



FROM POLICIES TO ADVERTISEMENTS

IMPACT OF ADVERTISEMENTS ON
CHILDREN'S OBESITY IN THE HAPPIEST
COUNTRIES IN THE WORLD; WHAT ARE
THEY DOING RIGHT?

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EXECUTIVE SUMMARY

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Problem

There is a childhood obesity epidemic in Canada with 16.8% of boys and 11.5% of girls between the ages of 5-9 being considered obese. With the likelihood of these obese children turning into obese adults it increases the risk of long-term health problems which will be a burden on the Canadian economy. Estimates indicate that obesity costs Canada between \$4.6 billion and \$7.1 billion annually. This is something Canada can focus on from the bottom up by trying to prevent obesity from an early age. Due to a child's limited cognitive ability they are more susceptible to falling prey to advertisements.

Objective

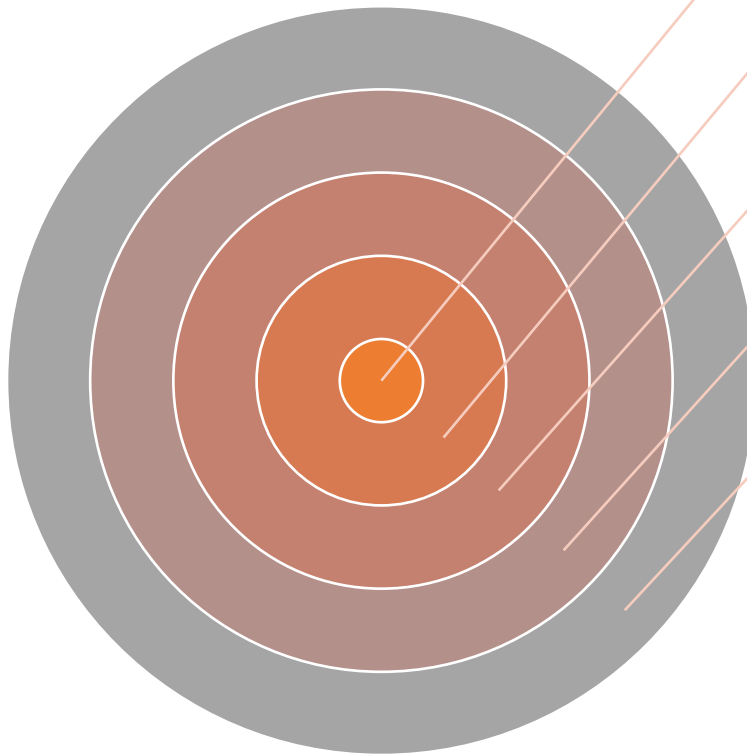
In Canada there are no strict advertising policies when it comes to advertising food to children, whereas in Quebec advertising to children under the age of 13 is prohibited. What this study will look at is seeing what Finland, Denmark, and Norway are doing when it comes to analyzing food to children in terms of policy to offer Canada some recommendations on what they should be doing.

A secondary aspect of this study will include finding advertisements for each country that will be analyzed into seeing how well the advertisers are following the rules and regulations laid out by the policies and the self-regulatory rules.

Solution

- Based on the policies in place in Norway and Denmark, Canada should be attempting to reduce the salt, sugar, and fat intake for children. The obesity rates of children ages 5-9 are a direct reflection of this with Canada having a higher obesity rate than both Norway and Denmark.
- Another policy that Norway has incorporated which Canada should follow suit with is prohibiting the use of figures in commercials that children can associate with like brand mascots.
- Denmark also has policies that prevent advertisers from trying to take advantage of a child's naïve nature but also one that prevents the incorporation of pester power in the advertisements.
- The Canadian guidelines need to be updated by being clear and transparent like the Finnish guidelines. The Finnish guidelines use clear examples of advertisements where "good practice" was violated and what the Market Court had ruled.

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Children

PRIMARY STAKEHOLDERS

CRTC Canada

The CRTC is a regulatory tribunal that controls and oversees broadcasting and broadcast communications within the public interest.

CRTC are devoted to guaranteeing that Canadians have get to a world-class communication system that advances development and enhances the lives of the viewers.

Humber College

Humber College envision to lead postsecondary education through polytechnic leadership by developing highly skilled and adaptable members of the society who notably contributes locally, nationally, and globally.

Members of the team

Composed of goal driven individuals currently enrolled in the Research Analyst program who completed this report for the partial fulfillment of the requirements of the degree.

Health Canada

Federal department responsible for helping the people of Canada sustain and enhance their health.

SECONDARY STAKEHOLDERS

Instructor

The Research Analyst program coordinator and research seminar course instructor.

NGOs

Findings may help NGOs like food secure in encouraging the government to take an action to protect the children in Canada.

Parents and children

If actions outlined in the report take place the long-term benefits would highly impact the wellbeing of parents and children.

STATEMENT OF THE PROBLEM

STATEMENT OF THE PROBLEM

The implications of a child growing up obese are significant because there are long term costs that come with obesity which can be broken down under direct and indirect costs. Direct costs would be health care, whereas indirect costs would be the economic output that is lost when someone dies prematurely because of obesity. It is estimated that the direct and indirect economic costs due to obesity in Canada range from \$4.6 billion and \$7.1 billion annually (Ogilvie & Eggleton, 2016). In addition to these costs 48,000 to 66,000 people die annually in Canada because of reasons related to obesity (Ogilvie & Eggleton, 2016). Despite all this information there is a lack of Canadian data regarding the long-term impact of obesity particularly for the youth, which sheds light on a crucial problem (Obesity in Canada – Health and economic implications, n.d.). In 2019, a study showed 16.8% of the boys, and 11.5% of the girls ages 5 to 9 are obese in Canada (Lobstein & Brinsden, 2019). Given that there is an obesity problem among the Canadian youth and a lack of research regarding the long-term impact of obesity on youth, more research is desperately needed in order to battle the issue.

Marketing is something that is done in order to increase awareness, appeal, or consumption of different products and services (Garde, et al., 2012). There are many different forms of marketing with the

big one being advertising. Different mediums also exist for advertising like television and radio, but the attention will be focused on television because of the limited regulation around its advertising involving children. It was reported that for every hour of television that children watch they are exposed to around 10 commercials that target unhealthy foods (Lee & Yoon, 2018). The more people are watching advertisements concerning fast food and soda the higher the chances that they are going to consume those products (Andreyeva et al., 2011). Currently the advertising industry and food companies adhere to voluntary guidelines set by the Canadian Children's Food and Beverage Advertising Initiative, which is an agreement to limit or eliminate advertising of some products depending on how likely the audience views advertisements (Akin, 2017). However, these are just voluntary guidelines and not enforced unlike in Quebec where advertising to children under 13 is completely prohibited (The Canadian Code of Advertising Standards, n.d.). This highlights a troubling trend considering the frequency of these unhealthy food advertisements, how these advertisements lead to the consumption of the food, and how there are not really any strict regulations to stop these advertisements.

In May 2010, the World Health Organization recommended that policy should be implemented in all countries to reduce unhealthy food marketing to children (World Health). In 2016, the Child Health

Protection Act or Bill S-228 was introduced to stop marketing to children in Canada. Health Canada reached out to 51 stakeholder organizations and sent a mandated cost-benefit analysis to determine the potential cost of implementing the Bill S-228; however, Health Canada reported that only 11 responded and two provided data to Health Canada (Dallaire, 2018). The advertising industry and food companies think that the bill S-228 would not be good for the Canadian economy (Dallaire, 2019). On May 30, 2019, after the senate considered the amendments, Bill S-228 did not become a law (Senate of Canada, 2017; Open Parliament, n.d.).

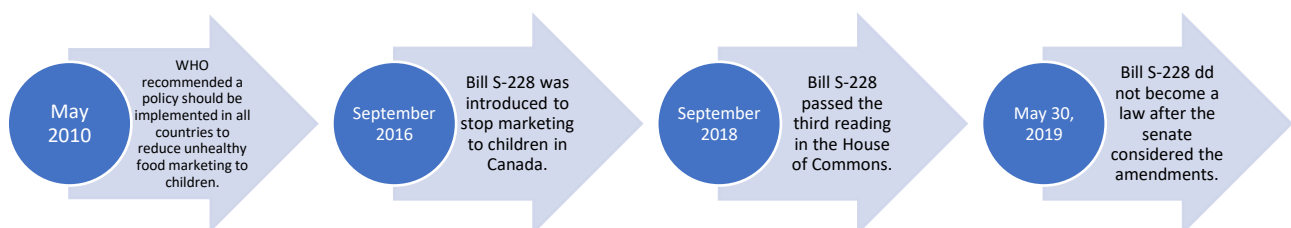
Unfortunately, Robertson & Curry (2019) stated that Bill S-228 was a private member bill and not a government legislation, which means there are procedural tactics that are available for senators to stop it. Crowe (2019) stated that industry lobbying was the reason for the delayed decision. Thereby, on June 21, 2019, the Bill S-228 was not called to a vote and did not become a law.

