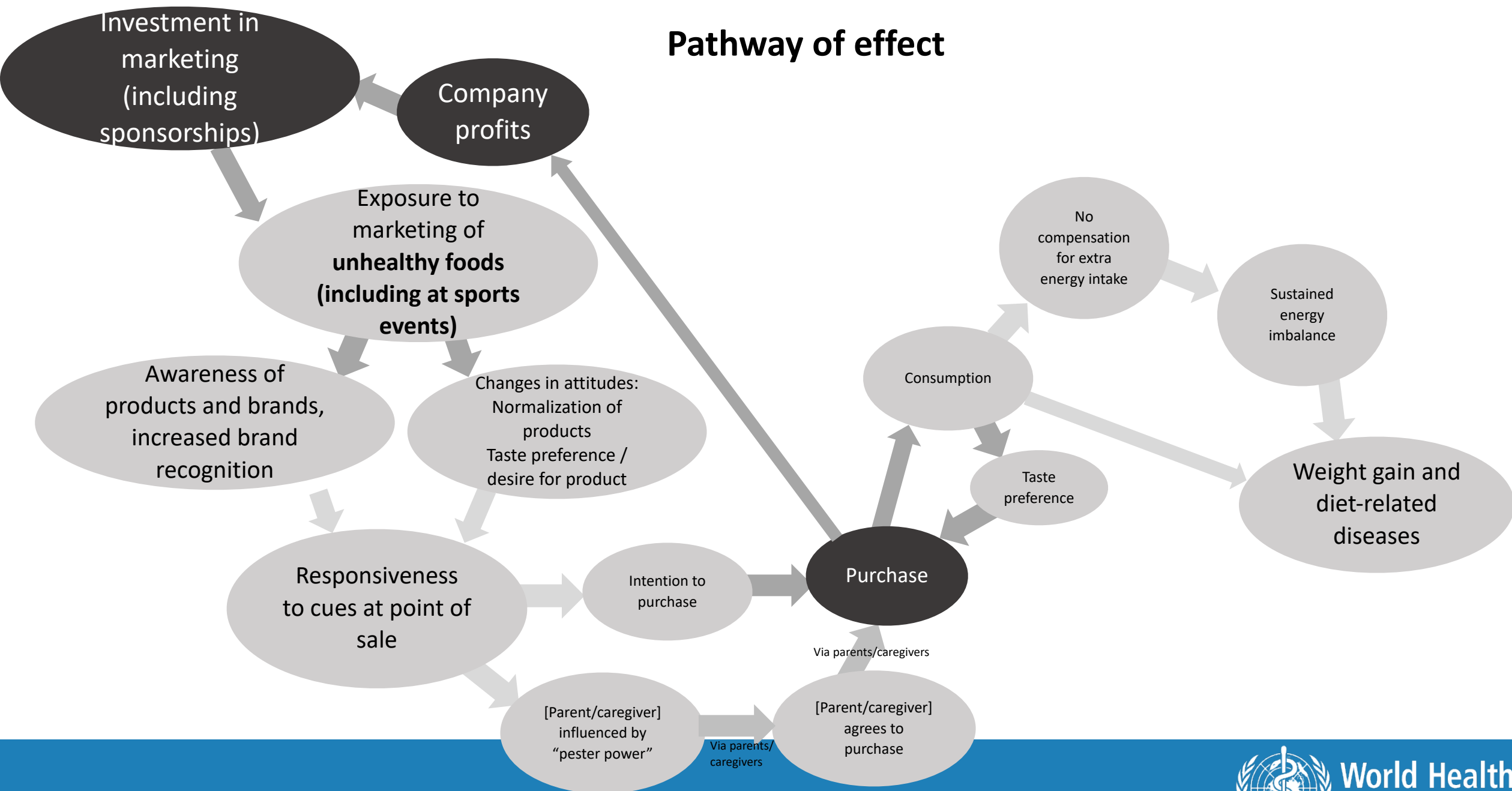
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