EVALUACIÓN DE LA PUBLICIDAD ALIMENTARIA BAJO EL CÓDIGO PAOS

Miguel Ángel Royo Bordonada

IV Jornadas CEIPC
Madrid, 29 de septiembre de 2011





CÓDIGO DE AUTORREGULACIÓN DE LA PUBLICIDAD
DE ALIMENTOS DIRIGIDA A MENORES,
PREVENCIÓN DE LA OBESIDAD Y SALUD

CÓDIGO (PAOS)






Relation of body mass index and skinfold thicknesses to cardiovascular disease risk factors in children: the Bogalusa Heart Study[1–4]

Am J Clin Nutr 2009;90:210–6.

Association between general and central adiposity in childhood, and change in these, with cardiovascular risk factors in adolescence: prospective cohort study

Cite this as: *BMJ* 2010;341:c6224
doi:10.1136/bmj.c6224

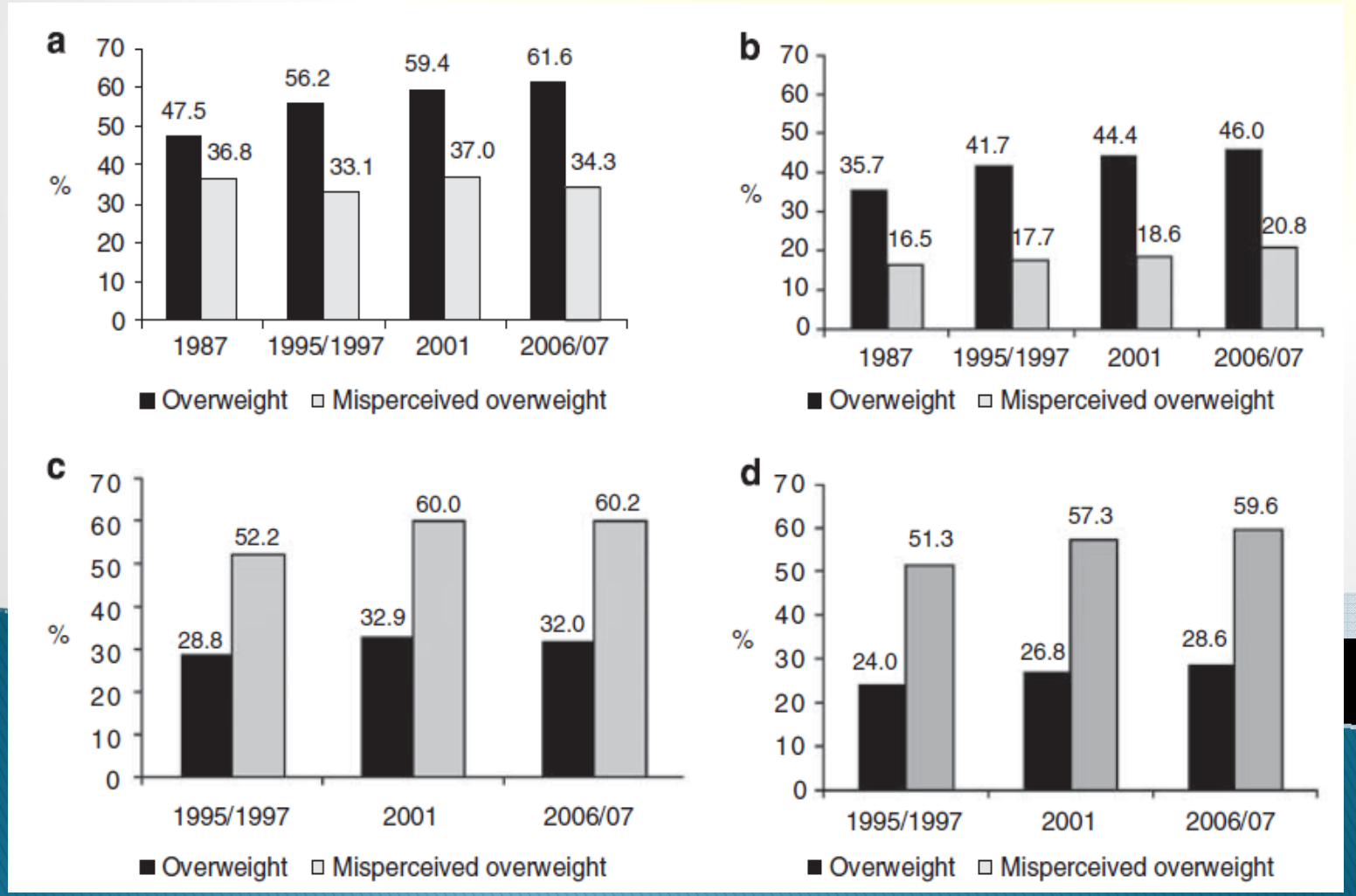
Childhood Body-Mass Index and the Risk of Coronary Heart Disease in Adulthood

N Engl J Med 2007;357:2329-37.

