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Topic: The impact of food systems on nutrition, diet and health

Title: Relationship between exposure to food and beverage advertising on Mexican broadcast television and the formation of food intake habits of school aged children

Presentation Type: Poster

An increase of 28% was observed in the combined prevalence of overweight and obesity for children in Mexico. One factors contributing to this increased prevalence, is food and non-alcoholic beverage (F&B) marketing. México implemented guidelines governing advertising of F&B to children on screens were implemented in mid-2014.

A total of 780 hours of television programming were recorded from the four major television channels in Mexico, from December 2014 To April 2015. For the analysis, programming was divided as peak viewing periods (PV) and non-peak viewing periods for children (NPV). F&B advertisements were identified into three major groups: Core and Healthy Food Categories, Non-Core and Unhealthy Food Categories (NUFC) and Miscellaneous. The presence of visual, promotional, associative and audio techniques was analyzed. During the same time period, a survey among 10-12 year old children was conducted to understand the relationship between television viewing habits and brand recognition of advertised F&B products.

Of the recorded hours, 390 belong to PV, and the rest to NPV. From the total number of advertisements, 3766 were F&B advertisements, comprising 12.4%. The most dominant group of F&B advertisements observed during PV was NUFC (67.3%). Most of NUFC advertisements were observed during soap operas (41.7%), followed by comedies (14.5%), movies (14.1%), and cartoons (10%). A total of 64% of F&B advertisements screened during PV utilized persuasion techniques. Survey results demonstrated that the majority of children could identify characteristics of products advertised; 97% could identify products with its television character and 73.8% could identify a product with its slogan.