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Evidence-based Community Interventions in the Food and Beverage Environment: What Works?

Kim Raine PhD, RD, FCAHS
Professor
Faculty/Presenter Disclosure

• Presenter: Kim Raine

• Relationships with commercial interests: Not Applicable
Key Messages

• The Healthy Kids Strategy is a key resource for Ontario in leading the way to stem the tide of the childhood obesity epidemic

• Community and policy interventions are beginning to build evidence for changing the food environment

• We can learn key lessons from other jurisdictions and other health issues to build momentum and catalyze change!
No Time to Wait: The Healthy Kids Strategy
Healthy Kids Panel
Change the Food Environment: Recommendations

2.1 Ban marketing of high-calorie, low-nutrient foods, beverages and snacks to children ...

2.2 Ban point-of-sale promotions of high-calorie, low-nutrient foods and beverages ... beginning with sugar-sweetened beverages.

2.3 Require all restaurants...to list the calories in each item on their menus ...

2.4 Encourage food retailers to adopt ...standard nutrition rating systems for the products ...

2.5 Support the use of Canada’s Food Guide and the nutrition facts panel.
2.6 Provide incentives for Ontario food producers, distributors, retailers, and NGOs to support community-based food distribution.

2.7 Provide incentives for food retailers to develop stores in food deserts. [Food Swamps!!]

2.8 Establish a universal school nutrition program.

2.9 Establish a universal school nutrition program for First Nations communities.

2.10 Develop a single standard guideline for food and beverages served or sold where children play and learn.
2.1 Ban marketing of high-calorie, low-nutrient foods, beverages and snacks to children under age 12.

• Cost effective intervention (WHO)


• Parents are supportive

*Healthy Kids Panel citing Ipsos Reid*

• Industry self-regulation is ineffective in reducing exposure

*Potvin Kent et al, IJPO, 2011*
Prevailing Policies: Canada

- *The Quebec Consumer Protection Act (QCPA, 1980)* has prohibited all commercial advertising aimed at children under 13
- *Children’s Food and Beverage Advertising Initiative (CAI)* – Industry sponsored Self-regulation
- Federal Private members’ Bill (C-430) has called for amendments to the Competition and Food and Drug Acts
Lessons from Quebec Experience

• QCPA total ban precludes necessity of nutrition criteria (healthy vs. unhealthy food debate)

• QCPA provides strongest protection from exposure for Francophone children (Cross border “leakage”) (Potvin Kent et al, Obesity, 2011)

• QCPA reduces propensity to purchase fast food by 13% (~$88M/year) (Dhar & Baylis, 2011)

• Only ads judged to “appeal” to children and shown during peak child viewing times are banned

• Monitoring and enforcement dependent upon complaints (only recently initiated by “Watchdogs”)

Centre for Health Promotion Studies
Original Article

Restricting marketing to children: Consensus on policy interventions to address obesity

Kim D. Raine\textsuperscript{a*}, Tim Lobstein\textsuperscript{b}, Jane Landon\textsuperscript{c}, Monique Potvin Kent\textsuperscript{d}, Suzie Pellerin\textsuperscript{e}, Timothy Caulfield\textsuperscript{f}, Diane Finegood\textsuperscript{g}, Lyne Mongeau\textsuperscript{h}, Neil Neary\textsuperscript{a} and John C. Spence\textsuperscript{i}

Journal of Public Health Policy, 43(2) 239-253, 2013
doi:10.1057/jphp.2013.9
A national regulatory system prohibiting commercial marketing of foods and beverages to children

• Regulation must set minimum standards, monitor compliance, and impose penalties

• Builds upon the QCPA by prohibiting all commercial marketing of foods and beverages to those under 18, and expanding through all Canadian jurisdictions

• Exceptions could be made for approved public health campaigns promoting healthy diets
Ontario can take leadership

- Evidence, support, expertise and the power of a population base to lead the country on this
- Advocacy is essential
- Other provinces will follow
2.1 Ban point-of-sale promotions and displays of high-calorie, low-nutrient foods and beverages in retail settings, beginning with sugar-sweetened beverages.
Average shelf-space of fruits and vegetables vs. junk food (and beverages) within 1km

NEWPATH:
Neighbourhood Environments in Waterloo: Physical Activity, Transportation and Health
Food environment data collected and analyzed by Leia Minaker, PhD
Why Sugar Sweetened Beverages (SSBs)?