In addition, there were several Canadian organizations that supported the Bill S-228. The Stop Marketing to Kids Coalition has members from Canadian organizations that support the bill such as Heart & Stroke

Foundation, Toronto Public Health, Canadian Cancer Society, Diabetes Canada, and several other organizations.

An online survey was done in January 2011 to a group of Canadians and found that out of 6,665 Canadians who completed the baseline survey, 1 in 3 of Canadians perceived their diet and health to be very good (Schermel et al., 2014). However, Canadians also reported that it is hard to find healthy foods such as foods low in salt and sugar (Schermel et al., 2014). It shows that Canadians care about their health and accessibility to healthy foods. Therefore, Canadians are more likely to support the ban on unhealthy food advertising to children to prevent childhood obesity.

Given the costs, deaths, lack of policy, and public opinion on the matter action needs to be taken on the issue. A good way to look at anything is to see what other countries are doing in order to see what works and does not work. This would allow Canada to implement strict advertising policies that protects the youth from harmful advertisements.





LITERATURE REVIEW

Obesity Implications

There is a childhood obesity epidemic in Canada with 16.8% of boys and 11.5% of girls between the ages of 5-9 being considered obese (Lobstein & Brinsden, 2019). These numbers were derived by looking at the body mass index (BMI) for each country. With the increased likelihood of obese children turning out to be obese adults it leads to many future health problems such as type 2 diabetes (Lee & Yoon, 2018). More than 85% of the people with type two diabetes are obese creating long term issues for the children (Lee & Yoon, 2018). Obesity is a multifaceted issue with the risk factors including genetics, behavioral, psychological, and environmental.

Genetic

Genetics is an important risk factor to consider when predicting childhood obesity. The parents' BMI can be used to predict childhood obesity which may suggest that there are genetic defects causing obesity (Lee & Yoon, 2018). Even though these genetic defects can predict cases of childhood obesity they are still uncommon making up fewer than 1% of the cases (Lee & Yoon, 2018). This suggests that genetics are not the sole reason for childhood obesity and this risk factor works with other factors in its growth.

Behavioral

The behaviours of the individual are as important of a factor as any when it comes to physical health. Diet, physical activities, and leisure activities all play an important role when it comes to obesity. Consumption of fast food and sugary drinks on an average of at least twice a week results in a greater likelihood of an increased BMI (Lee & Yoon, 2018). The absence of physical activities and an increase in leisure time are also directly tied to childhood obesity (Lee & Yoon, 2018). For every hour of moderate to demanding physical activity the risk of childhood obesity decreases by 10%, this means that if the child is sitting still and has a high screen time there is an increased likelihood of obesity (Lee & Yoon, 2018).

Psychological

Children, due to their age and the fact that they are still growing cognitively, are dealing with unique situations on a day-to-day basis. On the other hand, adults are fully developed and have a vast set of lifelong experiences. This results in children being under more psychological and emotional stress which can change their eating habits (Lee & Yoon, 2018). Stress often leads to eating at irregular hours, higher volume of consumption, and consuming more unhealthy foods (Lee & Yoon, 2018). These unhealthy eating habits are more prevalent in children with obesity than without suggesting that body dissatisfaction may be a factor in this situation (Lee & Yoon, 2018). Studies do

indicate that children with obesity show signs of depression, anxiety, and low self-esteem (Lee & Yoon, 2018).

Environmental

The settings that the child is a part of on a day-to-day basis is an important factor when looking at childhood obesity. Home, school, and community are all important to look at because those are environments that the child is exposed to daily. The parent's attitudes towards food and physical activities directly reflect upon their kids since a child is more likely to follow the footsteps of their parents (Lee & Yoon, 2018). Seeing as school is the location where children are around one another they can easily be influenced by what others are eating and doing (Lee & Yoon, 2018). Community is also important in terms of healthy living; healthy foods need to be as easily accessible as fast food, there should also be presence of bike paths, parks etc. (Lee & Yoon, 2018).

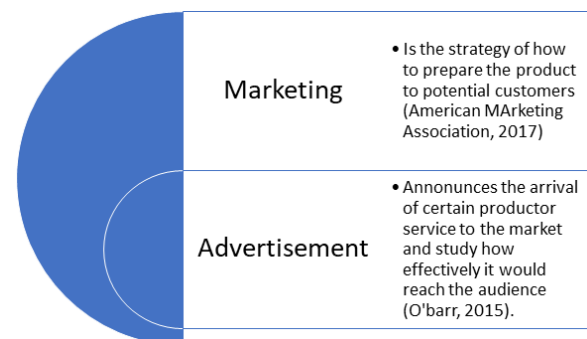
Although a positive home, school, and community environment that promotes healthy eating and physical activity is ideal it is not very common. Fast foods are cheaper than healthy foods and are much more accessible. Children are specifically targeted through commercials which market unhealthy products during the time of the day where children would typically be at home (Lee & Yoon, 2018). For every hour of television children get exposed to around 10 commercials that are marketing unhealthy foods (Lee & Yoon, 2018).

Physical activities have also decreased with more kids going to school with their parents or taking the bus rather than walking or biking, even accessing fast food has gotten to the point where there needs to be no physical activities with the access to drive-through (Lee & Yoon, 2018).

Of these factors advertising is one that can be better controlled with strict regulations. Marketing to young children is wrong because they have yet to develop the cognitive abilities to understand the deceitful nature of advertisements. Literature review dating back to the 1970s indicates that children below the ages of either 7 or 8 are unable to recognize advertisements and legal scholars have concluded that it is misleading to market products to these children (Harris & Kalnova, 2018)

Advertisement

An advertisement is a marketing tactic to promote and announce the launch of a certain good or service.



Relationship between advertising and obesity

Evidence about the relationship between eating patterns and television advertisement is not clearly established, however there is an emphasis that there is a relationship between weight gain and advertisements of foods that are high in fat, sugars and salt (HFSS) (Garde, 2008). Advertisements have an unquantifiable indirect impact on children's food preference, assumption, and behavior (Livingstone & Helsper, 2006). The impact may not be clear immediately after watching the HFSS ads, but the impact is something that surfaces in the long run. Amounts of consumption increased not only in a brand of a product but also in the variants of the brand. For example, children would not only consume Kinder surprise, just because they saw an advertisement of the brand, but their consumption in the variant of sugary treats such as candy, chocolate etc. would increase as well (Hastings et al, 2006).

Impacts of advertisement

An estimate of 25 million food and beverage advertisements are being viewed by Canadian adolescents and children in a year. 90% of those ads are deemed "unhealthy" (Burgess, 2017).

The effects of advertising on children are cognitive as well as behavioural.

Cognitive effects

In the peer review article written by Harris and Graff (2012) explains that the incorporation of psychological process in designing advertisement could be the key reason why various advertisements have an impact on viewers. To give examples, here are some psychological processes that are being utilized in the advertisement field that are being watched passively by young audiences around the world (Harris and Graff, 2012)

Psychological process	Description	Application to advertising to children
Affective transfer (classical conditioning)	The object is being associated with positive instances or situations that elicit positive feelings and eventually those generated positive feelings will be associated with the object.	This includes the affiliation of happy memories, humour and feel good atmosphere to the product even though it has no sensible connection to the product. This positive emotion will subsequently be attached to the product itself and repeated exposure will increase desirability to have the product.
Mere exposure effect	Repeated exposure to a neutral or unknown object will often result in the child favouring and preferring the previously neutral object.	This includes the repeated airing of the commercials, exposure of the logos or brands through various platforms. Young viewers tend to build awareness of the previously unknown product because of the repeated exposure to the brand.
Associative network or schema	When an object becomes automatically associated, in the person's mind, with other concepts such as experience, behavior, attitude to create an associative network or schema. So, if the person has seen the object, every association built in that network will also be linked actively in the person's mind.	All marketers try their best to create their own brand image. Companies build the image of how they want their consumer to perceive them. Those brands that have established themselves with the most positive brand image, would eventually increase favourability from consumers.
Social learning theory	This theory explains that a child learns and adapts their behaviour, attitude and emotions by what their observations. Media is treated as the significant environment for a child to learn.	The child's constant exposure to advertisements of certain food and beverages being exhibited as fun, being socially desirable, and common can highly influence the child's attitude towards food and food intake.

Behavioral Effects

Eating Habits. Food and beverage companies are using the powerful tool of advertising to target children with their sugary and unhealthy products. Advertisements create an illusion where the product being advertised is being projected as fun, joyful, and normal. This in turn creates a culture of eating foods that are high in fat, sugar, and salt became a norm for young individuals. Habits are not developed instantly. This starts when a person is young and then is continuously being developed over time. Being exposed to advertisements as a child without knowing the difference between a regular show and a persuasive ad would not only increase preference but also consumption (Macklin & Carlson, 1999).

Pester power. McDermott, O'Sullivan, Stead, & Hastings (2006) explained that children are the most essential target in every market because of their influence on those who have the buying power, the adults. Pester power is the ability of children to nag their parents into buying them products that they want such as toys, food, clothes, accessories etc.

