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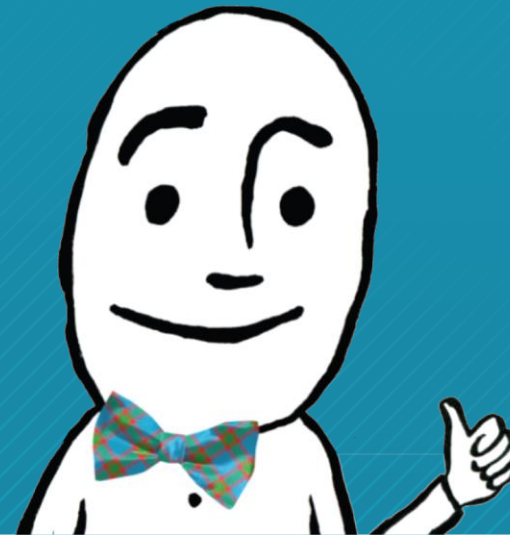
## 1. Spotlight

- Rudd Center CFBAI FACTS Report, 2007-2016
- Assessing the Public Health Impacts of CFBAI in 2020

## 2. Q & A

## 3. NCCOR Announcements

# TODAY'S PROGRAM



# Today's Conversation



**Karen Hilyard, PhD**  
Moderator



**Frances Fleming, PhD**  
Uconn Rudd Center for  
Food Policy and Obesity



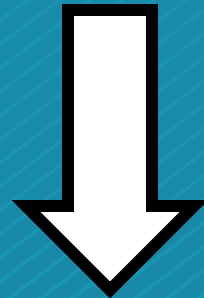
**Jennifer Harris, PhD, MBA**  
Uconn Rudd Center for  
Food Policy and Obesity



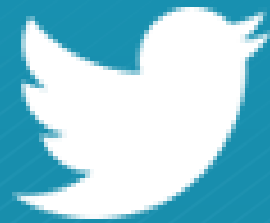
**Mary Muth, PhD**  
RTI International

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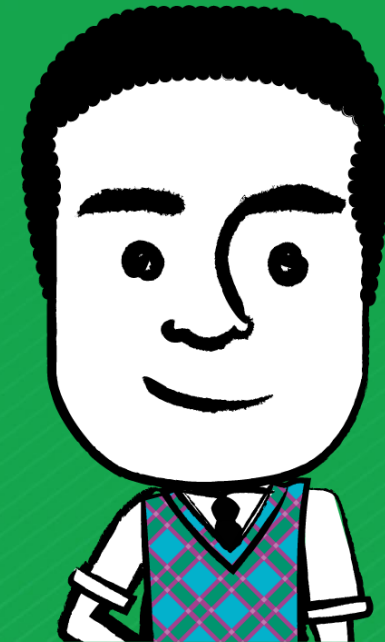
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# INTERACTIVE POLL



# SPOTLIGHT



# Food marketing to kids after 10 years of industry self-regulation



Fran Fleming-Milici, PhD  
Jennifer L. Harris, PhD, MBA  
NCCOR  
November 10, 2021



# Acknowledgments

- This research was funded by the Robert Wood Johnson Foundation
- Authors: Jennifer L. Harris, Willie Frazier, Maria Romo-Palafox, Maia Hyary, Frances Fleming-Milici, Karen Haraghey, Rebecca Heller, Svetlana Kalnova

For more information:

[www.uconnruddcenter.org/CFBAIFACTS2017](http://www.uconnruddcenter.org/CFBAIFACTS2017)

# Food industry self-regulation

## Children's Food & Beverage Advertising Initiative (CFBAI)

- Fully implemented by year-end 2007
- 18 participating companies in 2016
- Pledged to “*advertise only healthier dietary choices in child-directed media*”



# Products in child-directed ads: 2016

## CFBAI regularly publishes lists of

- “Foods that participants have indicated may be the subject of child-directed advertising.”

## Products must meet CFBAI category-specific uniform nutrition criteria

- Ten product categories
- Nutrients to limit and ingredients to encourage (including fortification)
- Low-calorie drinks exempt