• Consumption linked to childhood and adolescent obesity (HKP, 2,3)

• Current food environment promotes overconsumption
  – Availability
  – Pricing
  – Marketing

• Link recognized by Governments as need for policy intervention, but industry lobby intervention
  – PSA from Health Canada (Pulled)
  – NYC limiting single serving drinks to 16 oz (Overturned)

Availability in Canada: RTD Regular Soft Drinks (Litres/Person)

Statistics Canada CANSIM Table 002-0011
Review

Building a Strategy for Obesity Prevention One Piece at a Time: The Case of Sugar-Sweetened Beverage Taxation

Susan Buhler RD, MSc\textsuperscript{a}, Kim D. Raine RD, PhD\textsuperscript{a,*}, Manuel Arango MA, MHA\textsuperscript{b}, Suzie Pellerin\textsuperscript{c}, Neil E. Neary MPH\textsuperscript{a}

\textsuperscript{a} Centre for Health Promotion Studies, School of Public Health, University of Alberta, Edmonton, Alberta, Canada
\textsuperscript{b} Heart and Stroke Foundation of Canada, Ottawa, Ontario, Canada
\textsuperscript{c} Coalition québécoise sur la problématique du poids, Montréal, Québec, Canada
Availability Favours SSB Consumption

Litres PPPY Canada age 2+

- RTD Soft Drinks
- Fountain SSB
- Milk

(See “what are SSB’s HKP p.35)

1972: 46.63
1999: 99
2010/11: 315.6

383 l PPPY
Price Changes 1995-2011

75% increase in milk price (1l)
26% increase in SSB price (2l)

Statistics Canada CANSIM Data
Modify the recommendation

- Ban point-of-sale promotions and displays of sugar-sweetened beverages in retail settings.
- Promote healthier food products in retail settings (healthy corner store initiative TPH)
- Tax SSBs (no consensus on taxing unhealthy foods in HKP)
Taxing SSBs

• Sends a risk message

• 10% tax increase effectively reduces consumption (and obesity)

• Source of revenue ($5.85B/year in Canada)

• Not regressive. Can tip the balance in favour of healthier beverages

• Public acceptance when revenue directed to health promotion (APCCP)
2.10 Develop a single standard guideline for food and beverages served or sold where children play and learn.

- Develop guidelines
- Use in conjunction with marketing restrictions
- Implement guidelines
  - mandatory? partnerships?
- Case study of recreation facility food environments (AB)
Food Services in Recreation Facilities

• Often privately delivered
• Contracts may be up to 20 years
• A portion of revenues returned to recreation facilities
• Primary goal is profit

• most foods available for sale tend to be energy-dense and nutrient-poor as managers believe healthy products are not as profitable
Alberta Nutrition Guidelines for Children and Youth (ANGCY)

- Released in 2008
- Facilitate children’s access to healthy beverages and foods in schools, childcare and recreation facilities

Olstad et al, 2011
Promoting Change in Recreational Food Environments

**Barriers**
- Lack of training
- Difficulties locating ANGCY-compliant products
- Limited customer demand
- Competitive pressures
- Revenue losses
- Non-cooperative industry partners with no experience or incentives

**Facilitators**
- Linkages with schools (adopters)
- Partnership with industry with school experience
- Mandatory adoption levels playing field
Change is difficult

• Carefully consider industry role/partnership

• Marketing, taxation, restrictions on sales all will bring strong industry resistance

• In developing healthier environments, industry may be an ally
We need clear policies and codes of conduct to identify risk and guide ethical decision-making

- PINGOS (public interest NGSs)
- BINGOS (business interest NGAs)
- DINGOS are dangerous (BINGOS pretending to be PINGOS)

When Judging Partnerships... Conflict of Interest is Key

http://coicoalition.blogspot.ca/
The Perils of Ignoring History: Big Tobacco Played Dirty and Millions Died. How Similar Is Big Food?
Brownell & Warner, Milbank Quarterly, Vol. 87, No. 1, 2009 (pp. 259–294)

Food Industry’s Playbook
Key Messages

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Don’t get Caught in a “Toxic” Food Environment …think out of the box!