Brand loyalty. Marketers prefer to target children because of their potential to be a long-term consumer. This potential to be a long-term consumer means more profit for the company.

Issues on Canadian Policy for Advertising to Children

Currently, the advertising industry and food companies adhere to voluntary guidelines set by the Canadian Children's Food and Beverage Advertising Initiative, which is an agreement to limit or eliminate advertising of some products depending on how likely the audience views advertisements (Akin, 2017).

The Child Health Protection Act or Bill S-228 was introduced in September 2016 by senator Nancy Green Raine, which restricts the advertising of unhealthy foods to children under 13 years of age. The Bill passed the third reading in September 2018 in the House of Commons (Senate of Canada, 2017). On June 21, 2019, the Senate of Canada adjourned for summer, and the Bill S-228 was not called to a vote; thereby, the bill did not pass before the Parliament dissolved for the 2019 federal election (Stop Marketing to Kids Coalition, n.d.). On May 30, 2019, after the senate considered the amendments, Bill S-228 did not become a law (Senate of Canada, 2017; Open Parliament, n.d.).

Since the advertising industry adhere voluntarily to the guidelines set by Canadian Children's Food and Beverage Advertising Initiative, Health Canada reached out to 51 stakeholder organizations and sent a mandated cost-benefit analysis (CBA) to determine the potential cost of implementing the Bill S-228; however,

Health Canada reported that only 11 responded and two provided data to Health Canada (Dallaire, 2018).

ACA (Association of Canadian Advertisers) requested a 3rd-party assessment of the CBA and found that the CBA survey sent to them asked unnecessary information, confidential business information, and the CBA survey had technical errors with ill-defined terminology (Dallaire, 2018). However, Health Canada argued that “in addition to industry reports, data from regulators and academic studies”, the CBA survey was “one of many tools” that was used to prepare the cost-benefit analysis (Dallaire, 2018). This raised questions to Health Canada about the advertising industry’s willingness to implement the Bill S-228 (Dallaire, 2018). In another article, it was reported that the advertising industry and food companies called the Bill S-228 “unrealistic, punitive, and commercially catastrophic” (Dallaire, 2019). Furthermore, it was reported that ACA, food and beverages manufacturers, and media companies have concerns about the economic impact of implementing the Bill S-228.

Robertson & Curry (2019) stated that Bill S-228 was a private member bill and not a government legislation, which means there are procedural tactics that are available for senators to stop it. In a confidential letter sent to the senators, which CBC news had access to, it was reported that the industry group such as ACA, Canadian Beverage

Association, Food & Consumer Products of Canada, Retail Council of Canada, and Restaurants Canada were asking the senators to withhold their decision on Bill S-228 (Crowe, 2019). Crowe (2019) stated that industry lobbying was the reason for the delayed decision. Thereby, on June 21, 2019, the Bill S-228 was not called to a vote. Then, on May 30, 2019, the Child Health Protection Act or Bill S-228 did not become a law (Senate of Canada, 2017; Open Parliament, n.d.).

World Happiness Report

In order to offer a solution to Canada’s obesity problem there needs to be a look at other countries to see what they are doing, what is working, what is not working in terms of advertising of foods to children. In order to find the countries for comparison the United Nations Sustainable Development Solutions Network releases an annual report evaluating how “happy” countries are based on self reported surveys as well as several objective measures (Helliwell, Layard, & Sachs, 2019).

The 2019 World Happiness Report which will be observed based on their rankings across a three-year period (2016-2018) which offers a better representation of the country as opposed to some of the other rankings of countries available. The rankings that are conducted are based on a Cantril survey where respondents are told to think of a ladder with number 10 being the best possible life for them and 0 being the worst possible life and then they are asked to rank

their current life in that ladder (Helliwell, Layard, & Sachs, 2019). There are six factors used to explain the results of each country which are levels of GDP, life expectancy, generosity, social support, freedom, and corruption (Helliwell, Layard, & Sachs, 2019). And although these six factors do not contribute to the rankings it offers insights behind the rankings (Helliwell, Layard, & Sachs, 2019).

Based on the rankings Finland, Denmark, and Norway make up the top three with scores of 7.769, 7.600, and 7.554 respectively whereas Canada comes in at ninth with a score of 7.278. The top three countries will be chosen and their policies regarding advertising will be compared to Canada's to see what can be done regarding the childhood obesity problem.

Advertisement critique

Background

The context of policies across the four countries vary, in turn the components of the ads themselves adapt to fit into the policies. On the other hand, the strategies advertisers may use to target children are more universal as the rationale behind them is psychological. We wanted to develop a comparison of the strategies used per ad per country and the policy of that country. While researching advertising to children, we found sections in articles that spoke to the various and effective strategies that advertising agencies use to target children. We have composed a list of 9

strategies that constantly came up across in the articles. The criteria for the visual aspects including celebrities, special effects and repetition. Advertisers also use their pester power and a call to action so that children can pester their parents into purchasing a product for them sooner (MediaSmarts, 2008). Other criteria include using upbeat music, humor and have the commercial as a whole telling a short story (Frey, 2013). Finally, much like ads that target adults, advertisers also include an emotional aspect in their commercials to better target children (Lappe, 2013).

The research team agreed to utilize the definition of the following criteria: Association is the strategy of associating a product or company with a famous person, cartoon characters, desirable state of being, completely irrelevant activity or partnership with completely irrelevant organization and make a strong psychological connection in the customer (Velarde, n.d.). Call to action uses phrases such as, "call now", "come in today", "sign up right now" trigger emotional response mechanisms that get the consumer prospect to act on an offer (Frey, 2013). Appeal to emotion is the strategy that makes the ad have a touching emotional impact to the viewers making them remember the advertisement (Velarde, n.d.). Humor is the act of incorporating jokes, or funny scenes in the advertisement making it likeable to children and viewers; making easier for the target market to recall the product (Victoria, 2017). Upbeat music criterion is the usage

of famous songs, catchy jingle, upbeat background music to make the advertised product more memorable (Gilliland, 2018). Story telling strategy is where the ad campaign emphasized the need to evoke not only a feeling of need for the product, but also tell a story that consumers can relate to (Velarde, n.d.). Another strategy that we included is repetition of the brand name, "tag lines", "qualities" of each company to make the viewers remember the product (Velarde, n.d.). Pester Power urges kids to be vocal about what they want their parents to buy. "Pester power" refers to children's ability to nag their parents into purchasing items they may not otherwise buy (Mediasmarts,2008). Lastly, special effects strategy is the usage of colourful animation, digital visual delivery of the advertisement to convey their message in a fun entertaining way (Norm, 2017).

Structure

After selecting our 3 countries to compare with Canada, we searched 10 television commercials of unhealthy foods from each country. The 10 commercials included fast food restaurants, candy bars, chips and sodas. Two researchers watched the 10 commercials per country while looking out for the strategy that advertisers use to target children that we had gathered. We put a score of 1 if the strategy is present and 0 if the strategy is not present. The two researchers who watched the 10 commercials compared their notes on which of the strategies were used in the ads. If there was any strategy in which one researcher said the strategy is present and the other researcher said that it was not, a third researcher is asked to watch the ad in question and have the final answer.

ANALYSIS

INTERNATIONAL POLICY ANALYSIS

Finland

According to the Atlas of Childhood Obesity, 15.6% of the boys, and 7.8% of the girls aged 5-9 are obese in Finland (Lobstein & Brinsden, 2019). Mass media (television, radio, newspapers, etc.) makes up only 1.7% of the Finnish national economy with the television market contributing €1.206 billion as of 2018 by far the highest among other forms of media (Market trends in mass media stayed unchanged in 2018, n.d.). Although it makes up only 1.7% of the Finnish national economy looking at the television market is important because much like Canada, they have self-regulatory guidelines in place when it comes to marketing to children. When analyzing Finnish television, it is important to note that the Yle channels are advertisement free while also having the largest viewing share (Annala & Vinnari, 2019; Share and Reach, n.d.).

In Finland there is the Ministry of Transport and Communication (MTC) as well as the Ministry of Education and Culture (MEC) that play a role in advertisement. The MTC deals with the technical aspects of the management of media whereas the MEC deals with the content of the programs themselves as well as any possible copyright issues (Psychogiopoulou, 2012). In addition to these state bodies there are several

groups that have an impact on Finland's media policy including the Association of Finnish Advertisers (Psychogiopoulou, 2012). These advertisers are working in the interests of themselves and are important players in Finland's advertising policies. There is also a self-regulating group called the Council of Ethics in Advertising who are also important when looking at Finland's policies (Psychogiopoulou, 2012). There are guidelines in place for how advertisers should responsibly advertise to children based on the legal practices of the Market Court as well as the Decision of Consumer Ombudsman (Minors marketing and purchases, 2015). The Consumer Ombudsman offers guidelines on the application of the provisions set out in the Consumer Protection Act whereas the Market Court deals with legal issues concerning advertising (Minors marketing and purchases, 2015). Although guidelines are not binding there are some elements in the guidelines that do need to be closely followed. If there is a violation of the guidelines set out by the Consumer Ombudsman, it will go to the Market Court who will handle the case.