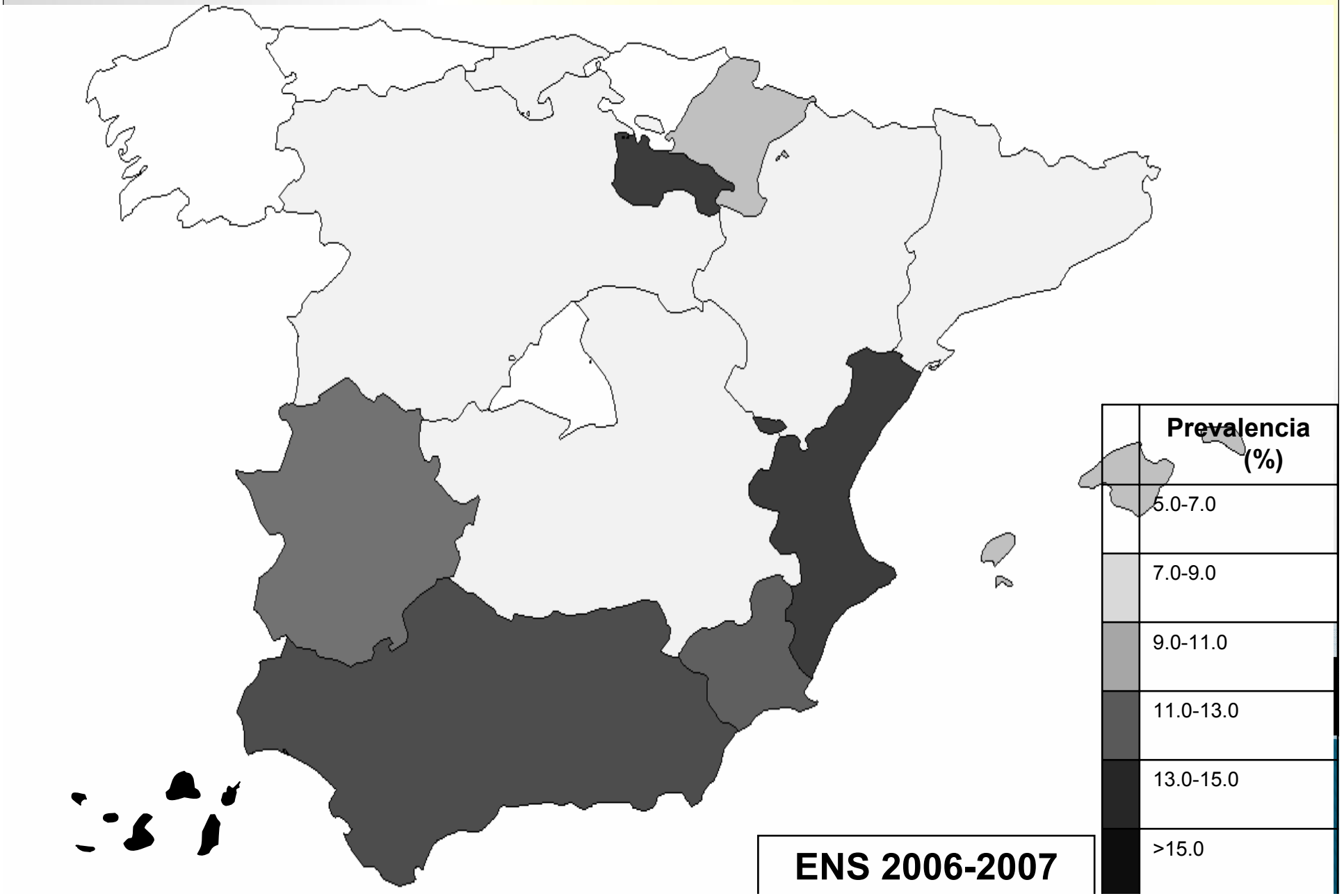
Trends in overweight and misperceived overweight in Spain from 1987 to 2007

International Journal of Obesity (2010)

V Salcedo, JL Gutiérrez-Fisac, P Guallar-Castillón and F Rodríguez-Artalejo



OBESIDAD INFANTIL POR CCAA



ETIOLOGÍA DE LA OBESIDAD



TELEVISIÓN

- SEDENTARISMO
- PICOTEO
- INFLUENCIA DE LA PUBLICIDAD



Associations of Television Content Type and Obesity in Children

American Journal of Public Health | February 2010, Vol 100, No. 2

TABLE 2—Fully Adjusted Regression of 2002 BMI *z* Scores on Television Viewing Among Children Aged 0–6 Years in 1997: Panel Survey of Income Dynamics

	Model 1,[a] b (95% CI)	Model 2,[b] b (95% CI)	Model 3,[c] b (95% CI)
Television viewing in 1997, h/d			
Commercial	0.11**(0.00, 0.21)	0.11**(0.00, 0.21)	0.10**(0.00, 0.21)
Noncommercial	0.03 (-0.07, 0.14)	0.03 (-0.08, 0.13)	0.04 (-0.07, 0.14)
Television viewing in 2002, h/d			
Commercial	0.06 (-0.04, 0.16)	0.06 (-0.04, 0.16)	0.06 (-0.04, 0.17)
Noncommercial	0.00 (-0.10, 0.11)	0.01 (-0.10, 0.11)	0.00 (-0.10, 0.11)
Physical activity in 1997, min/d			
None (Ref)			
1–30		-0.06 (-0.34, 0.22)	
>30		0.01 (-0.21, 0.23)	
Physical activity in 2002, min/d			
None (Ref)			
1–30		-0.19 (-0.43, 0.05)	
>30		0.02 (-0.18, 0.21)	
Eating in front of the television in 2002			0.03 (-0.04, 0.10)
Adjusted R^2	0.07	0.07	0.07

Note. BMI = body mass index; CI = confidence interval. Regressions were also adjusted for child's gender, age, race, ethnicity, mother's education level, and mother's BMI. Sampling weights were applied to produce population-level inferences. The sampling variance was estimated by the Huber-White method to reflect common variance among siblings.

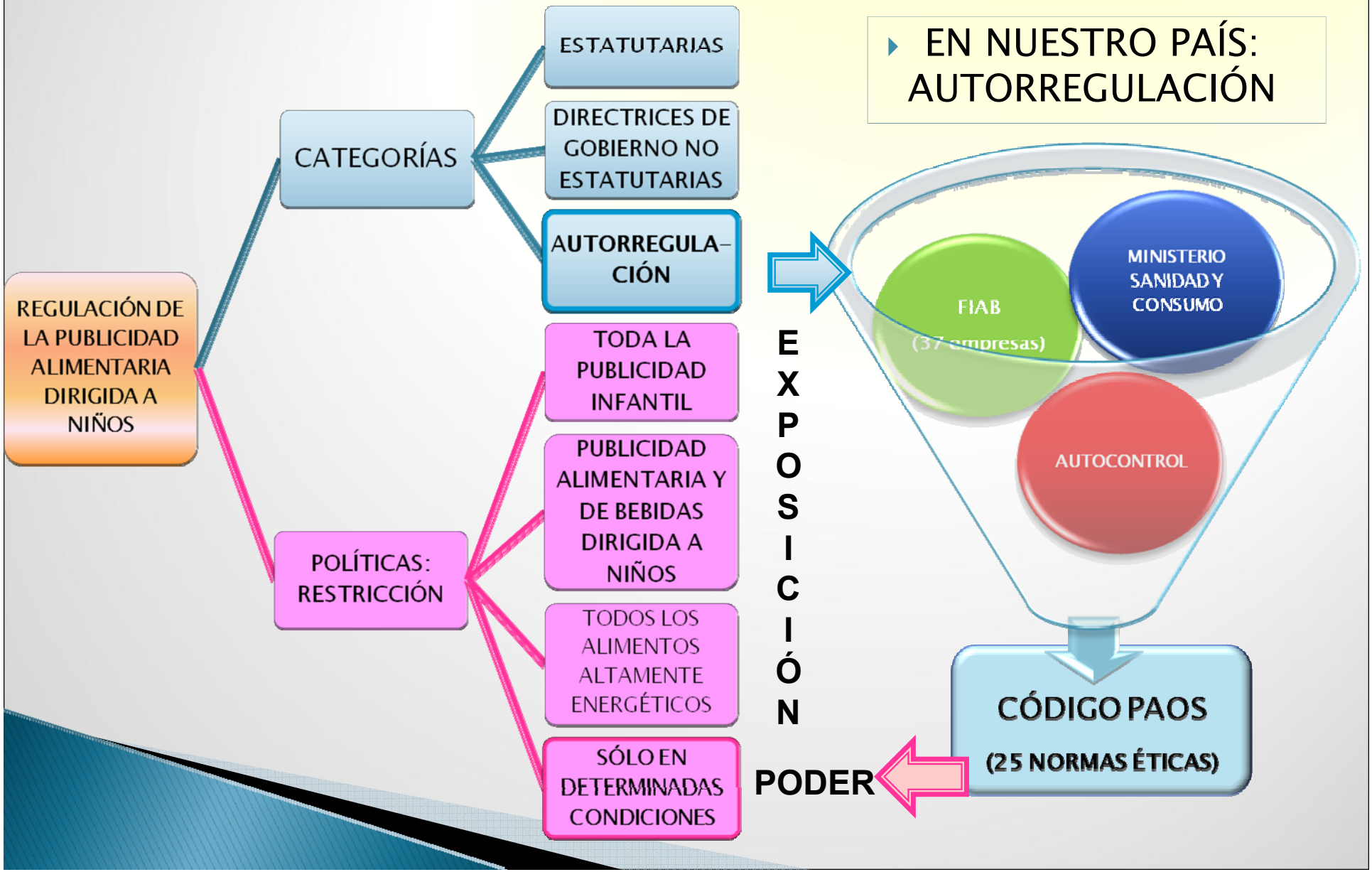
[a]Base model, n = 1118.

