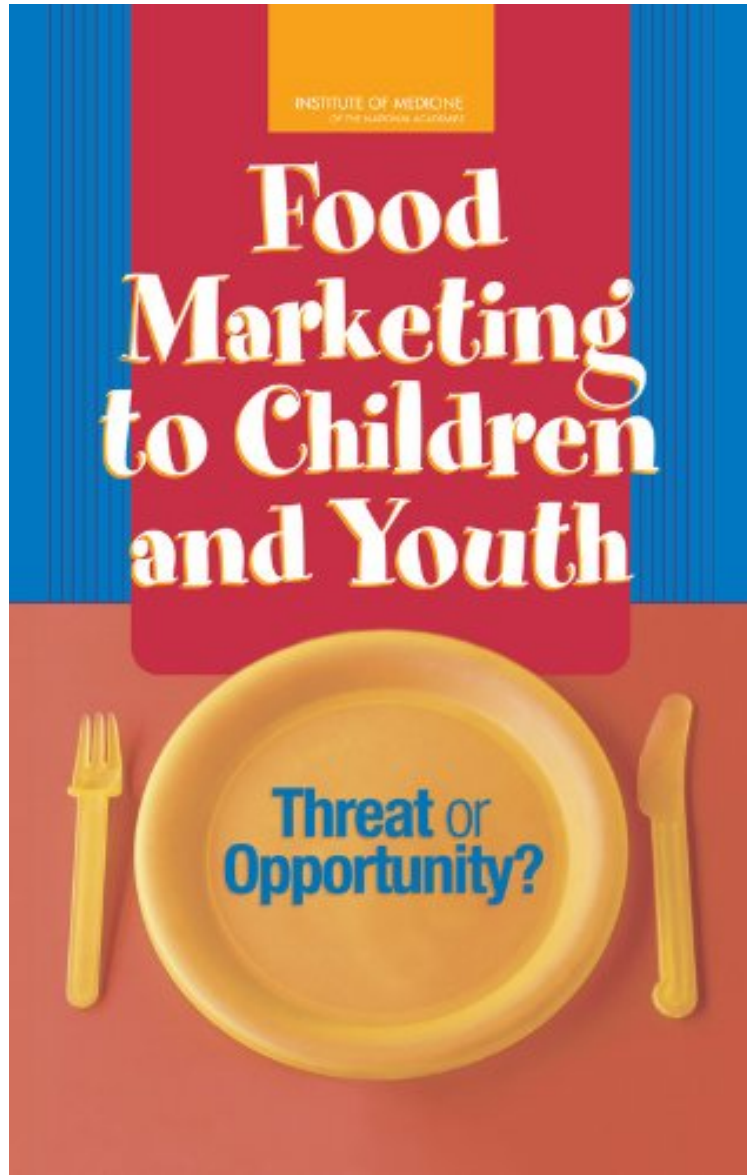


[Free and download] Food Marketing to Children and Youth: Threat or Opportunity?

## Food Marketing to Children and Youth: Threat or Opportunity?

*Institute of Medicine, Youth, and Families Board on Children, Food and Nutrition Board, Committee on Food Marketing and the Diets of Children and Youth*  
audiobook | \*ebooks | Download PDF | ePub | DOC



[Download](#)

[Read Online](#)

#3613470 in Books 2006-05-11 Original language: English PDF # 1 9.02 x 1.34 x 6.34l, 2.16 #File Name: 0309097134536 pages Health, Diet, and Eating Patterns of Children and Youth Factors shaping Food and Beverage consumption of Children and Youth Food and Beverage Marketing to Children and Youth Public Policy Issues in food and Beverage marketing to children and Youth Findings, Recommendations, Next Steps | File size: 48.Mb

**Institute of Medicine, Youth, and Families Board on Children, Food and Nutrition Board, Committee on Food Marketing and the Diets of Children and Youth : Food Marketing to Children and Youth: Threat or Opportunity?**

before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Food Marketing to Children and Youth: Threat or Opportunity?*:

2 of 2 people found the following review helpful. Marketing influences children toward a direction that should be changed. By Paul Baker I initially thought this was a "how to" book on loosening the parents' purse strings by manipulating their children -- a rather "evil" book for executives of fast food restaurants. Instead, this book turned out to be an academic study on how marketing influences children, and how that influence should be altered (according to the opinions of the committee). I think this is one of those books that provides concrete evidence to an important aspect of growing up and/or parenting in the developed world. People had suspected negative effects, but now they have more than just opinions to back up their hypotheses. It is the equivalent of studies on cancer and tobacco that laid to rest any doubts that tobacco was bad for one's health. This book seems well-suited for those in public policy. BOX ES-1 presents the Broad Conclusions: \* Along with many other intersecting factors, food and beverage marketing influences the diets and health prospects of children and youth. \* Food and beverage marketing practices geared to children and youth are out of balance with healthful diets and contribute to an environment that puts their health at risk. \* Food and beverage companies, restaurants, and marketers have underutilized potential to devote creativity and resources to develop and promote food, beverages, and meals that support healthful diets for children and youth. \* Achieving healthful diets for children and youth will require sustained, multisectoral, and integrated efforts that include industry leadership and initiative. \* Public policy programs and incentives do not currently have the support or authority to address many of the current and emerging marketing practices that influence the diets of children and youth. Of course, like any book, this book has its imperfections. The most notable are the somewhat naive and humorous recommendations to commercial groups: Recommendation 1: Food and beverage companies should use their creativity, resources, and full range of marketing practices to promote and support more healthful diets for children and youth. Recommendation 2: Full serve restaurant chains, family restaurants, and quick serve restaurants should use their creativity, resources, and full range of marketing practices to promote healthful meals for children and youth. Recommendation 3: Food, beverage, restaurant, retail, and marketing industry trade associations should assume transforming leadership roles in harnessing industry creativity, resources, and marketing on behalf of healthful diets for children and youth. Recommendation 4: The food, beverage, restaurant, and marketing industries should work with government, scientific, public health, and consumer groups to establish and enforce the highest standards for the marketing of foods, beverages, and meals to children and youth. Recommendation 5: The media and entertainment industry should direct its extensive power to promote healthful foods and beverages for children and youth. The above recommendations seem to sprout from an idealistic set of principles that are at best out-of-touch with the needs, motivations, and circumstances of businesses. There is nothing wrong with idealism, but implementations of ideals without regard for feasibility are mere academic exercises. I personally could not find how the authors intended to align business interests with the goal of improving children's health (in credible, concrete ways). The recognition that this is a "complex" problem may be good enough to get a research grant, but it's not enough to dent the problem itself. The next set of recommendations seem more practical: Recommendation 6: Government, in partnership with the private sector, should create a long-term, multifaceted, and financially sustained social marketing program supporting parents, caregivers, and families in promoting healthful diets for children and youth. Recommendation 7: State and local educational authorities, with support from parents, health authorities, and other stakeholders, should educate about and promote healthful diets for children and youth in all aspects of the school environment (e.g., commercial sponsorships, meals and snacks, curriculum). Recommendation 8: Government at all levels should marshal the full range of public policy levers to foster the development and promotion of healthful diets for children and youth. Recommendation 9: The nation's formidable research capacity should be substantially better directed to sustained, multidisciplinary work on how marketing influences the food and beverage choices of children and youth. Recommendation 10: The Secretary of the U.S. Department of Health and Human Services (DHHS) should designate a responsible agency, with adequate and appropriate resources, to formally monitor and report regularly on the progress of the various entities and activities related to the recommendations included in this report. These recommendations seem to be better suited for implementation. Assuming that lobbyists have less influence than stockholders and customers, government people can carry out these recommendations. Additionally, research dollars to keep track of new marketing tactics are important to keep tabs on the food industry. In short, this book is geared towards public policy people. The material in here might make a decent foundation for a research grant. For parents, it is too much at the level of public policy to be useful for raising kids. Government and nonprofit organizations might find this useful. 1 of 1 people found the following review helpful. A powerful survey. By Midwest Book Review *Food Marketing to Children And Youth* is a college-level survey of the impact food and beverage marketing has on the dietary patterns and overall health of children and youth in this country. From parents to educators, state regulators and schools, a wide range of adults will be interested in learning the cultural, social, economic and commercial issues which affect food marketing to the young. Statistics, studies, and health concerns blend in a powerful survey recommended for college-level collections in education and health.

Creating an environment in which children in the United States grow up healthy should be a high priority for the nation. Yet the prevailing pattern of food and beverage marketing to children in America represents, at best, a missed opportunity, and at worst, a direct threat to the health prospects of the next generation. Childrens dietary and related health patterns are shaped by the interplay of many factors"their biologic affinities, their culture and values, their economic status, their physical and social environments, and their commercial media environments"all of which, apart from their genetic predispositions, have undergone significant transformations during the past three decades. Among these environments, none have more rapidly assumed central socializing roles among children and youth than the media. With the growth in the variety and the penetration of the media have come a parallel growth with their use for marketing, including the marketing of food and beverage products. What impact has food and beverage marketing had on the dietary patterns and health status of American children? The answer to this question has the potential to shape a generation and is the focus of Food Marketing to Children and Youth. This book will be of interest to parents, federal and state government agencies, educators and schools, health care professionals, industry companies, industry trade groups, media, and those involved in community and consumer advocacy.

About the AuthorCommittee on Food Marketing and the Diets of Children and Youth, J. Michael McGinnis, Jennifer Appleton Gootman, Vivica I. Kraak, Editors