National food conclave

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Catch them young! A wide body of research proves that what kids learn at an early age stays with them.

- Advertisers know this better than us.
- TV and now digital media are primary channels to talk to kids.
- From using cartoon characters to celebrity endorsements – through programs, games, e-books, music videos – it’s a multi-billion$ industry.

Source: [www.commsensemedia.org](http://www.commsensemedia.org)
[https://developingchild.harvard.edu](https://developingchild.harvard.edu)
“It’s not whether children learn from media – it’s what they learn from media” – Joan Ganz Cooney

- Children under 7 cannot distinguish between editorial and advertising content
- Helping kids understand how advertising works can help protect them better
- Teaching them about privacy and cybersecurity

- Facilitated viewing is always advised for young children
- Control and contain – India is largely a single TV home – kids watch everything
- Low digital literacy amongst parents
- Lack of quality resources for parents (e.g. Admongo)
“Kuch Meetha ho jaye”: Culturally we love to eat and we eat junk most of the time

• Fat kids are cute kids
• Media is shaping body image
• Anything ‘cooked at home’ is healthy – even if it’s Maggi!
• TV, phones and pads have taken over playgrounds and safe spaces for kids
• No regulations in schools or around schools on availability of junk food and soft drinks
• Organic, pesticide free, non-GMO food are expensive and unaffordable by a large section of the population

Photo credit: Atul Loke for The New York Times
Parent education is key to a healthy child

- Teach kids about food that can help them ‘Go, Grow, and Glow’
- Make sure healthy food is the default setting for your family table
- Role model: show kids what ‘eating right’ looks like. If you hate Karela chances are your kid will too
- Avoid calling foods ‘good’ or ‘bad’ – instead help them understand what are sometime food and what are anytime food
With great power comes great responsibility

India is way behind the world in instituting a policy/guideline to either broadcasters, manufacturers or advertising agencies.

While most children’s TV channels do follow the international norms – India is still a single TV home market.

Alternative food advertising is invisible on mass media (on-air and online).

Table 4. Industry arguments for food advertising to children and public health responses

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<thead>
<tr>
<th>Industry arguments</th>
<th>Public health response</th>
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<td>There is no evidence that commercial marketing of foods and beverages causes childhood obesity and therefore restricting advertising will have no effect on childhood obesity</td>
<td>The World Health Organisation (WHO) has judged that it is a ‘probable’ cause. [42]\ No-one claims that it is the only cause. It is clearly an adverse influence on children’s diets, and restructuring food marketing to children is one very cost-effective strategy to help reduce childhood obesity. [26]\</td>
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<td>Children should be taught media awareness rather than reducing advertising, as they will be exposed to it in later life anyway</td>
<td>Media literacy is valuable, but it does not justify bombarding children with advertisements for unhealthy foods. Exposure to advertising, or industry supported ‘media literacy’ campaigns are unlikely to teach children to become critical consumers. [45,46,49]\</td>
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<td>Television bans would be circumvented by other forms of advertising.</td>
<td>Television advertising is the most potent medium for reaching young children but companies are now increasing their use of sponsorship, websites, competitions, product placement and so on. Reducing TV ads is the initial step in reducing all promotions to children.</td>
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<td>Industry has a right to commercial free speech</td>
<td>In the Quebec laws, [27]\ the Supreme Court of Canada agreed that this ‘right’ was being restricted, but that children’s rights to be free from commercial exploitation was a higher priority. [46]\</td>
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<td>Loss of income from advertising would be detrimental to the quality of children’s television programs</td>
<td>Most quality children’s programs are on non-commercial channels. Major advertising restrictions in Quebec had little impact on the quantity or quality of children’s programs. [27]\</td>
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In Summary

https://youtu.be/5ahMQwxN9Js