[b]Model 1 plus physical activity mediators, n = 1118.

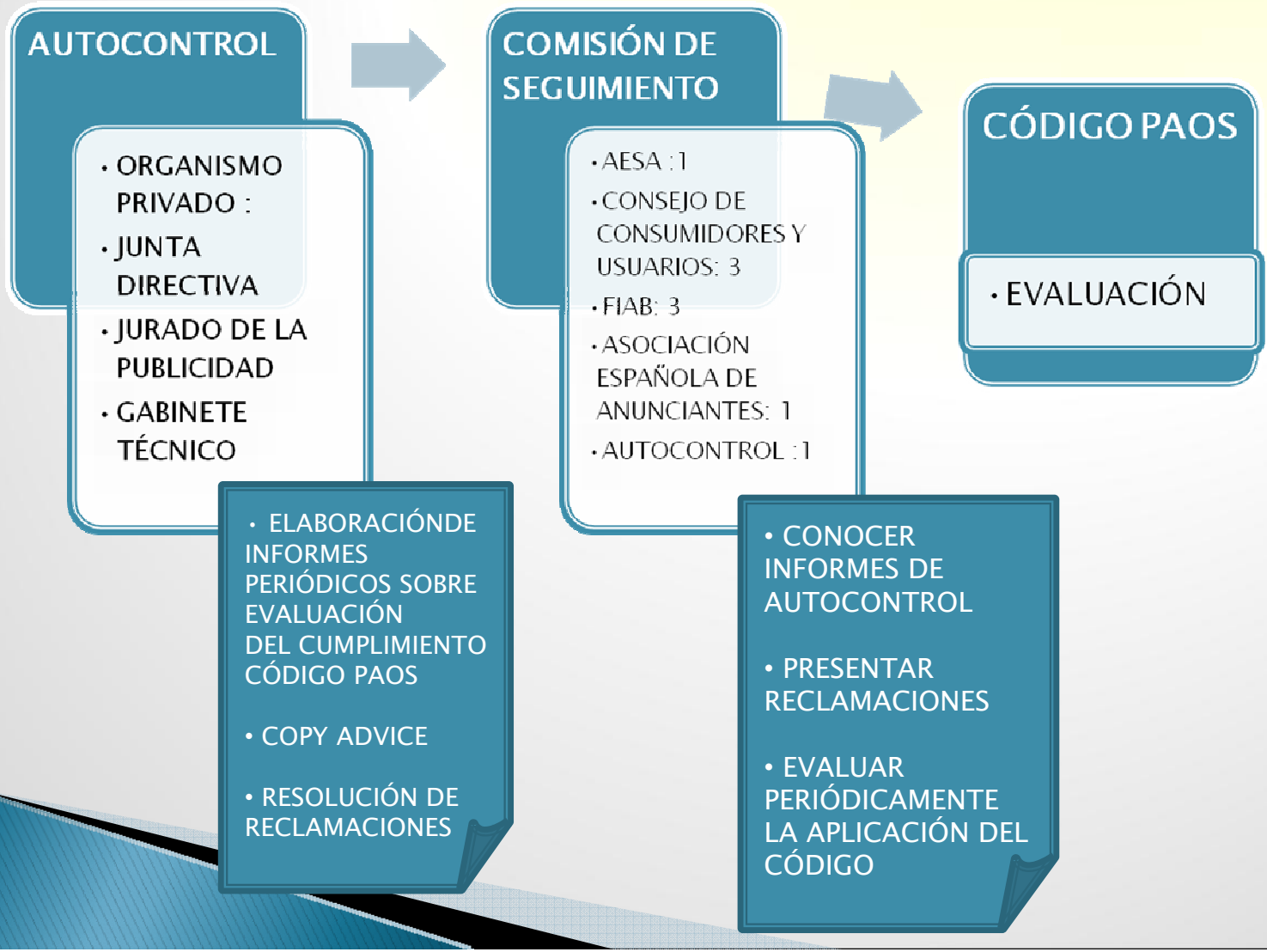
[c]Model 1 plus eating while viewing mediator, n = 1114.