The Finnish Constitution states that children must be treated equally and as individuals while also requiring public authorities to put the correct guidelines in place so that the parents can adequately protect the wellbeing of their children (Children and Foodstuffs Marketing, 2015). While the constitution protects young children, there are no legally binding rules and regulations

that advertisers must follow when advertising to children. There are a lot of good practices that are outlined which advertisers are encouraged to follow. These practices are just Market Court cases that offer a framework for what is and is not considered acceptable. The good practice that is encouraged is also vague in nature with the advertisements simple being tested on whether they violate societal values or not (Children and Foodstuffs Marketing, 2015). According to the Market Court things such as violence and discrimination violate that practice (Children and Foodstuffs Marketing, 2015).

It is encouraged that advertisers understand the responsibility they have and the power that they hold and should do their best to follow these good practices (Children and Foodstuffs Marketing, 2015). This indicates that these policies are largely self-regulatory in putting the onus on the advertisers to act responsibly and in the best interest of the general public. These good practices are based on past Market Court cases and provide a framework for what advertisers should not be doing. For example, a 1987 case found an advertisement inappropriate when a toy ship was the focus point in an advertisement for a hamburger (Children and Foodstuffs Marketing, 2015). There was a similar case that took place in 2002 which found an advertisement inappropriate where the toy was the primary focus in a commercial for food making what was supposed to be the main product secondary

(Children and Foodstuffs Marketing, 2015). Violation of the guidelines are evaluated on a case-by-case basis and for over ten years there has not been any cases taken to the Market Court (Restrict food advertising and other forms of commercial promotion, 2018). Other good practices based on past Market Court cases say that advertisers should not be... (Children and Foodstuffs Marketing, 2015)

- Encouraging kids to pester their parents into buying them food
- Exploiting the child's lack of experience
- Displaying advertisements presented by parents (it is influential in the sense that kids trust their parents)
- Frightening kids into buying food
- Using alcohol or tobacco imagery in marketing of foods
- False advertising of unhealthy foods nutritional value
- Marketing food through violence
- Marketing foods in way that does not suit their age or development
- Making a gift that comes with the purchase food the primary focus of the advertisement
- Conducting competitions with the purchase of food

Denmark

A study involving 834 3rd and 4th graders was conducted to determine if the children's diet meets the recommendation of experts. Researchers observed the quality of intakes of food groups, energy, macronutrients and micronutrients they are receiving inside and outside the school. They found that 85% of observed children consume more than 500 grams of red meat per week, 89% of observed children consume more than 28 grams of saturated fat per day and 56% of observed children consume too much added sugar, all of which was more than what is recommended. Intake of fruits, vegetables and fish were less than what is recommended (Andersen et al, 2015). In 2016, 9.23% of children ages 5 to 9 years old were obese. The government determined that children should have a better diet.

Some sections in Danish advertisement law tackled the impact of ads on the psychological, intellectual and social welfare of the children. Laws provided are still relevant and have been updated regularly. Casting children in the advertisements are limited and only occur occasionally. Advertisements that market directly to children, exploit their naïve nature and incite violence are strictly prohibited. The guidelines on advertising unhealthy food products and ethics are detailed and extensive, however they are non-binding and self-regulated.

Laws		
<p>Marketing Practices Act, cf. consolidated act No. 1216 of 25 September 2013.</p>	<p>This regulation includes the protection of children under 18.</p>	<p>Part 3 Section 8 states that advertisements directed towards children are allowed if the advertisement made a specific attribution to the child's credulity and consideration to the child's lack of experience. Advertisements that directly or indirectly demonstrate violence, incite the usage of drugs or promote alcoholism are not allowed.</p>
<p>Executive Order No 1084 of 14 September 2007.</p>	<p>Includes marketing practices that are considered unfair.</p>	<p>Article 16 (UNICEF, 2016) the country prohibits the persuasion of children to buy a product or exhort children into persuading their parents into buying them the advertised product or service.</p>
<p>Executive Order No. 801 of 21 June 2013 on Radio and Television Advertising.</p>		<p>Section 16. States that the advertisement must not undertake the naïve nature and loyalty of minors. These advertisements must not inflict any social, moral, and physical harm to the young viewers. Ads aired also should not violate the trust that children put towards their parents, teacher and others.</p> <p>Section 17. Advertisements are prohibited to depict violence without apparent reason that may encourage children to be in a dangerous situation or enter a dangerous situation.</p> <p>Section 19. Advertisers must not exaggerate the impact of their products and services that may lead viewers to perceive that they have physical, social or other psychological advantages over others. Advertising phrases that may cause the viewers to feel taunted if they do not use the product in question is prohibited.</p>

Guidelines

<p><i>Consolidated ICC Code of Advertising and Marketing Communication Practice.</i></p>	<p>Currently present in over 42 countries. This is a marketing code that promoted the enhancement of guidance, clarification of rules and consolidation of rules. Primarily tackles the online behavior of advertisers that target children that are 12 years old or younger</p>	<p>Article 18. Suggestions that products that are unsuitable to children should be restricted. Discontinue airing of advertisements that incites social, physical, and psychological harm to the young viewers. Limit the commercials that exaggerate the quality of the product that may lead children to confuse reality with fantasy.</p> <p>Section D5. Digital marketing to children must be suitable with their age.</p>
<p><i>Code of responsible food marketing communication to children of 2008.</i></p>	<p>HFSS or food high in fat, salt and sugar advertisement to children aged 13 and under should not be allowed.</p>	
<p><i>Soft Drinks Advertising Board</i></p>	<p>Self-regulatory organization and is non-binding.</p>	<p>Soft drinks must not be advertised directly to children below the age of 13.</p>

Pledges

European pledge to the World Health Organization is a voluntary challenge that encourages companies to innovate their way in promoting their product to children to support parents in building a healthier lifestyle for their children. The pledge was drafted in the year 2007 and implemented in the year of 2009. Denmark pledged to urge big companies that sell HFSS (high in fat, salt and sugar) foods to self-regulate and internally control the advertisements that they produce. This pledge aims to manage the number of advertisements that promote unhealthy products to viewers. The communication channels covered by this pledge include television advertisement, third party websites, company owned websites, schools, radio, cinema, CD-ROM/DVD, direct marketing, interactive games and mobile and SMS marketing.

Norway

Norwegian Institute of Public Health reported that only 1 in 6 of Norwegian children are overweight or obese, which is a lower percentage than before (NIPH, 2017). Statistics Norway found that average screen time, including TV and Internet, for Norwegian children and young people was 5 to 6 hours daily (Bugge, 2016). 9 out of 10 Norwegian children and young people (9-24 years old) watch TV every day and spend about 1.6 hours daily (Bugge, 2016). Bugge (2016) investigated Norwegian TV channels for children such as Cartoon Network Norge

and Disney Junior Norge and found that none of the commercials shown were related to food during the two days of recordings. However, during the 4-day investigation, Norwegian children and young people were exposed to 16 unhealthy food commercials per day, which makes up only 4% of the total food and drink commercials (Bugge, 2016). Bugge (2016) stated that Norwegian children are exposed to very little unhealthy food and drink advertising compared to Western countries.

Norway has regulations in place to prevent food marketing and advertising to children. There are 3 regulations in Norway that prevent unhealthy food marketing and advertising to children: (1) The Norwegian Marketing Control Act, (2) The Norwegian Broadcasting Act, and (3) The Norwegian Education Act (Beckmann, 2010).

Norwegian Marketing Regulations	Description
Norwegian Marketing Control Act No. 2 of 9 January 2009	<ul style="list-style-type: none"> - It states that if a commercial is directed to children “particular care shall be exercised with regard to impressionability, lack of experience and natural credulity of children” (Beckmann, 2010). - They also defined children as anyone under the age of 18 (Beckmann, 2010).
Norwegian Broadcasting Act no. 127, Section 3-1	<ul style="list-style-type: none"> - It was introduced on December 4, 1992 and it prohibits marketing directly to children under the age of 18 (Ministry of Culture and Church Affairs, 2005). - The ban does not allow persons or figures familiar to children and young adults to be used for commercial advertising (WCRF, 2018). - Advertisements cannot “use animation or other presentation techniques that children would find particularly interesting.” (Beckmann, 2010). - Section 3-1 states that “advertisements may not be broadcasted in connection with children’s programmes, nor may advertisements be specifically directed at children” (Beckmann, 2010). - Also, Section 3-1 states that “advertisements may not be broadcasted 10 minutes before or after children’s programmes” (Beckmann, 2010).
Norwegian Education Act no. 6 of 17th of July 2007	<ul style="list-style-type: none"> - Section 9-5 states that school owners must ensure that students are not exposed to marketing (Beckmann, 2010).

Norway also has an action plan to promote a healthy diet called the Norwegian Action Plan on Nutrition, which focuses on children, young people, and elderly’s diet (Beckmann, 2010). In 2017, the Norwegian Minister of Health and Care Services and the Norwegian food industry had an agreement on measures that would contribute to a healthier diet of Norwegians

(The Ministry of Health and Care Services, Norway, 2017).