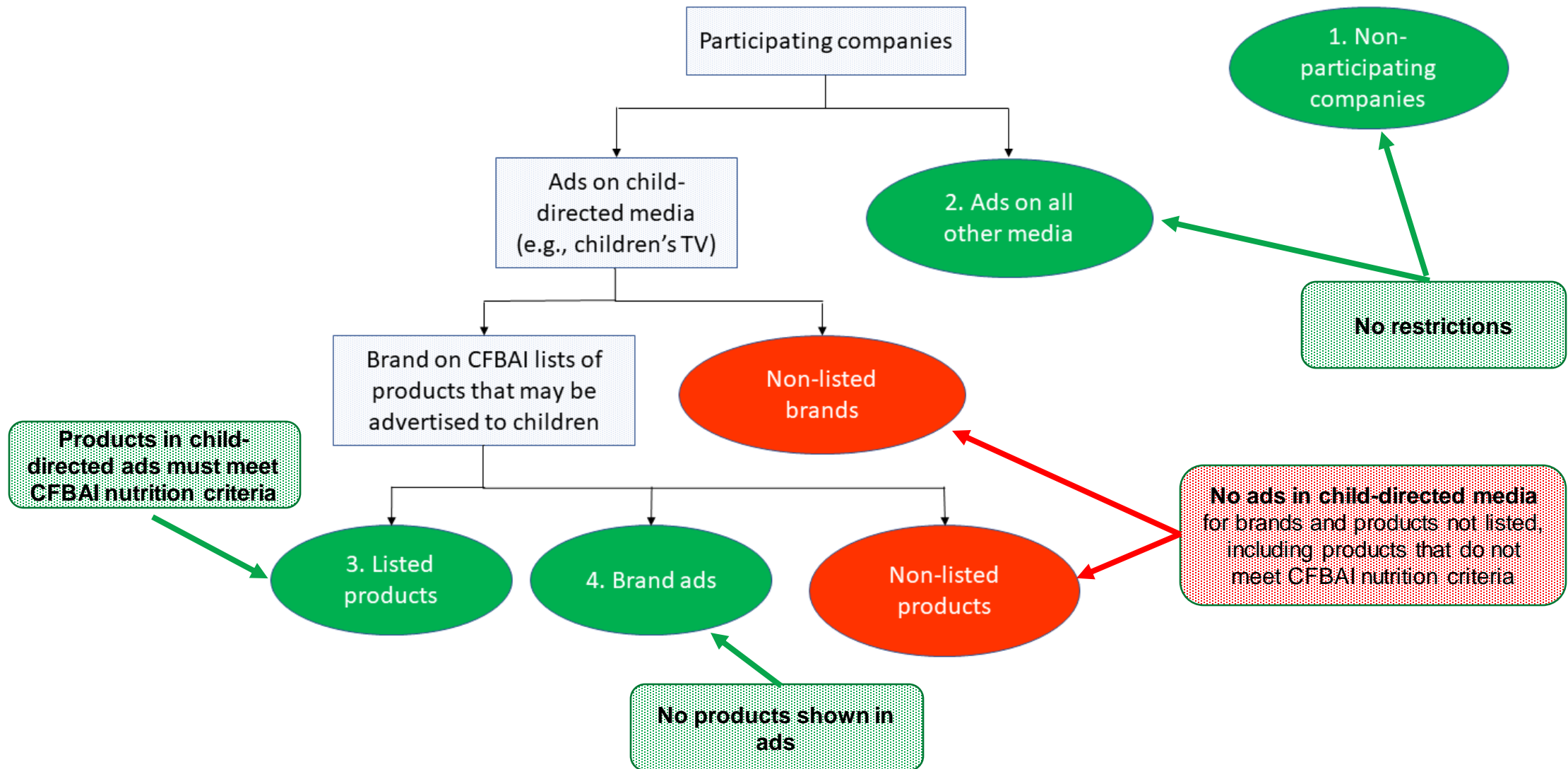
# FACTS 2017 Report

## Assessing progress and opportunities to improve food advertising to children: 2007 to 2016

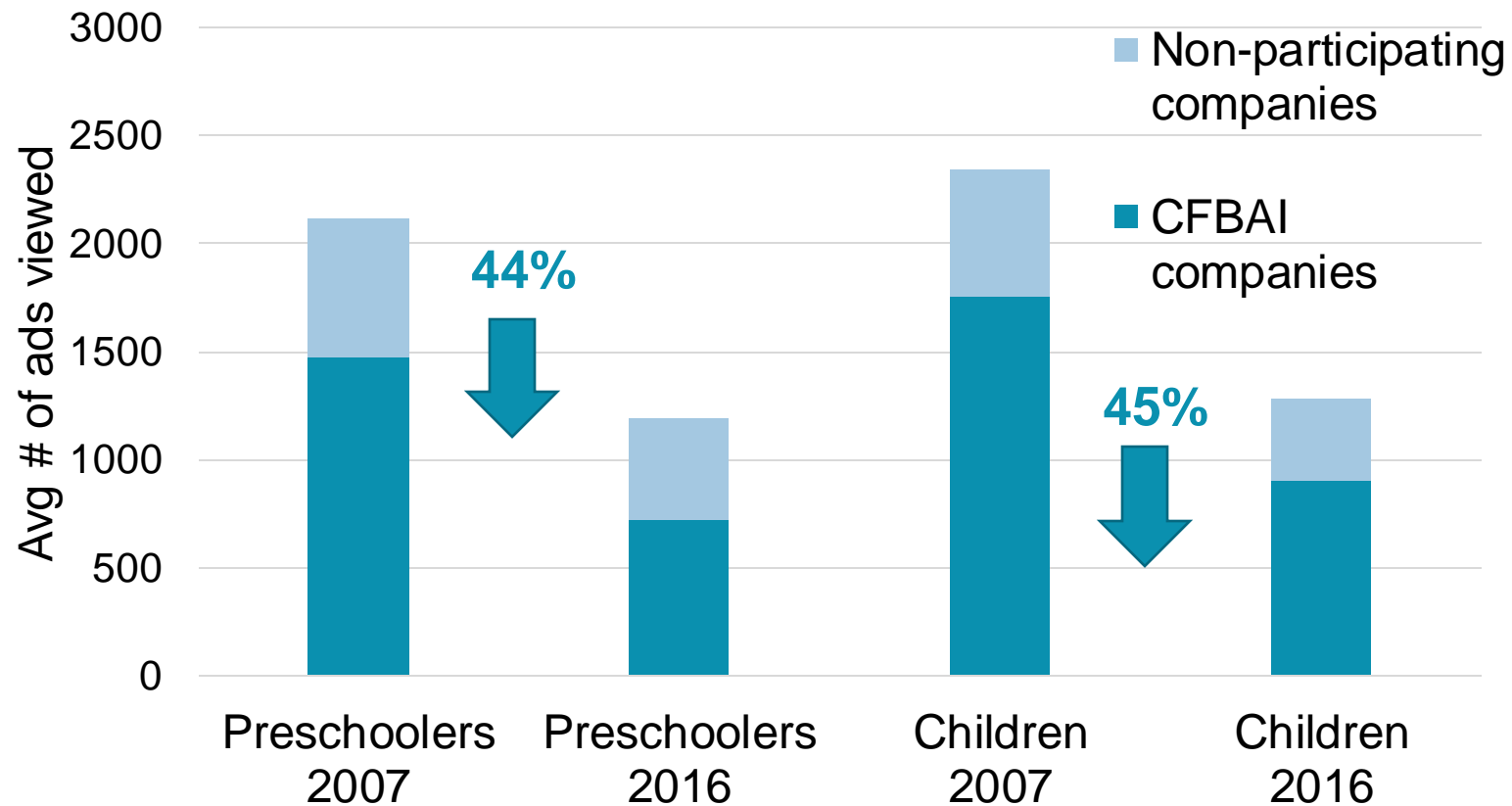
Quantifies limitations of the CFBAI

- Definition of “child-directed advertising”
- Definition of “healthier dietary choices”
- Voluntary participation
- Covers children ages 2-11 only