**$P < .05$.

MECANISMOS REGULACIÓN PUBLICIDAD



CODIGO PAOS


AUTOCONTROL
• ORGANISMO PRIVADO :
• JUNTA DIRECTIVA
• JURADO DE LA PUBLICIDAD
• GABINETE TÉCNICO
• ELABORACIÓNDE INFORMES PERIÓDICOS SOBRE EVALUACIÓN DEL CUMPLIMIENTO CÓDIGO PAOS
• COPY ADVICE
• RESOLUCIÓN DE RECLAMACIONES
COMISIÓN DE SEGUIMIENTO
• AESA :1
• CONSEJO DE CONSUMIDORES Y USUARIOS: 3
• FIAB: 3
• ASOCIACIÓN ESPAÑOLA DE ANUNCIANTES: 1
• AUTOCONTROL :1
• CONOCER INFORMES DE AUTOCONTROL
• PRESENTAR RECLAMACIONES
• EVALUAR PERIÓDICAMENTE LA APLICACIÓN DEL CÓDIGO
CÓDIGO PAOS
• EVALUACIÓN

OBJETIVOS

- EVALUAR EL CUMPLIMIENTO DE LAS NORMAS DEL CÓDIGO PAOS POR PARTE DE LOS ANUNCIOS DE ALIMENTOS Y BEBIDAS DIRIGIDOS A NIÑOS EMITIDOS EN LAS CUATRO CADENAS DE TV ESPAÑOLAS

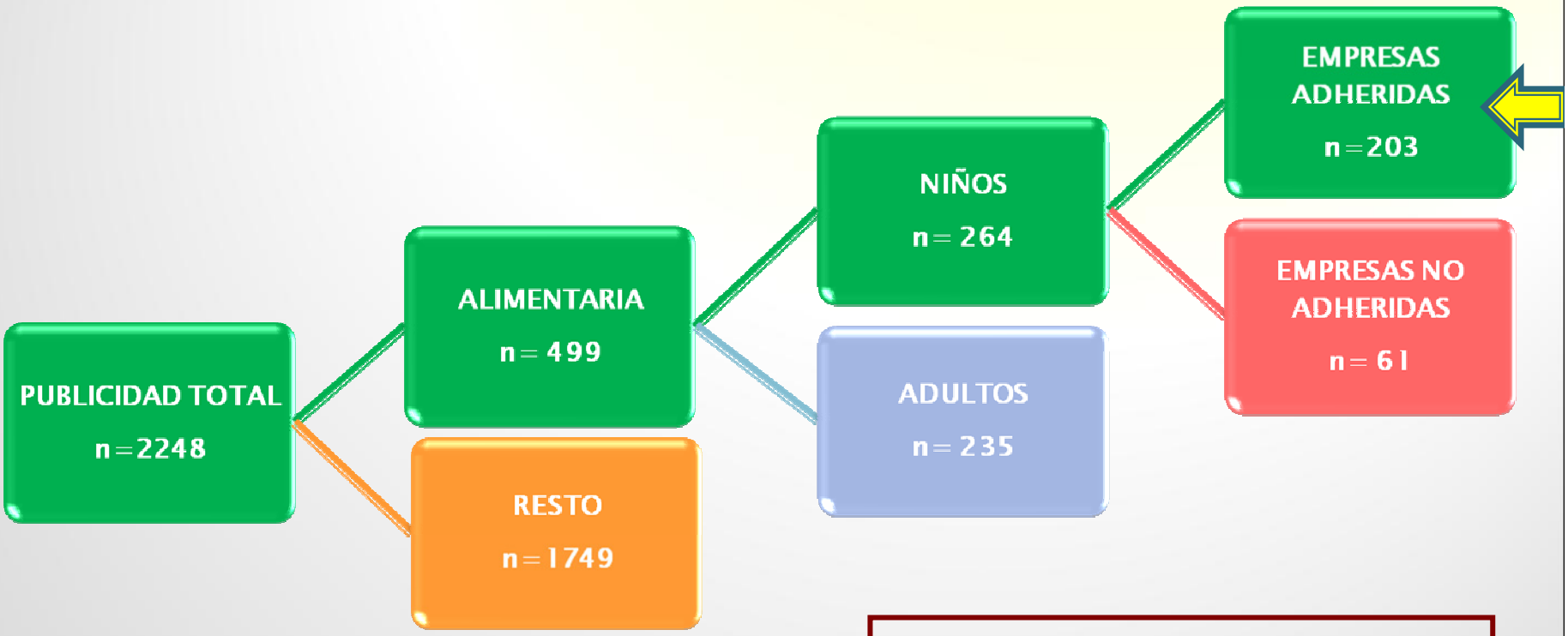
- EVALUAR LA CALIDAD NUTRICIONAL DE LOS PRODUCTOS ANUNCIADOS MEDIANTE EL UKNPM (United Kingdom Nutrient Profile Model)

DISEÑO

- ESTUDIO TRANSVERSAL SOBRE PUBLICIDAD ALIMENTARIA DIRIGIDA A NIÑOS
- **MUESTRA:** TODOS LOS ANUNCIOS DE ALIMENTOS Y BEBIDAS DIRIGIDOS A NIÑOS EMITIDOS EN :

4 CADENAS DE TV	2 DÍAS	FRANJAS HORARIAS
· TVE1 · ANTENA 3 · CANAL SUR · TELEMADRID	· ESCOLAR · SÁBADO	· 8:00–11:00 h · 13:00–15:00 h. · 17:00–22:00 h.

TAMAÑO DE LA MUESTRA

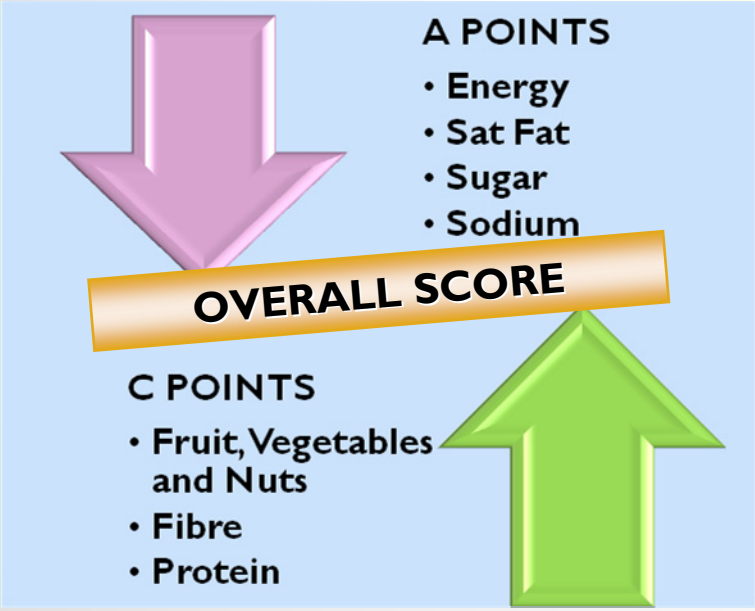


96 productos alimentarios diferentes

EVALUACION CODIGO PAOS

- CRITERIOS PARA DETERMINAR SI UN ANUNCIO ESTÁ DIRIGIDO A NIÑOS (PAOS + OMS)
  - Tipo de producto anunciado
  - Diseño del anuncio
  - Lugar y horario de emisión
- EVALUACIÓN DEL CUMPLIMIENTO
  - Categoría de cumplimiento dudoso

