



Rialtas na hÉireann
Government of Ireland



Healthy Ireland: Reducing marketing pressure on children

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EU and Irish Context



- EU - Action Plan on Childhood Obesity 2014-2020 and AVMSD review
Step 4 : *Reduce marketing and advertising to children*
- Ireland – Obesity Policy and Action Plan 2016-2025
Step 3: Secure appropriate support from the commercial sector to play its part in obesity prevention
Develop a ‘Code of Practice’ for food advertising, marketing and sponsorship
- Alcohol Bill passing through Irish Parliament aims to limit the exposure to alcohol products and advertising for children and make alcohol advertising less appealing to children



Broadcast Media Act



- Childrens Communication Code, BAI (2013)
- Stage 1 - Scientific WG to advise on Nutrient Profiling Model
- Stage 2 – Key stakeholders consultation
- HFSS foods assessed by OfCOM UK NPM- cheese
- Timeline 3 yrs
- Child defined in most cases as 18 years
- Review 2018 – 2019 (review use of WHO model)
- Link :<https://extranet.who.int/nutrition/gina/sites/default/files/IRL>



Non –Broadcast Media Voluntary Codes Of Practise



- Advertising and Marketing, Sponsorship and Retail Product Placement (DoH 2018)
- Working Group included stakeholders from DoH, State Agencies, FDI(Trade body), AAI(Advertiser body & Retail Ireland(retail body)
- 18 months meetings and presentations on digital marketing, Retail case studies, advertisers - social media experts
- Link:<http://health.gov.ie/blog/publications/non-broadcast-media-advertising-and-marketing-of-food-and-non-alcoholic-beverages-including-sponsorship-and-retail-product-placement-voluntary-codes-of-practice/>



Key Learnings/Obstacles



- Pick your battles wisely- Cheese exemption v 9pm watershed
- Use of term HFSS foods (EU Pledge)
- Use of a Nutrient Profiling Model (NPM)- BAI & ASAI
- Debate re NPM (BAI tried & tested)
- OfCOM UK model – cheese exemption
- Age of a child 15 v 18 (sponsorship -12/13yrs primary school age)
- Requirement for sign-up by FDI members – FDI represents ~ 80% of food businesses in Ireland



Future



- Unique opportunity to add NPM in AVMSD during EU transposition
- Establish monitoring body to assess adherence
- Annual report
- Review in 3-5 years (especially the age restrictions)
- Review Nutrient Profile Model to include
 - OfCOM changes re added sugars
 - WHO model
 - BAI review

Consistency of NPM across all media important