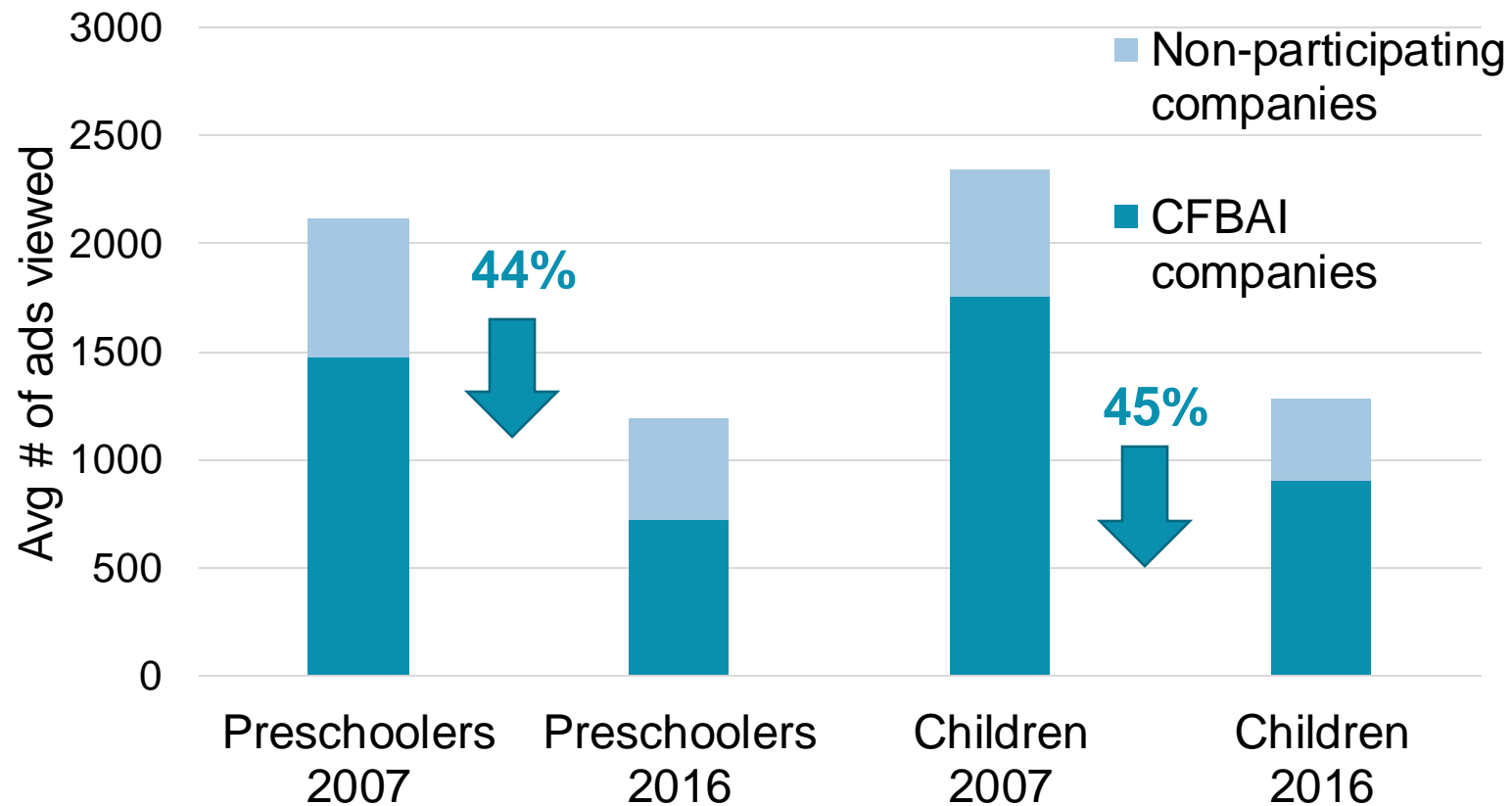
# What foods can be advertised to children?