The parties agreed to achieve the following targets: (1) reduce average intake of sugar from 13% to 11% by 2021, (2) reduce the average intake of saturated fat from 14% to 13% by 2018, and (3) reduce the average intake of salt from 10 grams to 8 grams per person by 2021 (The Ministry of Health and

Care Services, Norway, 2017). There should also be an increase in consumption of vegetables, fruits, whole grains, and fish (The Ministry of Health and Care Services, Norway, 2017).

Canada

It is estimated that Canadian children view 25 million ads that involve food and drinks in one year, of which 90% involve unhealthy products (Burgess, 2017). Canadian policies, while they are detailed and closely monitored, are self-regulated by the same parties that benefit from the release of said ads. Given the ongoing evolution of market research, the ad companies are continuously ahead of the game with new strategies utilizing loopholes around the policies.





The current regulation is not enough and continues to allow advertisers to have a heavy impact on children. The following are some clauses of the regulation code that are meant to protect children (Advertising to Children in Canada, 2006):

- They must provide legitimate guarantees.
- They should be maintaining accuracy and clarity.
- They must not use comparative advertising.
- They must not exploit children's lack of credulity, emotional intelligence or their sense of loyalty.


- They should not target children when advertising for products that are illegal.

Bill S-228 was first introduced to Canada by the Stop Marketing to Kids Coalition in 2016. As with any policy being introduced as a bill, there is supposed to be a public consultation of what a bill should entail. For this bill however, the President of the Association of Canadian Advertisers says that they were shut out when they tried to provide their reasoning for supporting the bill during its development (Burgess, 2017). During the discussion, the senators against the bill argued that this will harm dairy producers and bakers too much (Curry, 2019). While the senators for the bill, along with health organizations, defended the bill saying that this is simply a ban on advertising and not a ban on business' selling (Curry, 2019). The bill was tossed around and then finally rejected by the senate in 2019.

While the senate of Canada rejected this bill in 2019, Quebec passed a law banning all advertisement that targets children under the age of 13 back in 1980. The law banned any advertising of fast food and toys that were aimed at children during prime children viewing hours. Moreover, advertisers were not allowed to air ads during shows in which the audience was made up of more than 15% children. A study conducted in 2012 shows that this ban led to Quebec spending less on fast food restaurants than Canada as a whole (Chai, 2012).

	Canada 	Finland 	Norway 	Denmark 
Obesity rates of children aged 5-9.	14.2%	11.8%	10.8%	9.23%
Regulation or policy about advertising to children in general that is in effect.	Quebec Consumer Protection Act		Norwegian Marketing Control Act No. 2 of 9 January 2009 Norwegian Broadcasting Act no. 127, Section 3-1 Norwegian Education Act no. 6 of 17th of July 2007	Marketing Practices Act, cf. consolidated act No. 1216 of 25 September 2013. Executive Order No 1084 of 14 September 2007 Executive Order No. 801 of 21 June 2013 on Radio and Television Advertising.
Regulation or policy about advertisement particularly for food that is high in fat, sugar and salt that is in effect.			Norwegian Action Plan on Nutrition	
Government and NGO advertisement guidelines for the food companies to follow voluntarily	Advertising Standards Canada Broadcast Code for Advertising to Children	Market Court guidelines for advertisers.		Consolidated ICC Code of Advertising and Marketing Communication Practice. Code of responsible food marketing communication to children of 2008.
NGO/s that is/ are in pursuit of regulating the food advertisements	Stop Marketing to Kids Coalition; stopmarketingtokids.ca	Council of Ethics in Advertising Association of Finnish Advertisers		Soft Drinks Advertising Board
International guidelines that the country pledge to follow voluntarily				European pledge to the world health organization

 Provided

 Not Provided

It is observed that the countries that provide regulation have lower obesity rates than to the countries that does not have regulations.

There are plenty of similarities that were present when conducting the research in the four countries. This includes the ban on advertising towards children under 18 in Norway and the ban for children under 13 in Quebec. Studies conducted in these locations indicate that there may be some correlation between the law and the food advertisements in Norway as well as fast-food consumption in Quebec. In Norway a content analysis conducted on children's television channels indicate that only 4% of the total food and drink commercials were for unhealthy foods (Bugge, 2016). Whereas in Quebec a study indicated that fast-food consumption in Quebec is much lower than the rest of Canada suggesting that the advertising policy in place may be the cause.

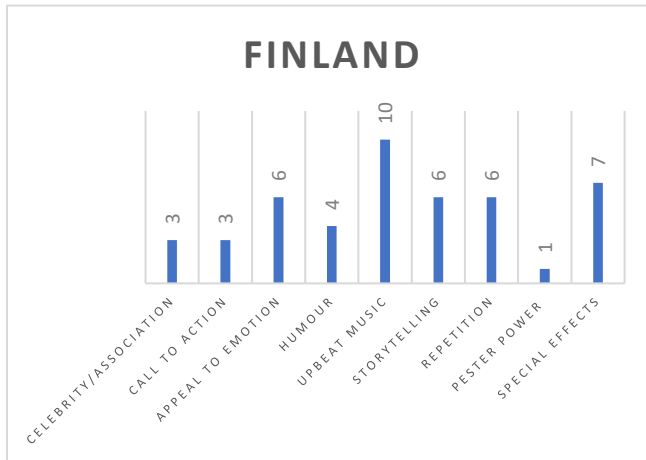
One thing that was the same throughout all the countries was that they did not want advertisers to exploit a child's lack of experience or credulity. In Canada and Finland these were not laws but are interesting to note. In the findings there was also a level of vagueness in what is being said allowing advertisers to work their way around the policies or guidelines. How do you measure something like exploiting a child's lack of experience and credulity? It is a matter of perspective and the advertisers are not going to see things the same way if

it is not clearly laid out for them. The law in Quebec is clear, cannot advertise to children under 13 or at a time where at least 15% of the viewers are children. Same story in Norway where you cannot advertise to children under 18 and that law still holds ten minutes before and after a children's program. The other countries are leaving things up to interpretation.

Finland has a Market Court that evaluates cases that violate the good practices laid out on the Consumer Ombudsman. The cases that were taken to Market Court highlight what was wrong with an advertisement and why it was rejected. This is a scare tactic to make the advertisers follow the good practices however, there has not been a single case taken to the Market Court in over ten years. This is interesting to point out because none of the other countries that have been researched have the presence of something like a Market Court where all the advertising cases go.

REGULATION AND ADVERTISEMENT ANALYSIS

Finland



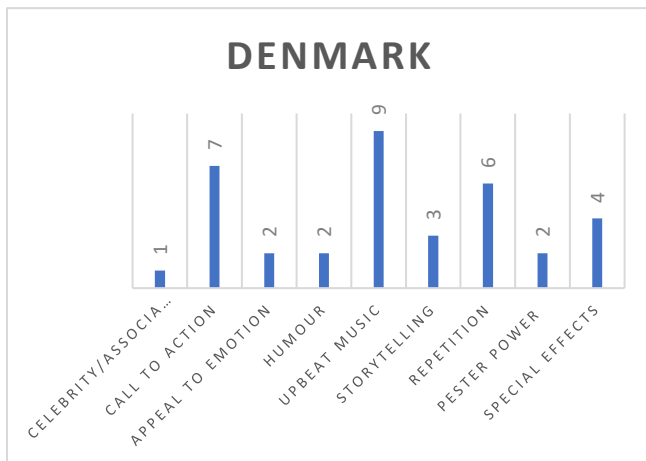
In searching for Finnish television food ads that center around children YouTube was used to locate the ads through the company's official YouTube channels. Once an ad for a product that targets children was found through the developed criteria it was selected. Before finding the ads a lot of research was needed to find the Finnish food companies, foods, candies that we can find ads for. Of the ten ads that were found five were for junk foods, three were for fast food restaurants, and two were for dairy products. It was not difficult finding food manufacturers and food restaurants in Finland because a lot of them had YouTube channels to find the ads but it was difficult to find individual food items from food manufacturers that may not have been as big as Arla or Fazer whose ads are represented in the study. The individual food item names were retrieved from

Finnish food market websites. A lot of these smaller food manufacturers did not have YouTube channels, so to find the ads the item had to be searched on YouTube on a case by case basis.

According to a study that analyzed Finnish food ads where they found 742 minutes' worth of ads from 2,394 ads, over 46% of those ads were made up of the same five companies (Annala & Vinnari, 2019). This is something that remained consistent when trying to find unique ads for this study as well. There were a lot of food ads for products out there that belonged to the same company as Arla and Fazer.

One of the best practices that were highlighted earlier by the Consumer Ombudsman was violated in one of the ads that were found. For example, in the Kotipizza ad, which is a Finnish pizza chain, you can see the element of pester power. In the ad, you can see the young kid dissatisfied with the food that was available at home, at which point he started saving money and going to purchase pizza. It displays the child throughout different points of his life going to that Kotipizza location, with his partner, as well as his kid. It is encouraging kids to go out and get that pizza which realistically would mean that kids force their parents to go out and get them that pizza.