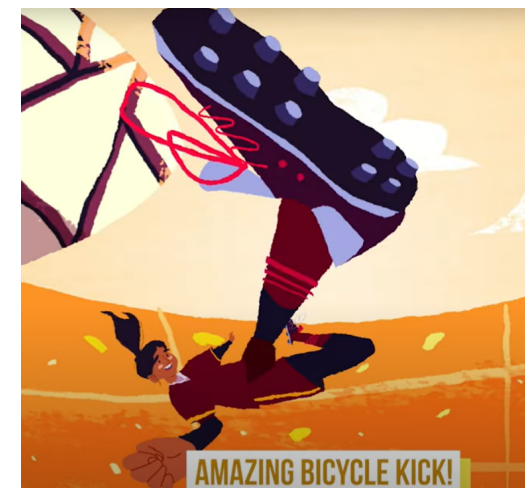
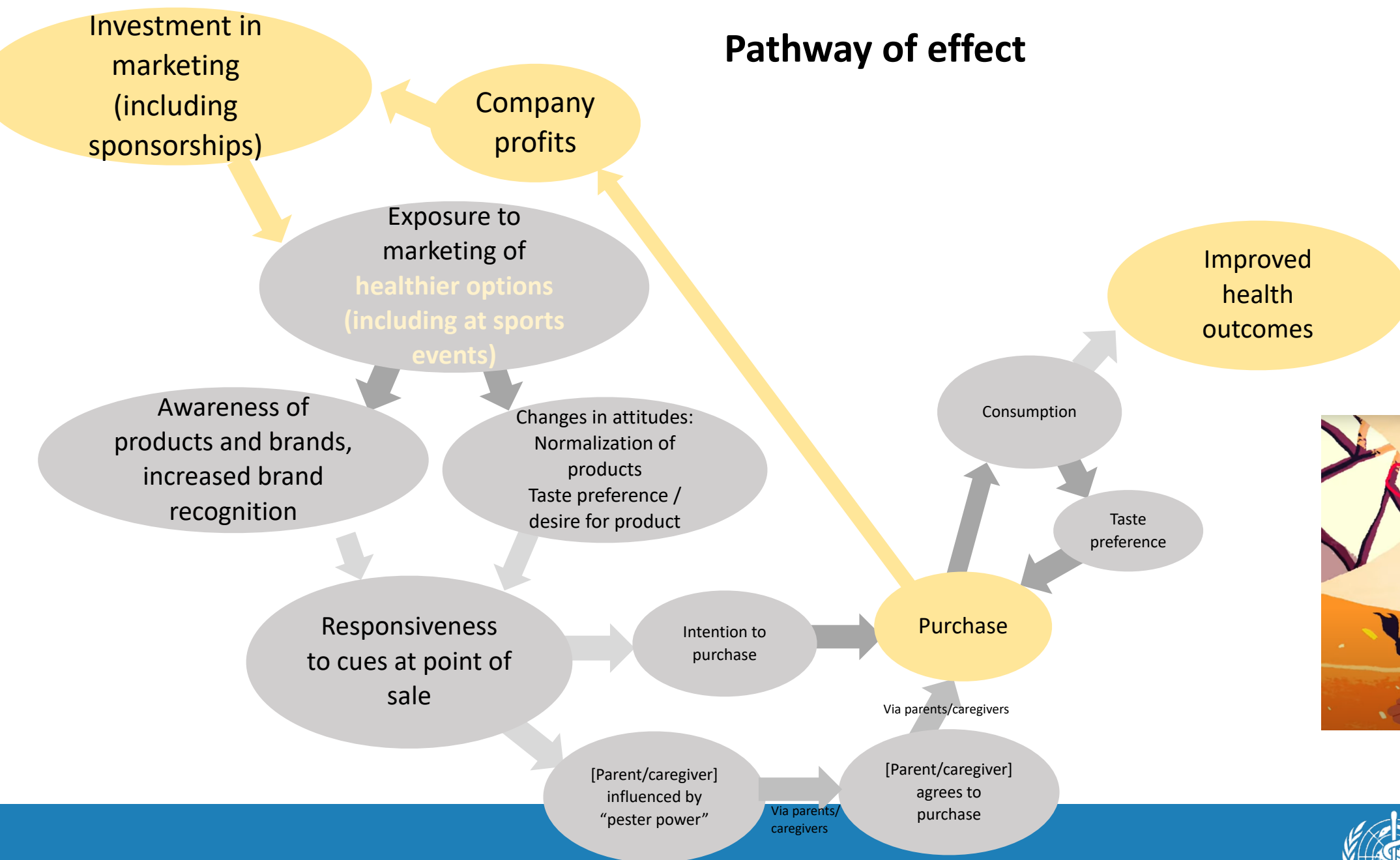
Marketing...