# Food ads on children's TV

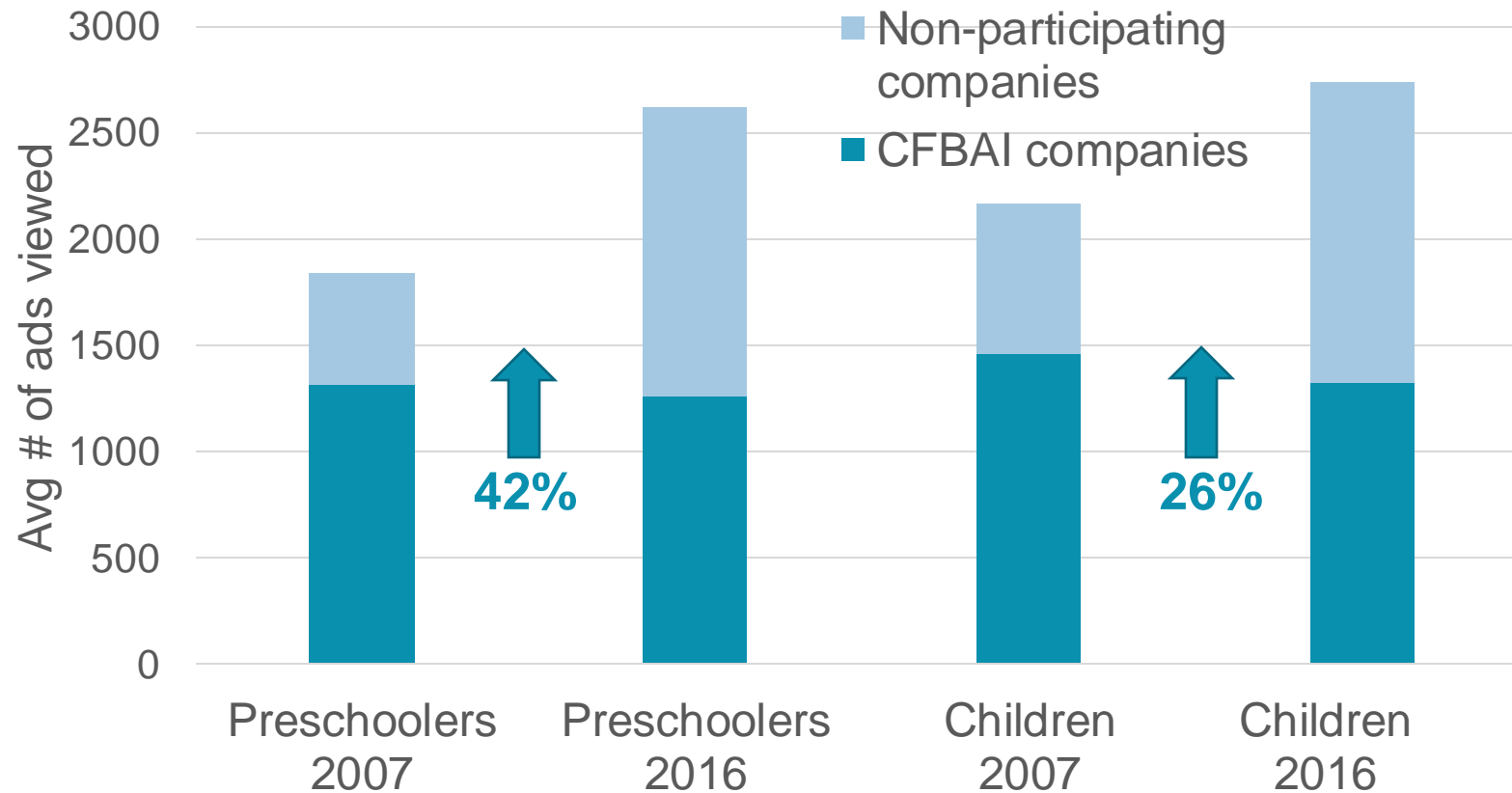


# Food ads on children's TV



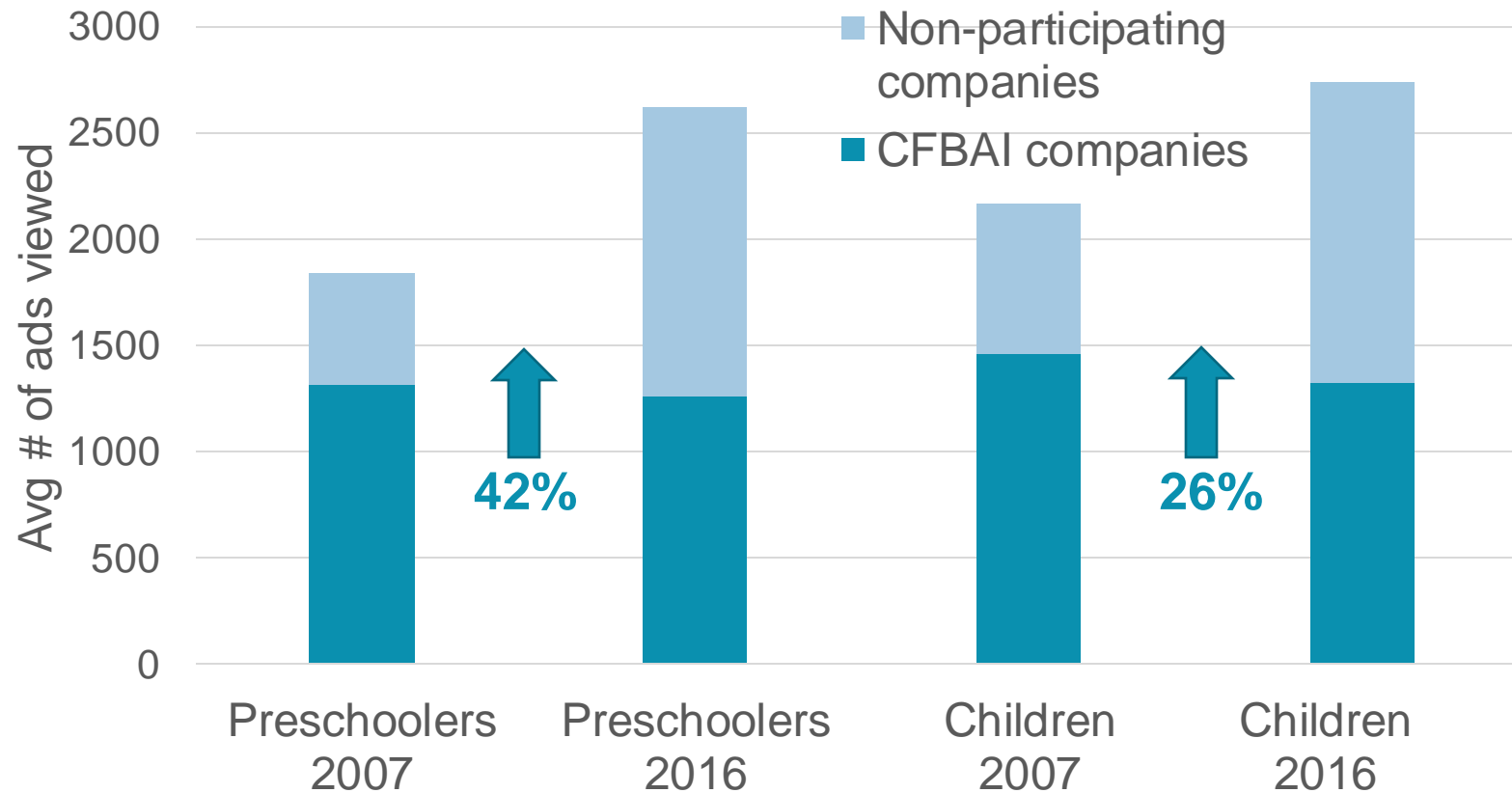
Kids saw **6.4** food ads per day in 2007 vs. **3.5** in 2016

# Food ads on all other TV





# Food ads on all other TV



Kids saw **12.3 total** food ads per day in 2007 vs. **11.0** in 2016

# Additional contributors

## Children spent less time watching TV



- Preschoolers: 15% decline
  - 4.0 hrs in 2013 vs. 3.4 hrs in 2016
- Children: 20% decline
  - 3.3 hrs in 2014 vs. 2.7 hrs ins 2016

# Additional contributors

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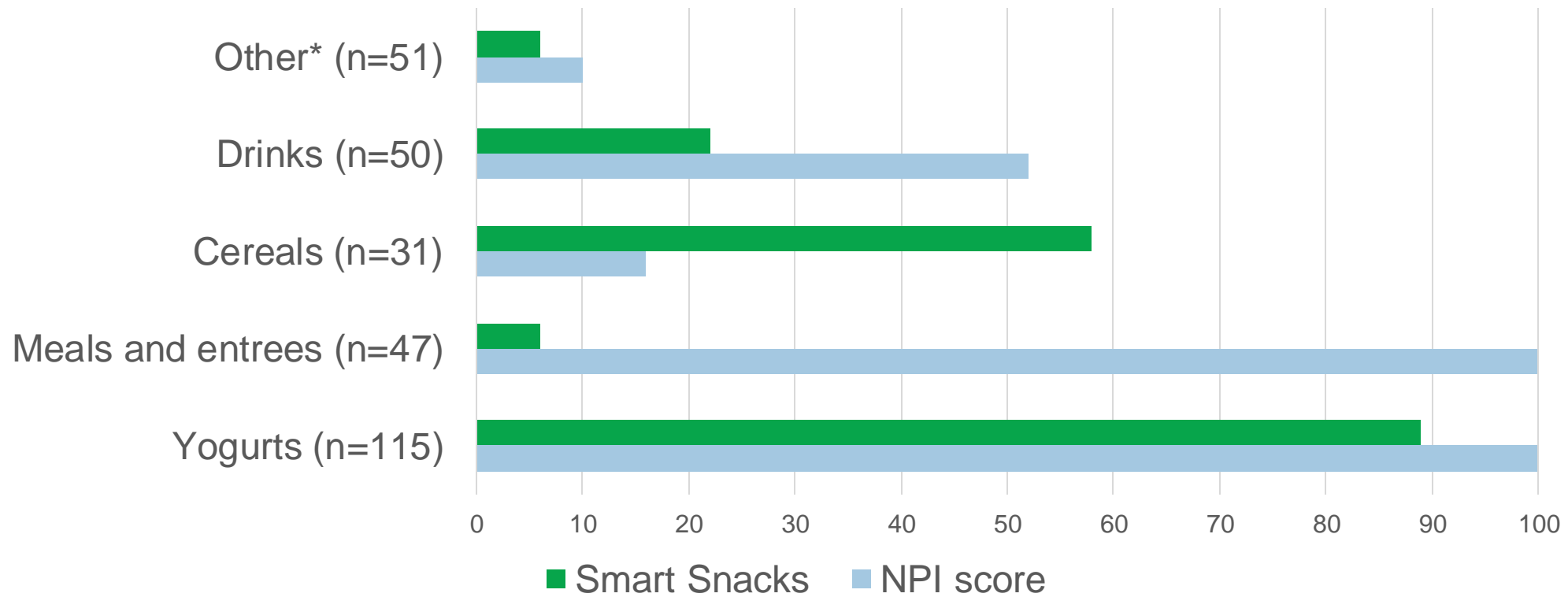
## More frequent food ads



- 2007: 3.7 ads-per-hour
- 2016: 4.1 ads-per-hour (6-11 yr olds)  
4.9 ads-per-hour (12-14 yr olds)