Denmark



In Denmark, several of the advertisements gathered and critiqued, technically did not violate the regulations the government implemented. The advertisers used other ways that they can indirectly target children or input out of place associations.

For example, the McDonald's commercial about the Happy Meal box was associated with children's reading and very briefly mentioned the Happy Meal box itself. McDonald's appeared to promote reading, but the main aspect of the commercial was an unhealthy food product. Also, the promotion to download McDonald's applications that includes special effects like animation with elderly avatars, but the attractive features of the commercial would highly attract children, yet it's not directed towards them.

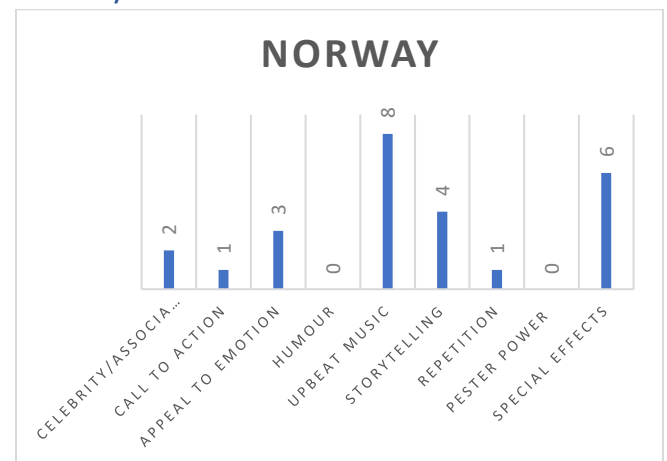
The ads do not use children as primary characters in the commercial, but they make the commercial appealing to children by adding special effects, upbeat music, appeal to emotions and usage of repetition.

While government regulations were not technically violated, those that are

implemented by other associations were violated by almost every ad that we critiqued. These regulations prohibit advertisers from persuading children into pestering their parents to buy them specific promoted goods, however 7 of the 10 ads collected contain a call to action aspect.

Code of responsible food marketing communication to children of 2008 restricts the advertisement of HFSS foods were not strongly imposed because the government encouraged the food companies to follow this voluntarily. 9 out of 10 commercials gathered promote food products that are high in fat, sugar and salt.

Norway

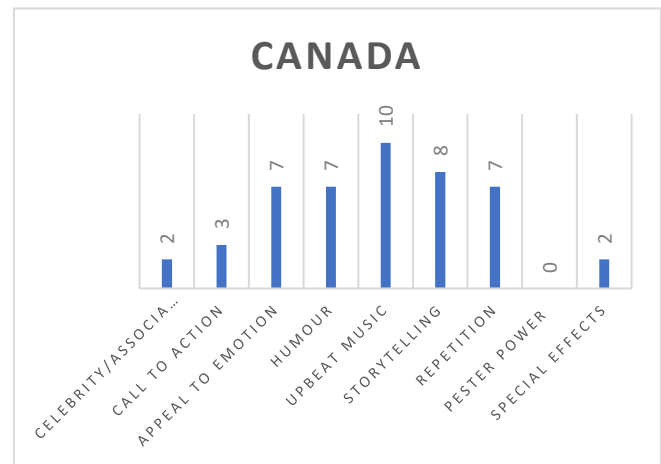


Most of the advertisements in Norway do not seem to target children directly. A lot of the advertisements have themes that empower working class people such as the Coca-Cola and McDonald's advertisements. Both Coca-Cola and McDonald's advertisements have employees in their advertisement, which makes it appealing to working class people.

Norway has an action plan, which promotes healthy diet for children, young people, and elderly. The action plan is an agreement between the Norwegian food industry and the Norwegian government to reduce sugar, salt, and fat intake. There are advertisements that promote a healthy diet such as Cheerios, which showed children eating fruits with their family in the advertisement; thereby, encouraging children to eat healthy food. However, some of the Norwegian advertisements have persons or figures such as teddy bears and toys that are familiar to children, which violates the Norwegian Broadcasting Act. For example, the Freia Tutti Frutti advertisement had an animated gummy teddy bear with upbeat music playing in the background, which makes it more appealing to children.

The Norwegian Broadcast Act also states that advertisements may not be broadcast 10 minutes before or after children's programs. However, since our advertisements were gathered from YouTube and other online platforms, we do not know if these advertisements were broadcasted 10 minutes before or after a children's program. As mentioned earlier, Norwegian children are exposed only to 4% of the total unhealthy food commercial per day, which is less compared to Western countries (Bugge, 2016).

Canada



Canadian ad regulations, as stated above, are not strong enough to begin with. For example, there is no law preventing advertisers from promoting foods that are unhealthy. There is however on regulation stating that advertisers cannot claim that their product is healthy when it is not healthy. This regulation was not violated, however there were other regulations that were violated. Among the ten advertisements that we critiqued, there were three regulations that seemed to be violated on multiple commercials.

One regulation that was consistently broken throughout was that disclaimers needed to be obviously stated, however the ads that we viewed do not have disclaimers mentioned clearly.

Another Canadian regulation that was not followed is the accuracy and clarity of the advertiser's message to be related to their product. The regulation of clarity and accuracy states that the ad should not focus on a product or person other than their

own intended advertisement. According to our critique, there were several ads that had associations not related to their product. For example, Lay's commercial which had a child speaking to a celebrity throughout the ad while snacking on Lay's chips. Another example is Hershey's ad consisted of mostly a child playing a video game.

The third regulation that was violated on some level was not to exploit children's credulity. According to our critique, there were 7 Canadian ads that we found that appeal to children's emotion. They are exploiting children's credulity by linking their product. For one example, the McDonald's ad consisted of children speaking about how much they love their mothers during Mother's Day. While several ads that were viewed followed the regulations, according to the criteria in our critique they were still able to covertly target children.

RESULTS

RESULTS

Advertisements

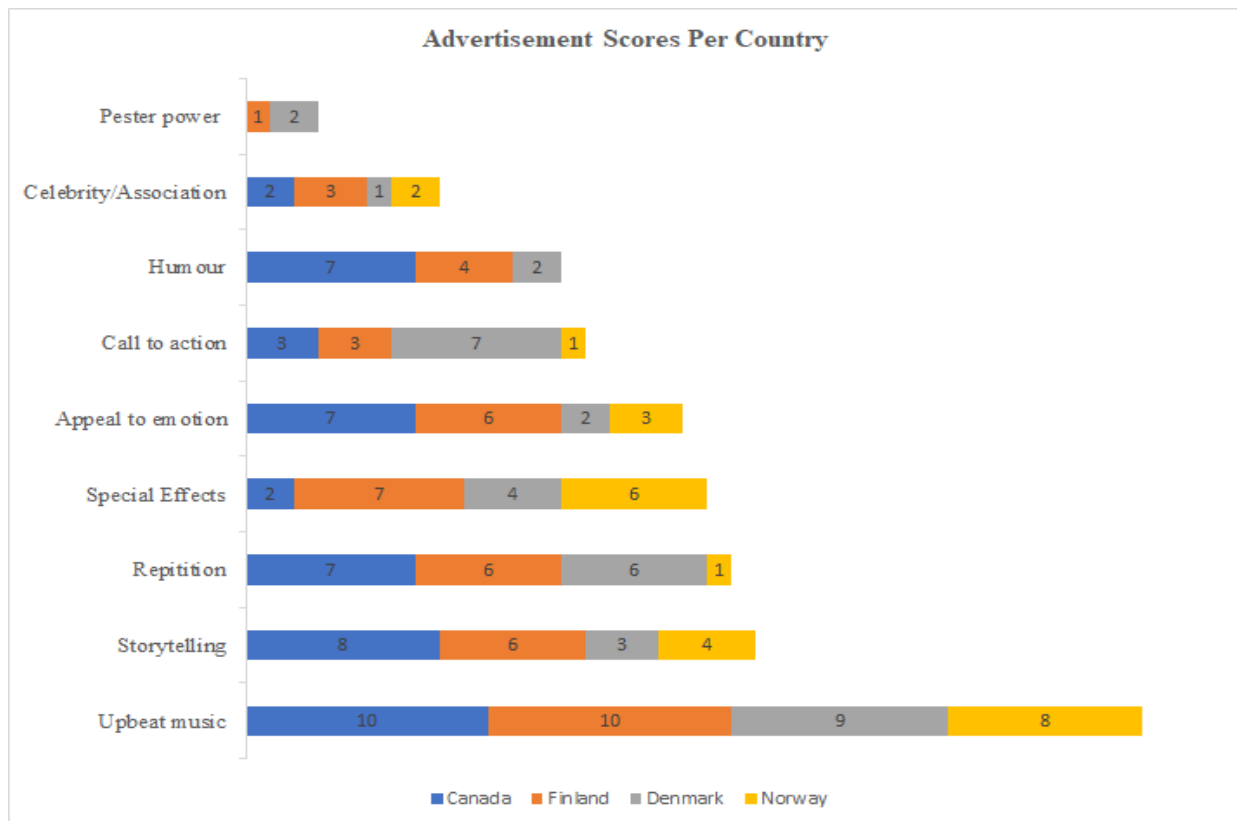
Looking at the regulations in place and the ads that we've critiqued, we can see where Canada can improve. In this section, we will compare Canada's ad regulations and the ads themselves to that of Denmark, Norway and Sweden.