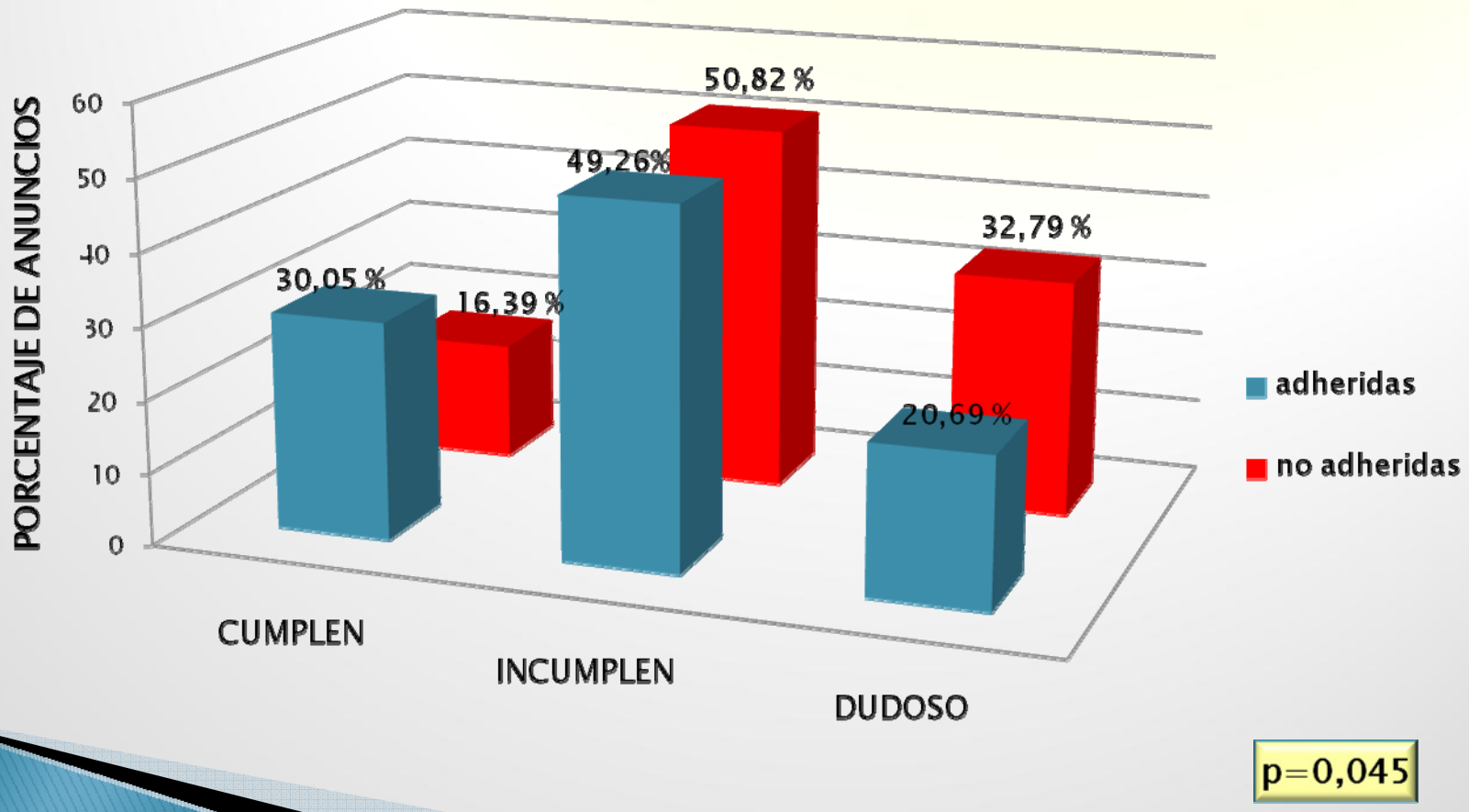
EVALUACION CALIDAD NUTRICIONAL





NUTRITIONAL INFORMATION		TOTAL SCORE
Energy (kj)	1721	5
Sat Fat(g)	12.0	10
Total Sugar (g)	20	4
Sodium (mg)	230	2
Total A points		**21**
Fruit, Vegetables and nuts (%)	0	0
Fibre (g)	3	3
Protein (g)	6	3
Total C points		**3**
OVERALL SCORE		**18**
CLASSIFICATION	**LESS HEALTHY**	

RESULTADOS


COMPARACIÓN RESPECTO AL CUMPLIMIENTO DEL CÓDIGO PAOS ENTRE ANUNCIOS DE EMPRESAS ADHERIDAS Y NO ADHERIDAS
PORCENTAJE DE ANUNCIOS
60
50
40
30
20
10
0
30,05 %
16,39 %
49,26%
50,82 %
20,69 %
32,79 %
CUMPLEN
INCUMPLEN
DUDOSO
adheridas
no adheridas
p=0,045

Self-regulation by industry of food marketing is having little impact during children's preferred television

International Journal of Pediatric Obesity, 2011; 6: 401–408

MONIQUE POTVIN KENT[1], LISE DUBOIS[2] & ALISSA WANLESS[1]

Table IV. Nutrients per 100 g of foods and beverages advertised during 99.5 hours of children's preferred programming.

	CAI $\bar{\chi}$ (SD)	Non-CAI $\bar{\chi}$ (SD)	Total sample $\bar{\chi}$ (SD)	t
Total fat (g)	8.2 (8.6)	5.2 (8.0)	7.1 (8.5)	3.9
Saturated fat (g)	3.5 (5.3)	2.3 (4.5)	3.1 (5.0)	2.7
Trans fat (g)	0.3 (0.7)	0.1 (0.2)	0.2 (0.6)	4.2
Protein (g)	6.0 (6.5)	5.5 (5.2)	5.8 (6.0)	0.951
Carbohydrate (g)	50.6 (32.1)	32.0 (32.9)	43.8 (33.6)	6.1
Sugar (g)	28.3 (23.4)	19.5 (26.8)	25.1 (25.0)	3.7
Fibre (g)	1.6 (3.5)	1.5 (2.9)	1.6 (3.3)	0.3
Sodium (mg)	348.2 (276.5)	232.6 (228.4)	305.7 (265.6)	4.7
Energy (kcal)	323.7 (101.5)	210.3 (164.6)	282.0 (139.4)	8.3
No. (%)	303 (100.0)	176 (100.0)	479 (100.0)	

Compliance with self-regulation of television food and beverage advertising aimed at children in Spain