# Nutritional quality

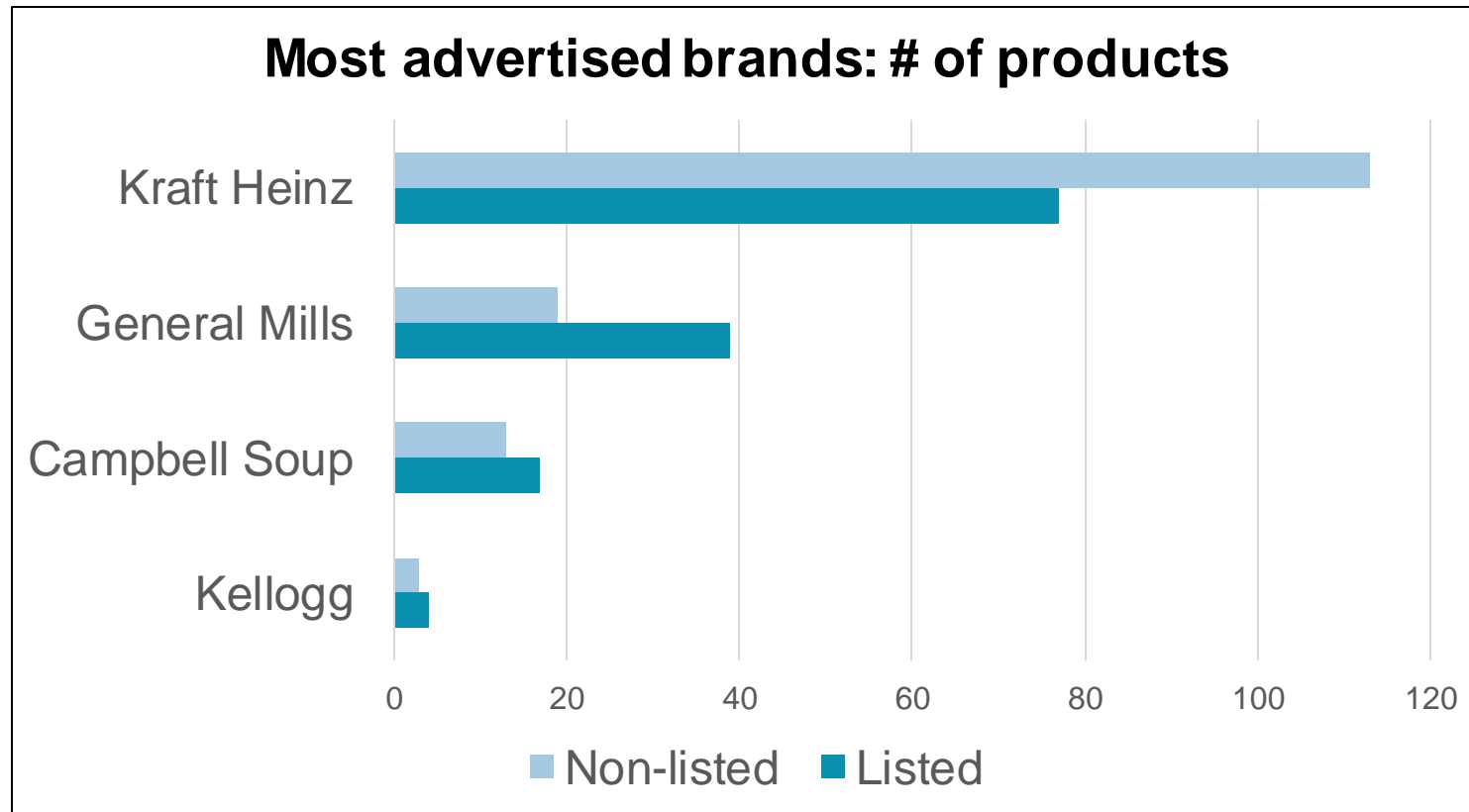
**% of CFBAI-listed products that met other nutrition standards (2016)**



\*Other grains, vegetables, and items not in other categories

# Listed vs. non-listed products

Just 45% of products offered by CFBAI brands were included on lists of advertised products



- Big G Cereals
- Happy Meal
- Lunchables
- Capri Sun
- Go-Gurt
- Froot Loops
- Betty Crocker Fruit Snacks
- Cocoa Pebbles
- Frosted Flakes
- Kool-Aid

# Non-participating companies

## Advertising on children's TV:

	Preschoolers (2-5y)		Children (6-11y)	
	TV ads viewed in 2016	Change vs. 2007	TV ads viewed in 2016	Change vs. 2007
Chuck E. Cheese's	147.1	-17%	108.6	-36%
Topps	95.4	+173%	124.6	+167%
Bel Brands	42.2	new	21.0	new
Dave & Buster's	20.8	+390%	24.0	+344%
Airheads	17.4	-38%	22.7	-29%
Subway Kids	11.8	+34%	16.4	+57%

- Most advertising to preschoolers: Chuck E. Cheese's

# Non-participating companies

Most advertising to kids on all TV:

	Preschoolers (2-5y)		Children (6-11y)	
	TV ads viewed in 2016	Change vs. 2007	TV ads viewed in 2016	Change vs. 2007
Domino's Pizza	73.5	+206%	78.9	+166%
Taco Bell	69.1	+70%	74.8	+30%
Sonic	59.6	+144%	73.5	+51%
Subway	56.7	+45%	65.5	+102%
Wendy's	67.9	+91%	64.0	+22%
Little Caesars	54.2	new	58.4	new
Pizza Hut	53.2	+6%	57.9	+1%

# Conclusions

## Food industry self-regulation after 10 years



CFBAI companies kept their pledges.  
But what has changed?



# Recommendations

## CFBAI companies

- Align nutrition criteria with 2015 DGAs
- All products offered by brands must meet criteria

## Non-participating companies

- Join self-regulatory programs or establish company policies

## Media companies

- Nutrition standards for ads on children's programs
- Extra protections for preschoolers

# Assessing the Public Health Impacts of CFBAI in 2020

Mary Muth, PhD  
RTI International

# Acknowledgments

- This research was supported by Healthy Eating Research, a national program of the Robert Wood Johnson Foundation.
- Joanne Guthrie of the U.S. Department of Agriculture, Economic Research Service for advising on the study and coordinating access to the IRI Consumer Network household purchase data. *The findings and conclusions are those of the authors and should not be construed to represent any official USDA or U.S. government determination or policy.*
- Shawn Karns for conducting the analysis of the household purchase and nutrition data.
- For more information: <https://healthyeatingresearch.org/research/assessing-the-public-health-impacts-of-the-childrens-food-and-beverage-advertising-initiative>

# CFBAI list and recent changes

- What it means to be a product on the CFBAI list
  - Criteria by product category for advertising in child-directed media :
    - Set limits for calories, saturated fat, sodium, and total sugars per serving
    - Set requirements for nutrition components to encourage (e.g., fruits, vegetables, whole grains, Vitamin D, calcium)
  - Not all products meeting the criteria are listed if companies do not advertise them to children
- New criteria announced in 2018 and went into effect in 2020
  - Used 2017 as the “baseline” in the analysis
  - Change in 2020 coincided with regulatory deadline for changes to the Nutrition Facts Label (e.g., addition of added sugars)

# Research questions: Focusing on the products

What is the public health significance of products on the CFBAI list, and did it change under the 2020 criteria?