Pathway of effect



Pathway of effect



Financial implications....?

- The counter argument that removing entire classes of sponsors will undermine the financial viability of sport is easily dismissed. After Australia banned tobacco sponsorship, national sponsorship revenue increased by 45% over the next four years. (WHO, 2002)
- A UK simulation of a ban on alcohol and gambling sponsorship estimated that 84% of lost revenues would be replaced immediately by other sponsors (Yang et al 2012)
- An Australian study found that 40% of F&B sponsors are with regional sports association rather than individual clubs – thus limiting unhealthy sponsorship may not lead to major difficulties, if replace by healthier sponsors (Kelly et al 2011)

Actions recommended

- Action 5: Restricting marketing of foods and beverages that are high in fats, sugars or salt
 - Work with the marketing teams to restrict or reduce the exposure and power of advertisements for foods and beverages high in fats, sugars or salt. Where national marketing restrictions exist, compare their criteria for unhealthy foods and beverages with those of the initiative and comply with whichever is stricter. In the short term, consider whether it would be possible to renegotiate marketing agreements to apply these stricter criteria.



Taking action to reduce (unhealthy) sports sponsorships

- Review sponsorship agreements where foods and beverages (or their brands) are marketed
- Review the content and duration of agreements and explore options to modify, renegotiate, or phase out, as necessary
 - If a company has a selection of healthier options: advocate with the sponsor to market their existing healthier products/ brands or to reformulate products that are not healthier; Renegotiate terms of or end the sponsorship agreement while seeking new sponsors with a healthier product portfolio
 - If a company has only unhealthy options: Renegotiate terms of or end the sponsorship agreement while seeking new sponsors with a healthier product portfolio

Taking action to reduce (unhealthy) sports sponsorship

- Offer capacity building: to ensure effective implementation of all activities, it will be important to train and build the capacity of those involved in food service and sales in and around stadia, including external workers and contractors.
- Partner / team up with appropriate non-food brands
- Seek alternative (compensatory) funding (e.g. where health promotion foundations/funds; tobacco control funds exist)
- Seek alternative sponsors: e.g. fruit and vegetable company

New WHO guideline & recommendations

- Good practice statement
 - Children of all ages should be protected from marketing of foods that are high in saturated fatty acids, trans-fatty acids, free sugars and/or salt.
- Recommendation
 - WHO suggests implementation of policies to restrict marketing of foods high in saturated fatty acids, trans-fatty acids, free sugars and/or salt to which children are exposed, and that such policies:
 - be mandatory;
 - protect children of all ages;
 - use a government-led nutrient profile model to classify foods to be restricted from marketing;
 - be sufficiently comprehensive to minimize the risk of migration of marketing to other media, to other spaces within the same medium or to other age groups; and
 - restrict the power of food marketing to persuade.



Sponsorship of large sports events: “triple win for many companies”



it enables promotion of brands to large, diverse audiences globally, including children, and increases brand awareness and preference for sponsor products



it improves the industry’s image and allows it to claim a contribution to the promotion of physical activity



it makes children more likely to consider the company’s products healthy *by association*.



A winning goal for life



Changing from a triple win for industries with a large unhealthy product portfolio to a TRIPLE WIN for you (the sports event organizer), industries with a healthy product portfolio, and children's health



Thank you