Public Health Nutr. 2010 Jul;13(7):1013-21

Table 3 Compliance with individual standards of the PAOS Code* by advertisements† of companies that agreed to the code

	Compliant		Non-compliant		Uncertain compliance	
Standard‡	*n*	%	*n*	%	*n*	%
Standard 3	189	93·1	14	6·9	–	
Standard 4	188	92·6	6	3·0	9	4·4
Standard 5	203	100·0	–		–	
Standard 6	186	91·6	12	5·9	5	2·5
Standard 7	203	100·0	–		–	
Standard 8§	–		30	100·0	–	
Standard 9	180	88·7	–		23	11·3
Standard 10	199	98·0	4	2·0	–	
Standard 11	193	95·6	–		10	4·9
Standard 13	186	91·6	11	5·4	6	3·0
Standard 13·1	201	99·0	–		2	1·0
Standard 13·2	192	94·6	11	5·4	–	
Standard 14	203	100·0	–		–	
Standard 15	203	100·0	–		–	
Standard 17‖	68	97·1	2	2·9	–	
Standard 18‖	3	4·3	62	88·6	5	7·1
Standard 19	1	100·0	–		–	
Standards 21 and 22	203	100·0	–		–	
Standard 23	170	83·7	27	13·3	6	3·0
Standard 24	203	100·0	–		–	
Standard 25	202	99·5	1	0·5	–	




Campeones
Regatear, driblar, marcar, meter gol...
¿te atreves?
Demuestranos de lo que eres capaz.
Sabes lo quieres
ver más

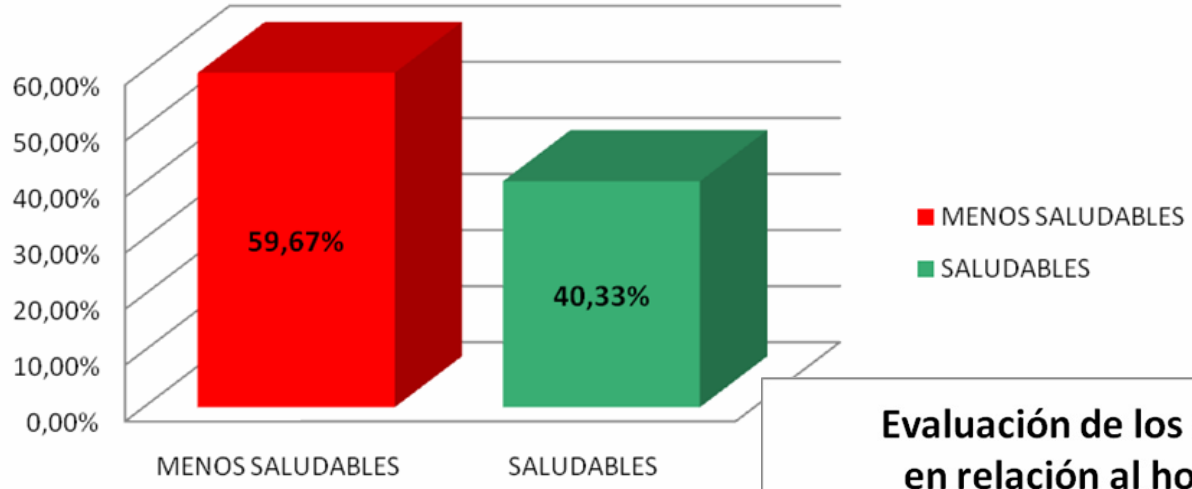

Danet
Danet


DANONE
Danet
¡DISFRUTA COMO UN CAMPEÓN!
Danet

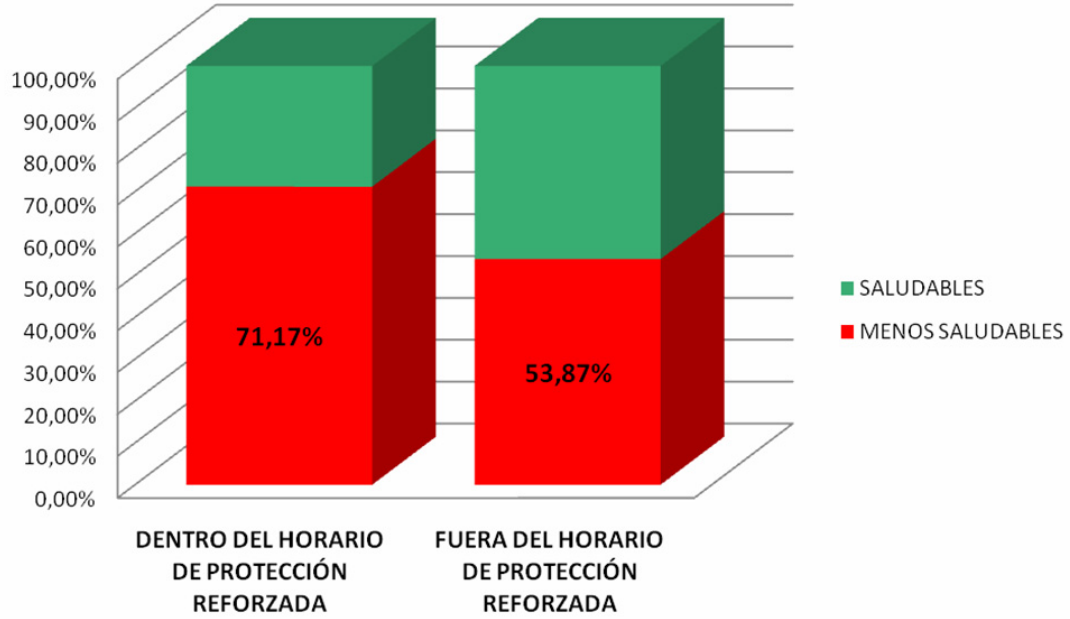

Danet
Danet y yo
os damos lo que queréis
para disfrutar
> entrar
Sabor Chocolate blanco


Danet
¡Suma puntos y
GANA
fabulosos
premios!
además de calcetines DANET,
mochilas y pequeñas
maletines.
Premios & Trofeos
¿Cómo jugar?
Regístrate
Reglas del juego
Zona de entreno