What is the effect of similar substitute products produced by the same manufacturers but not included on the CFBAI list?

# Goals of the study

## Baseline

Measure the total contribution of products on the 2017 list (baseline) to calories, saturated fat, sugar, fiber, and sodium in foods purchased in stores

## Changes

Calculate the change in contributions if products on the 2017 list had been reformulated to meet the 2020 criteria

## Substitute products

Determine the relative importance of similar substitute products not included on the 2017 list

*Focused on households with children 0 to 8 years of age*

# Companies participating in CFBAI

## **With listed products**

Campbell Soup Company

Conagra Brands

Danone North America

General Mills

Kellogg Company

The Kraft Heinz Company

Nestlé USA

PepsiCo

## **No child-directed advertising**

American Licorice Company

Keurig Dr Pepper

Mars

Mondelēz Global

# Example criteria: Main dishes and entrees

	In effect in 2017 (baseline)	In effect in 2020
Serving size	As labeled	As labeled
Calories	≤ 350	No change <sup>a</sup>
Saturated fat	≤ 10% of kcal	No change
Sodium	≤ 600 mg	≤ 570 mg
Total (2017) and added (2020) sugars	≤ 15 g	≤ 9 g

<sup>a</sup> If added sugars changed, we calculated implied change in calories.

*Note: In addition to criteria for nutrients to limit, criteria for nutrition components to encourage require at least one serving of fruits, vegetables, dairy, or whole grains or ½ serving of one of these and 10% of daily value of at least two essential nutrients.*



# Data used in the analysis

- IRI Consumer Network food purchase data
  - Comprise weekly household-level purchases recorded by households in the National Consumer Panel
  - 60,000+ households in the static panel
  - Focused on the subset of households with at least one child 0 to 8 years of age
  - Segmented by income, race, and ethnicity
  - Extracted data on number of units purchased and total price paid by households for CFBAI-listed and substitute products
- Nutrition label data for serving size, calories, saturated fat, sugar, fiber, and sodium
  - Applied rules for calculating added sugars in 2017 (not yet listed on the label)

# Contribution of CFBAI-listed products: 2017 baseline

- Unique listed products identified: 696

	% Contribution to average diet	
	All households with children (0 to 8)	Range across demographic groups
Calories	1.1%	0.9% – 1.2%
Saturated fat	0.5%	0.4% – 0.6%
Added sugars	1.3%	1.1% – 1.4%
Sodium	1.0%	0.8% – 1.1%
Dietary fiber	1.6%	1.3% – 1.7%

# Changes if products in 2017 reformulated to meet 2020 criteria

	Per person for households with children 0 to 8 years			
	Calories (number/day)	Saturated fat (g/day)	Added sugars (g/day)	Sodium (mg/day)
2017 baseline	22.016	0.1364	1.410	32.597
Reformulated	21.836	0.1361	1.377	32.204
Absolute change	-0.180	-0.0003	-0.033	-0.393
% change	-0.82%	-0.22%	-2.34%	-1.21%

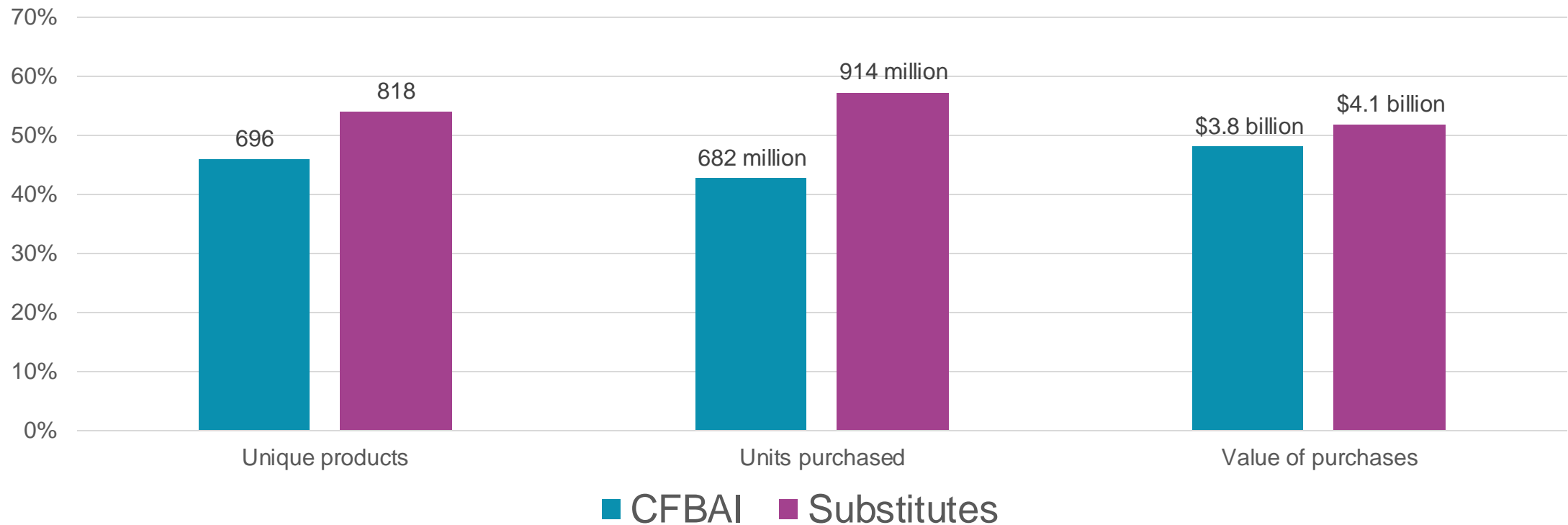
# Why do we care about substitute products?

- Unique substitute products identified: 818
- If companies advertise listed products, the effects may spillover and increase purchases of less healthy, unlisted substitute products.