The following bar chart has the total number of ads per country that use the strategies on the x-axis. It is based on the 40 ads that we watched and are critiqued in Chart 1. Advertisement scores per countries

Given that Norway has the strongest policy against advertising to children, it is no

surprise that Norway's scores are smaller than other countries in almost every category. In Denmark, while there is no ban on advertising, they do have solid policies that seem to be better followed. We can also see that Denmark has lower scores compared to Canada in several categories.

First item we noted being quite similar across all 4 countries was that almost every commercial featured upbeat music. This pattern did not come as a surprise, since upbeat music is usually featured in all ads even those that do not target children.



Across all four countries, there was minimal pester power and celebrity association. Finland and Canada have a rule against using pester power in their guidelines, however they are not a law. Canada does have a vague guideline regarding associations, stating that however it is also simply a self-regulated guideline that seems to be violated.

As mentioned before, Norway seems to have the strictest and most followed regulations regarding children. Repetition is a strong way that advertisers use to target children, given that Norway has stronger policies it is no surprise that they have the least number of ads with repetition.

Ads having a call to action were also generally minimal, except for those of Denmark. Denmark's regulations do prohibit pressuring children from purchasing, however there is no specific ban about a call to action that does not particularly pressure children.

Special effects seem to be prominent in each country except for Canada. Canada has more of a stronghold in appealing to emotion, storytelling and using humour so advertisers did not need to use special effects. However, given that the other countries do not use those three strategies they resort to special effects to appeal to children.

Finally, Canadian ads had the highest score of appeal to emotion, storytelling and

humour. These violate their own regulations of not exploiting their credulity and their sense of loyalty.

Regulations

Both Norway and Denmark have a section in their policy that protects the credulity of children under 18 years old. In Norway, they have the Norwegian Marketing Control Act No. 2 of 9 January 2009. In year 2013, Marketing Practices Act, cf. consolidated act No. 1216 of 25 September 2013 of Denmark. Norway and Denmark have specified particular care is necessary to protect the naïve nature of the children and completely banned ads that include directly or indirectly demonstrate violence, incite the usage of drugs or promote alcoholism are not allowed.

Notable sections of Norway marketing policies state that marketing directly to children that includes the appearance of any familiar person that is known to children and to young adults, usage of animation or techniques that would be interesting to children are strictly prohibited. Any form of advertisement is not allowed to air 10 minutes before or after any children's program is implemented. Schools in Norway must also ensure that children are not exposed to any form of advertisement directed to them.

Denmark enforced a policy section that forbade advertisers to persuade children

into buying products or promote that children would feel superior to other children if they bought the advertised product or avail the advertisement service. Denmark put a heavy emphasis that advertisers should not impose any psychological and physical harm, violation of moral integrity of children and young viewers to be in a dangerous situation or enter a dangerous situation.

Canada has policy that protects children from advertisement is only implemented in Quebec, Canada. Where the advertisement that would be attractive and intended for children are completely prohibited. Appropriate airing time of approved advertisements are also provided. Other than that, Canada has rejected implementing a national wide policy specifically in protecting children from advertisements.

Guidelines

Guidelines are a set of practices that could be encouraged by the government or non-governmental organizations (NGO) for the companies to follow voluntarily.

Finland does not have any advertising policy for children that is currently in effect, but they have developed government guidelines that companies follow voluntarily. Guidelines in Finland suggest avoiding encouraging kids to pester their parents into buying them food or other advertised services, frightening children

into buying foods, false advertising to lure young viewers to prefer foods with poor nutritional value, advertisement presented by parents, marketing through violence, inclusion to competition with every food purchase and receiving gifts with every food purchase.

Denmark has practice guidelines that food advertising to children under 13 that are high in fat, salt and sugar should not be allowed. Food commercials should not be exaggerated that children would confuse reality to fantasy. Carbonated drinks are not encouraged to be advertised to young viewers too.

What Canada Can Learn

Canada has provided some general advertising ethical guidelines that encourages advertisers to waive the usage of disguised advertising techniques, price claims, bait and switch, guarantees, comparative advertising, testimonials, professional or scientific claims, imitation, and exploitation of children's credulity. These regulations are simply not enough. Canada should look to improve their policy by looking at what is working for Norway, Denmark and Finland.

We cannot suggest that Canada should ban advertising to children altogether, especially since this has been rejected in the form of Bill S-228. Instead, we will be

suggesting updates to the current regulation that will make it more effective. Canada should mention limitation or elimination of ads with foods that are high in saturated fats or sugar in their policies. They should also introduce airing time laws of ads that target children. Given the number of ads we viewed that appeal to emotion, Canada can also improve on their current regulation that states the issue of children's credulity in a more explicit way.

RECOMMENDATIONS



RECOMMENDATIONS

Currently, the advertising industry and food companies adhere to voluntary guidelines set by the Canadian Children's Food and Beverage Advertising Initiative. Canada does not have strict policies against advertising to children. According to Health Canada, the industry groups such as ACA, Canadian Beverage Association, Food & Consumer Products of Canada, Retail Council of Canada, and Restaurants Canada do not want to cooperate with the government to implement a law to prevent advertising to children. Canada should have a stricter policy and have the industry group

cooperate. Based on our analysis, Norway and Denmark have a better execution of their policies because all parties cooperate and have the same goal of protecting the naive nature of children and promoting a healthy diet not only for children but also for young people and elderly. In addition to stricter policy, we recommend that Canada should:

- Have an action plan or regulation such as Norwegian Action Plan on Nutrition to reduce salt, sugar, and fat intake for children, young people, and elderly.
- Like Norway, Denmark has a *Code of responsible food marketing communication to children of 2008*, which prohibits advertisement of food high in fat, salt, and sugar to

children under 13 years old. Under the *Soft Drinks Advertising Board*, soft drinks must not be advertised directly to children under 13 years old in Denmark.

- Have a regulation that would ban advertisements with persons or figures that are familiar to children such as the Norwegian Broadcasting Act.
- Have a regulation that prohibits exploiting children's naive nature such as Denmark's law, *Executive Order No. 801 of 21 June 2013 on Radio and Television Advertising*.
- Have a regulation that prohibits persuasion of children to buy a product or encourage them into persuading their parents into buying them the advertised product such as Denmark's law, *Executive Order No 1084 of 14 September 2007*.
- Revise the existing guidelines and improve it by providing clear guidelines such as Finland's Market Court legal practices and Decision of Consumer Ombudsman.

Economic Value

According to a report from Fraser Institute, out of 28 countries, Canada ranked 3rd highest for health-care expenditure as a percentage of GDP (Barua et al., 2016). Denmark ranked 7th, Norway ranked 14th, and Finland ranked 22nd in health-care expenditure. These countries ranked lower compared to Canada's health-care

expenditure (Barua et al., 2016).

Furthermore, it is estimated that the direct and indirect economic costs due to obesity in Canada range from \$4.6 billion and \$7.1 billion annually (Ogilvie & Eggleton, 2016). Based on our weighted obesity rate, Canada has the highest childhood obesity rate of 14.2%. Hence, this shows that implementing a policy to prevent childhood obesity may help Canada's economy by reducing health-care expenditure.

Social Value

Reform of the policy is the responsibility of the Government of Canada and CRTC to protect the citizens of Canada. Health Canada should make sure every industry group is on board with the policy and follows it. It was reported that about 25 million food and beverage advertisements are viewed by children in a year, and 90% of those ads are considered unhealthy food (Burgess, 2017). Advertising also has adverse effects on children such as cognitive and behavioural effects. Advertisers would usually incorporate psychological processes in designing advertisements such as classical conditioning, which makes children an easy target due to their naive nature. Hence, protecting children from these advertisements is a necessary action to improve their well-being; thus, impacting the social aspect of Canada tremendously.

Political Value

Good economic and social status reflects good governance.

Considering Canada as one of the top countries in the world that provides a good quality of life, being an example to promote a safe advertising platform to children may encourage other countries to follow along as well. Recommended by the world health organization, promoting wholesome way of advertising is healthier for young viewers. Since Canada is one of the top countries in the world, participating in international organizations like UNICEF and WHO is a step closer to be an advocate and a leader to the rest of the world.

Will new stakeholder groups be added because of the implementation?

Yes, there would be a new stakeholder group to be added. To revise the existing Canadian guidelines for advertising to children, we would need to create a new group of people that will revise it. This group of people will work side-by-side with Health Canada and CRTC to have a better and stronger regulation. In addition, they are responsible for contacting the advertising companies about changes in the guidelines and monitoring advertisements in the market.