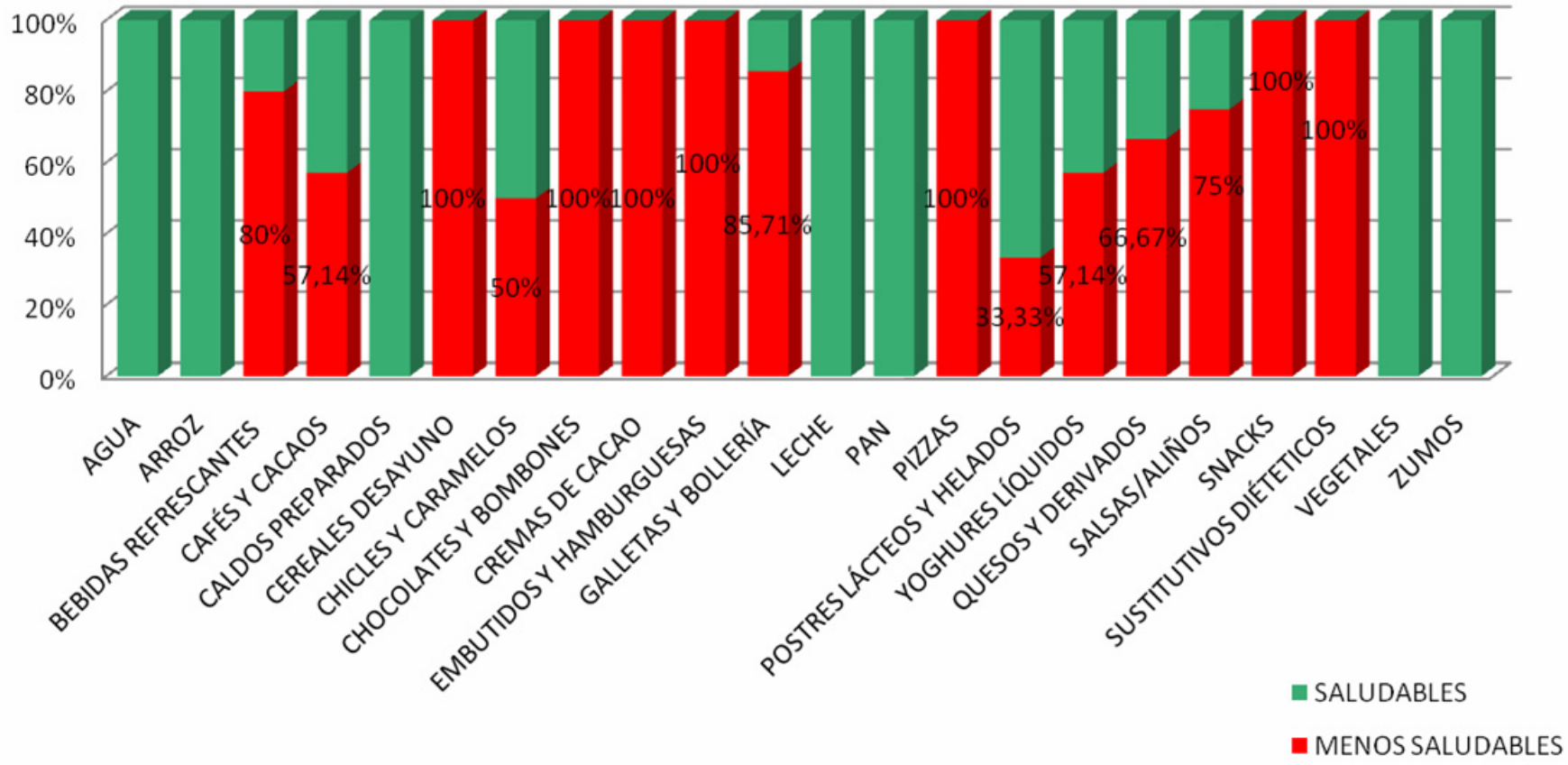
Evaluación global de los anuncios alimentarios emitidos en horario infantil según el UKNPM (n=486)



Evaluación de los anuncios alimentarios emitidos en relación al horario de protección reforzada.



Evaluación de las categorías alimentarias publicitadas según el UKNPM



The cost-effectiveness of removing television advertising of high-fat and/or high-sugar food and beverages to Australian children

International Journal of Obesity (2009) 33, 1094–1102

A Magnus[1], MM Haby[2], R Carter[1] and B Swinburn[3]

Evidence of the impact of reduced advertising on food and beverage consumption

Randomized controlled trial evidence of the effect of reducing TV advertising of EDNP foods to children on BMI does not exist. Instead, we used the best available evidence, which included a combination of limited randomized controlled trial evidence of food consumption (behaviour change), together with modelled behavioural change to BMI change, using a mix of cross-sectional and longitudinal evidence.[18,23,24] Parallel evidence of behavioural change measured with reductions in advertising of other products, such as toys, tobacco and alcohol, supported the conclusions reached in this analysis for EDNP foods.[25–28]

Conclusions: Although recognizing the limitations of the available evidence, restricting TV food advertising to children would be one of the most cost-effective population-based interventions available to governments today. Despite its economic credentials from a public health perspective, the initiative is strongly opposed by food and advertising industries and is under review by the current Australian government.