Examples of CFBAI listed products (2017)	Examples of similar substitutes
Kraft Original Flavor Macaroni & Cheese Dinner	Kraft Deluxe Original Cheddar Macaroni & Cheese Dinner
Kellogg's Eggo Frozen Homestyle Waffles	Kellogg's Eggo Blueberry Waffles
Pepperidge Farm Goldfish, Cheddar	Pepperidge Farm Goldfish, Parmesan
Dannon Creamy Lowfat Yogurt, Strawberry	Dannon Lowfat Yogurt, Fruit on the Bottom, Strawberry
General Mills Original Lucky Charms Cereal	General Mills Lucky Charms Honey Clovers Cereal

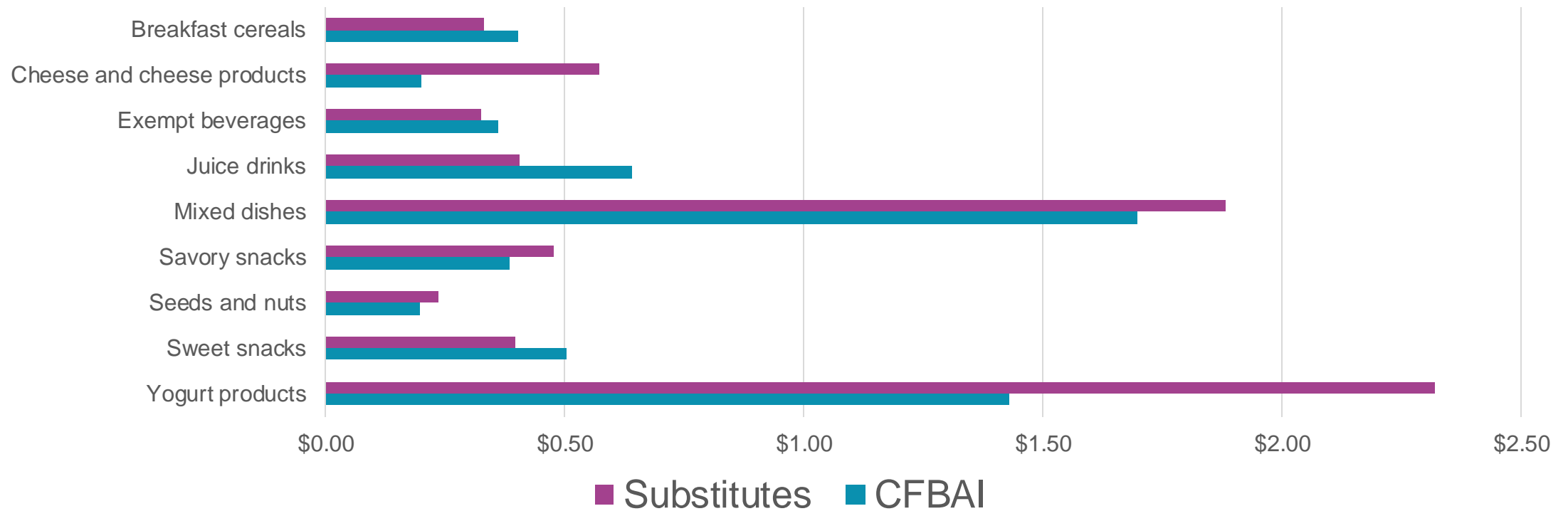
# Comparing CFBAI and substitute products, 2017

Purchases by households with children 0 to 8 years



# Comparing average prices per serving for CFBAI and substitute products, 2017

Average price per serving



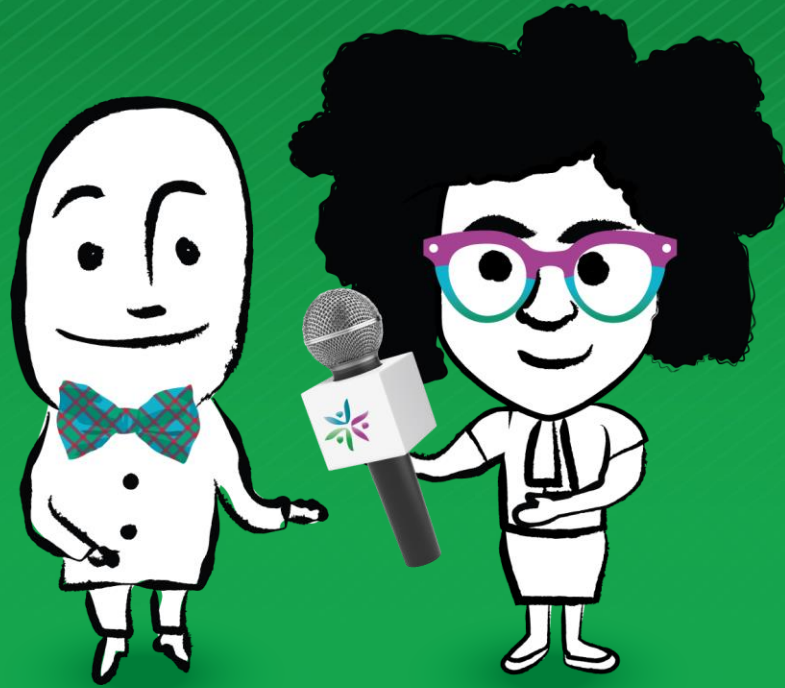
# Summary of results

- Baseline (2017) CFBAI list
  - 696 unique products identified
  - Comprise 1% of calories, 0.5% of saturated fats, 1.3% of added sugars, 1% of sodium, and 1.6% of dietary fiber in household purchases
- Reformulation to meet 2020 criteria (assuming purchase volumes remain the same)
  - 21% of products would have needed to have been reformulated
  - Would result in 2.4% reduction in added sugars, 0.8% of calories, and 1.2% of sodium in purchases relative to (small) baseline
- Substitute products
  - 818 substitute products identified
  - Important share of product portfolios; no systematic differences in per-serving prices

# Conclusion

- Public health significance of CFBAI is somewhat limited
  - Relatively few listed products
  - Improved criteria help, but relative to a small baseline
- Allowing companies to advertise similar substitute products creates a loophole
  - Spillover effects of advertising and promotion for similar products
  - No indication to consumers about whether product meets criteria or not
- CFBAI could consider requiring all products in a brand family to meet the criteria
- In general, important to ensure the design of voluntary industry initiatives can result in public health impact
  - Commercial food purchase data and public food consumption data can provide evidence