Economic Value	Social Value	Political Value
<ul style="list-style-type: none"> •Canada ranked 3rd highest for health-care expenditure out of 28 countries •Obesity in Canada cost \$7 billion annually. •Implementing a policy to ban unhealthy food advertising to children will reduce health-care expenditure. 	<ul style="list-style-type: none"> •Reform of the policy is the responsibility of CRTC and Government of Canada to protect Canadian citizens. •90% of advertisements that children view are unhealthy food. •Advertisers use psychological processes in designing ads, which children are vulnerable to. •Protect children from consuming unhealthy foods by protecting them from unhealthy food advertisements. 	<ul style="list-style-type: none"> •Canada is one of the top countries that provides a good life. •Promoting a healthy food advertising to children will encourage other countries to follow as well. •Participating in international organizations such as WHO and UNICEF to prevent childhood obesity is a step closer to be an advocate and a leader by setting a good example to the rest of the world.

PHILOSOPHICAL FRAMEWORK

PHILOSOPHICAL FRAMEWORK

- Throughout the study the researchers employed a post positivism approach.
- In the study it is maintained that even though something may have worked for one country does not necessarily mean that it will work for another. The countries are different from one another and it is impossible to take all the factors into account.
- Three countries were chosen for the policy analysis giving us more depth than just one country to compare to Canada.
- Multiple levels of data analysis were used in the study with the comparative policy analysis as well as the content analysis for the commercials in each country.
- Both qualitative and quantitative research methods were used in the study with the quantitative method playing a secondary role to the qualitative method.

LIMITATIONS

When collecting ten advertisements for each country to score the researchers realized that there was a language barrier that they could not overcome for Finland, Denmark, and Norway. The researchers agreed to move forward with finding the advertisements and grading them based on the visual elements. If the ad was truly for children, which is what the researchers were looking for, then it would involve more musical sounds than words. There may certainly be elements of the ads that were overlooked due to this language barrier. The researchers agreed that they would not use a translator app for the ads due to the lack of reliability and how time consuming it would have been to translate all the commercials.

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APPENDIX

Appendix 1 – Advertisement Videos from the 4 Selected Countries

Canada

Canada									
Ads	Celebrity/Association	Call to action	Appeal to emotion	Humour	Upbeat music	Storytelling	Repetition	Pester power	Special Effects
McDonald's	0	1	0	0	1	1	1	0	0
Ritz	0	0	1	1	1	1	1	0	0
Oreo	0	0	1	0	1	1	0	0	1
Tim Hortons	0	0	1	1	1	1	1	0	0
KFC	0	0	1	1	1	1	1	0	0
Lay's	1	0	1	1	1	1	1	0	0
Hershey's	1	0	1	1	1	1	0	0	0
Pizza Hut	0	1	0	1	1	0	0	0	0
Boston Pizza	0	1	1	1	1	1	1	0	0
Reese	0	0	0	0	1	0	1	0	1
Total	2	3	7	7	10	8	7	0	2

McDonald's

<https://www.youtube.com/watch?v=HBLkadErKwY>

Ritz

<https://www.adforum.com/creative-work/ad/player/34494630/ski-trail/ritz>

Oreo

<https://www.adforum.com/creative-work/ad/player/34494168/skier/oreo>

Tim Hortons <https://www.youtube.com/watch?v=fNmZW4oZdU8>

KFC

<https://www.youtube.com/watch?v=-3ObeEnd9UA>

Lay's

<https://www.youtube.com/watch?v=x5xC9E7slck>

Hershey's

<https://www.youtube.com/watch?v=Ay0DFhgfdSc>

Pizza Hut

<https://www.youtube.com/watch?v=BFiSA86dWjM>

Boston Pizza

<https://www.youtube.com/watch?v=BGu0NblFcUs>

Reese

<https://www.youtube.com/watch?v=FCZITqmVv8Q>

Denmark

Denmark									
Ads	Celebrity/Association	Call to action	Appeal to emotion	Humour	Upbeat music	Storytelling	Repetition	Pester power	Special Effects
Kinder surprise	0	0	1	0	1	0	0	0	0
Mcdonald's app date night	0	1	0	0	1	0	0	0	0
Mcdonald's little reader	1	1	0	0	0	1	0	0	0
Mcdonald's app tutorial	0	1	0	0	1	0	1	1	1
Sun lolly	0	1	0	0	1	0	1	0	1
sun lolly juice	0	0	0	0	1	0	1	0	0
domino's	0	1	0	0	1	0	1	0	0
buko yogurt	0	0	0	1	1	1	1	0	1
Coca cola happy flag	0	1	1	0	1	1	0	0	0
burger king app	0	1	0	1	1	0	1	1	1
Total	1	7	2	2	9	3	6	2	4

Kinder

https://www.adsoftheworld.com/media/film/kinder_surprise_choir

Mcdonald's

<https://www.youtube.com/watch?v=zPCUuevrE8w>

Mcdonald's

<https://www.youtube.com/watch?v=dUiC4GeuoGU>

Mcdonald's

<https://www.youtube.com/watch?v=2gtYDPsaWSA>

Sun Lolly

<https://www.youtube.com/watch?v=r-Q2zIQet0c>

Sun Lolly Juice

<https://www.youtube.com/watch?v=2b31KE5LHis>

Domino's Pizza

<https://www.youtube.com/watch?v=E4ZQ2IJfQk>

Buko Yogurt:

<https://www.youtube.com/watch?v=p2NIdemJlKA>

Coca Cola

https://www.youtube.com/watch?v=_BVfneC6dXY

Burger King

<https://www.youtube.com/watch?v=Oc6SIUSgvv8>

Norway

Norway									
Ads	Celebrity/Association	Call to action	Appeal to emotion	Humour	Upbeat music	Storytelling	Repetition	Pester power	Special Effects
Flora	1	0	1	0	1	1	0	0	1
Stratos	0	0	0	0	1	0	0	0	1
McDonald's	0	0	0	0	0	0	0	0	0
McDonald's 2	0	0	1	0	0	1	0	0	0
Cheerios	0	1	1	0	1	1	0	0	0
Burger King	0	0	0	0	1	0	0	0	1
Coca Cola	0	0	0	0	1	0	0	0	0
Oreo	0	0	0	0	1	0	0	0	1
Freia Chocolate	1	0	0	0	1	1	1	0	1
Freia Tutti Frutti	0	0	0	0	1	0	0	0	1
Total	2	1	3	0	8	4	1	0	6

Flora

https://www.adsoftheworld.com/media/film/soft_flora_belong_together

Stratos

<https://www.youtube.com/watch?v=ZO0uLeww43A>

McDonald's

<https://www.youtube.com/watch?v=uAUIkLdIXyl>

McDonald's

<https://www.youtube.com/watch?v=I9w8QPDrNXM>

Cheerios

<https://www.youtube.com/watch?v=1p4WmyYTwjg>

Burger King

<https://www.youtube.com/watch?v=ONbSXTOC9GA>

Coca Cola

<https://www.youtube.com/watch?v=eetteXSO0HI>

Oreo

https://www.youtube.com/watch?v=Ap837s7DqSU&list=PLmvF9MbwUvIXYSqsMz1RJ_plokN85rNBG

Freia Chocolate

<https://www.youtube.com/watch?v=2t9wbnXkxsU>

Freia Tutti Frutti

<https://www.youtube.com/watch?v=gQmWEsujtkw>

Finland

Finland									
Ads	Celebrity/Association	Call to action	Appeal to emotion	Humour	Upbeat music	Storytelling	Repetition	Pester power	Special Effects
Fazer Remix Revix	0	0	0	0	1	0	1	0	1
Kotipizza	0	1	1	1	1	1	1	1	0
Kouvola Lakritsi	0	1	1	0	1	1	0	0	0
Hesburger	0	1	0	0	1	0	1	0	1
McDonalds	0	0	1	1	1	1	0	0	0
Taffel	1	0	1	1	1	1	0	0	1
Halva - Halvan Maustaka	0	0	0	0	1	0	1	0	1
Arla	1	0	1	0	1	1	0	0	1
Arla - Tolkutton Cheddar	1	0	0	1	1	0	1	0	1
Panda - Lakumix Valosukla	0	0	1	0	1	1	1	0	1
Total	3	3	6	4	10	6	6	1	7

Fazer Remix Revix

<https://www.youtube.com/watch?v=76e-mbuZISA>

Kotipizza

<https://www.youtube.com/watch?v=XmSl8kbb0vc>

Kouvola Lakritsi

https://www.youtube.com/watch?v=_KTiFnzG000

Hesburger

<https://www.youtube.com/watch?v=1ThcrnrJ1sY>

McDonald's

<https://www.youtube.com/watch?v=6ATvj9V9gds>

Taffel

<https://www.youtube.com/watch?v=lzsX9Uieokk>

Halva - Halvan Maukasta

<https://www.youtube.com/watch?v=8b2tWCXpIG8>

Arla - Maitoa Suomesta

<https://www.youtube.com/watch?v=IT5OwixjiyA>

Arla - Tolkutton Cheddar

https://www.youtube.com/watch?v=q2l8N_mw-W8

Panda - Lakumix Valkosuklaa

<https://www.youtube.com/watch?v=YrJO9aRVEi8>