# Q & A

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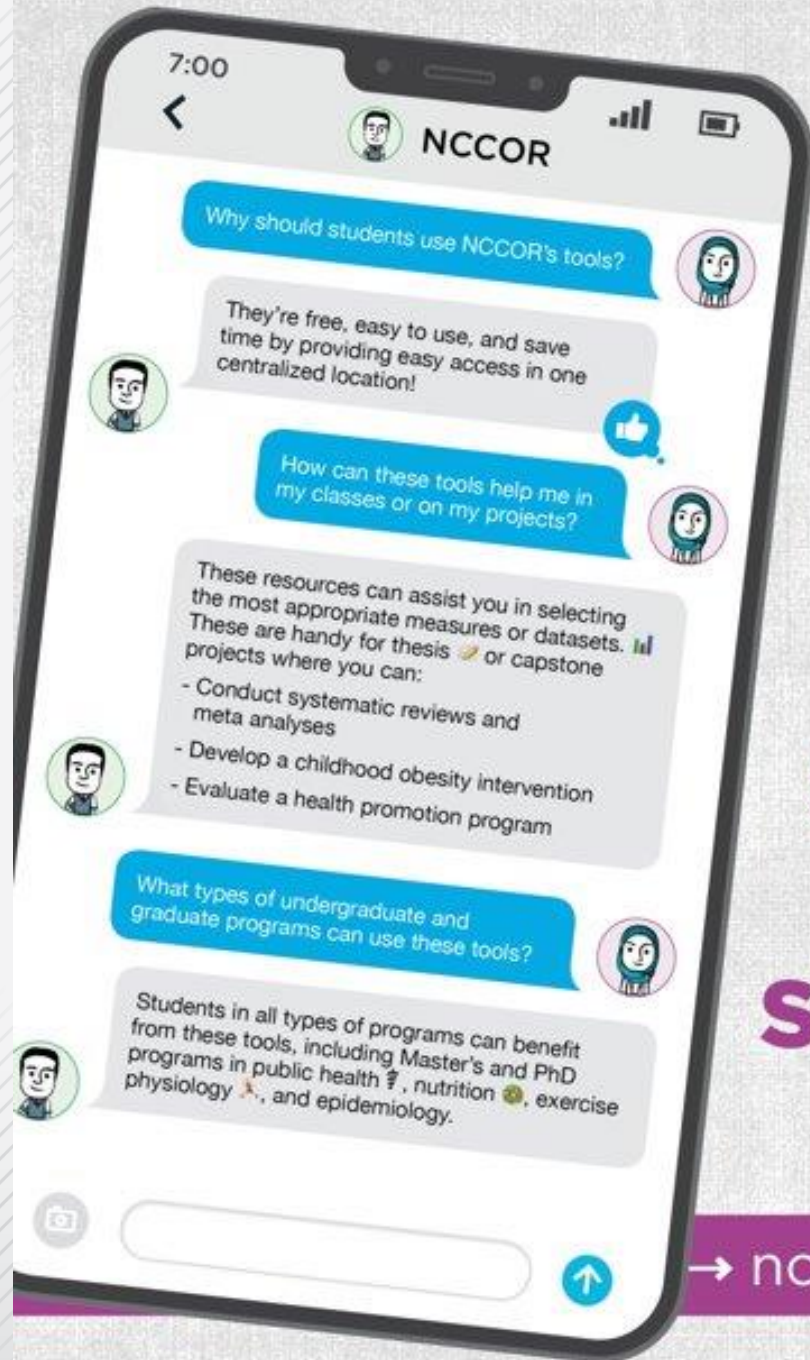
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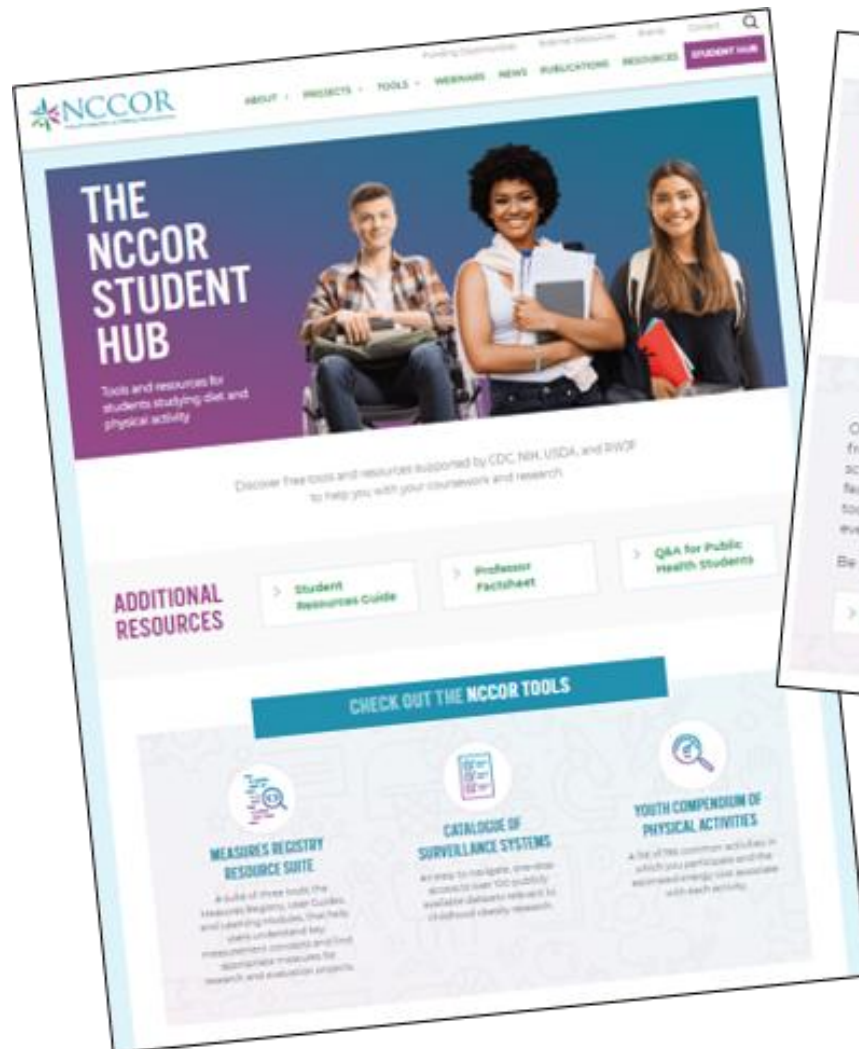


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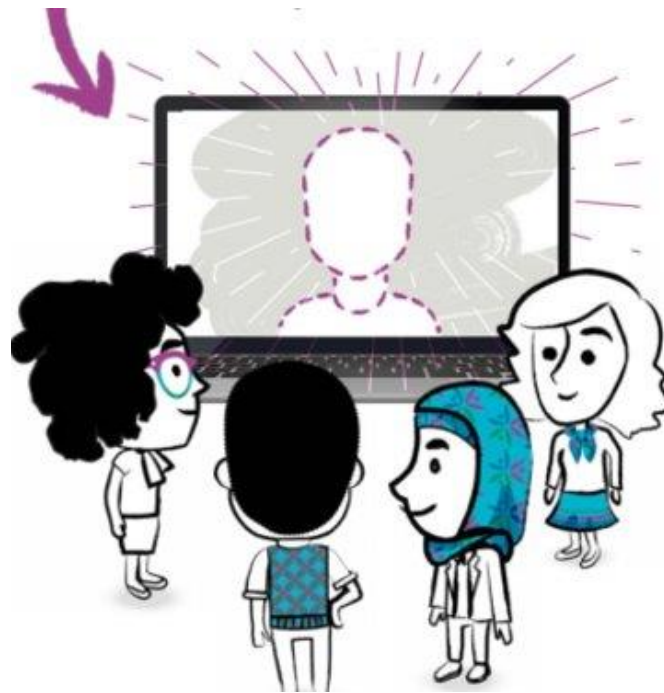
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[nccor@fhi360.org](mailto:nccor@fhi360.org)