IMPROVING LIFESTYLES, TACKLING OBESITY: THE HEALTH AND ECONOMIC IMPACT OF PREVENTION STRATEGIES

OECD HEALTH WORKING PAPERS No. 48

Figure 3. Decrease in obesity rates for 25 and 65 year olds and whole population

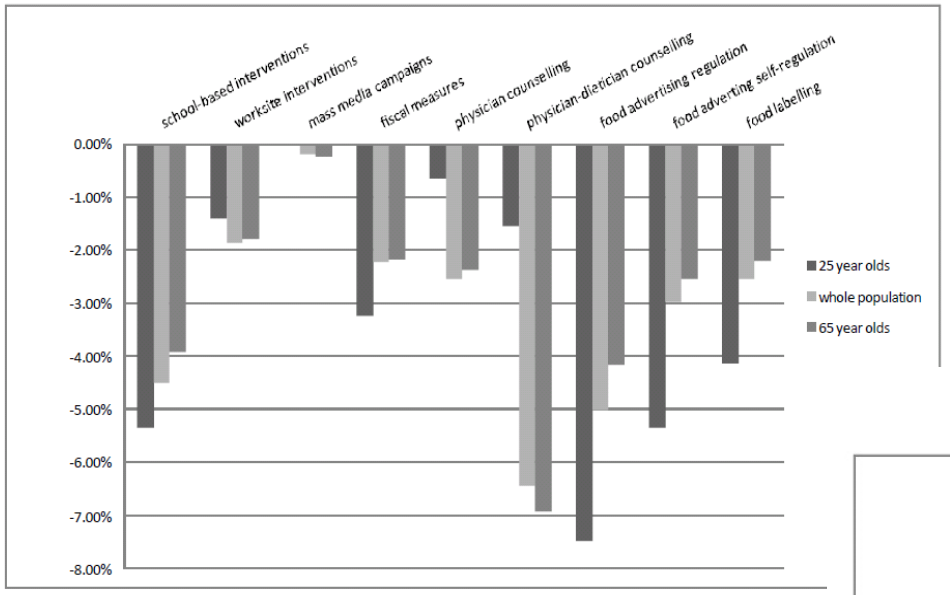
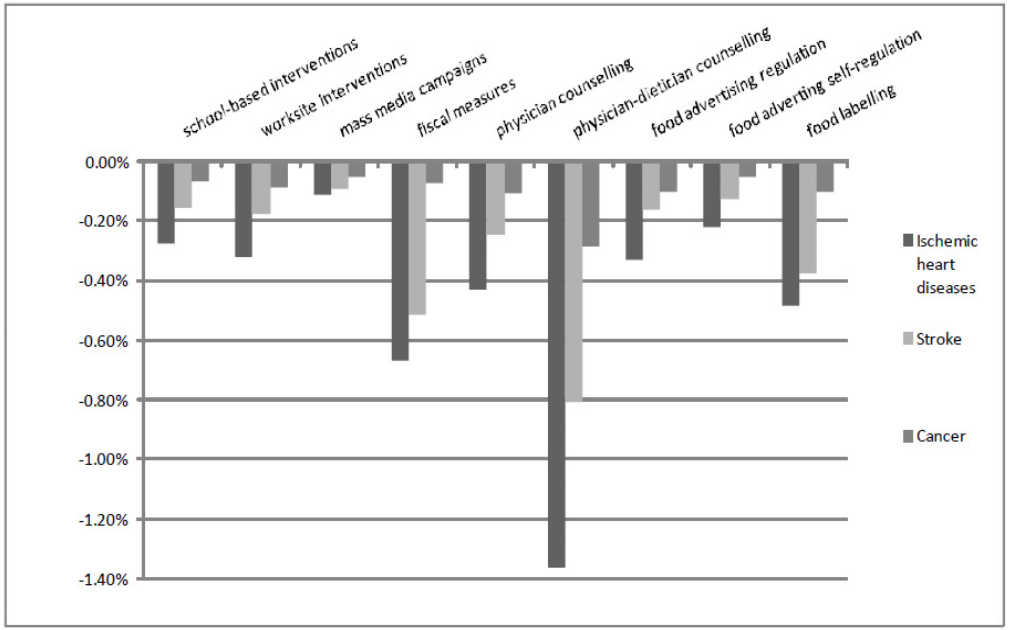


Figure 4. Decrease in disease incidence at the population level





CONJUNTO DE RECOMENDACIONES SOBRE LA PROMOCIÓN DE ALIMENTOS Y BEBIDAS NO ALCOHÓLICAS DIRIGIDA A LOS NIÑOS

© Organización Mundial de la Salud, 2010

Organización Mundial de la Salud

RECOMENDACIÓN 1

La finalidad de las políticas debe ser reducir el impacto que tiene sobre los niños la promoción de alimentos ricos en grasas saturadas, ácidos grasos de tipo *trans*, azúcares libres o sal.

RECOMENDACIÓN 2

Dado que la eficacia de la promoción depende de la exposición y el poder del mensaje, el objetivo general de las políticas debe ser reducir tanto la exposición de los niños como el poder de la promoción de los alimentos ricos en grasas saturadas, ácidos grasos de tipo *trans*, azúcares libres o sal.

RECOMENDACIÓN 3

Para lograr la finalidad y los objetivos de las políticas, los Estados Miembros deben considerar diferentes métodos, es decir, el progresivo o el integral, para reducir la promoción de alimentos ricos en grasas saturadas, ácidos grasos de tipo *trans*, azúcares libres o sal dirigida a los niños.

A briefing paper from *The StanMark Project* of the International Association for the Study of Obesity

Prepared by Tim Lobstein, Triin Parn and Ange Aikenhead

IASO June 2011

Standard 1: Specifying the foods and beverages

Issue: The promotion of some foods and beverages can undermine children's dietary health.

Proposal: Risk reduction means promoting only those food and beverage products which conform to national dietary guidelines and international standards supporting the WHO *Global Strategy on Diet, Physical Activity and Health*[29].

A high standard: Food and beverages should be categorised according to a validated nutrient profiling system. Examples may include the UK Ofcom model used to regulate advertising on television,[30] the Nordic Keyhole food categorisation model,[31] or the proposals from the US Interagency Working Group[32].

¿Qué cabe esperar de la LSAN?

11604 *Ley 17/2011, de 5 de julio, de seguridad alimentaria y nutrición.*

Artículo 46. *Publicidad de alimentos dirigida a menores de quince años.*

1. Las autoridades competentes promoverán la firma de acuerdos de corregulación con los operadores económicos y los prestadores del servicio de comunicación comercial audiovisual, para el establecimiento de códigos de conducta, que regulen las comunicaciones comerciales de alimentos y bebidas, dirigidas a la población menor de quince años, con el fin de contribuir a prevenir la obesidad y promover hábitos saludables. Estos códigos de conducta deberán ser aplicados por sistemas de autorregulación que cumplan con lo dispuesto en el artículo anterior.

2. Si en el plazo de un año, a contar desde la entrada en vigor de esta ley, no se hubieran adoptado estos códigos de conducta, el Gobierno establecerá reglamentariamente las normas que regulen tales comunicaciones comerciales, para garantizar la protección de la infancia y la juventud, así como los medios para hacerlas efectivas.

Changing the future of obesity: science, policy, and action

Lancet 2011; 378: 838–47

Steven L Gortmaker, Boyd A Swinburn, David Levy, Rob Carter, Patricia L Mabry, Diane T Finegood, Terry Huang, Tim Marsh, Marjory L Moodie

	Target population	Strength of evidence*	DALYs saved	Gross costs† (A$ million)	Net cost per DALY saved‡ (A$ million)
Unhealthy food and beverage tax (10%)§[77]	Adults	4	559 000	18·00	Cost-saving
Front-of-pack traffic light nutrition labelling§[77]	Adults	5	45 100	81·00	Cost-saving
Reduction of advertising of junk food and beverages to children¶	Children (0–14 years)	2	37 000	0·13	Cost-saving
School-based education programme to reduce television viewing¶	Primary schoolchildren (8–10 years)	3	8600	27·70	Cost-saving
Multi-faceted school-based programme including nutrition and physical activity¶	Primary schoolchildren (6 years)	3	8000	40·00	Cost-saving
School-based education programme to reduce sugar-sweetened drink consumption¶	Primary schoolchildren (7–11 years)	3	5300	3·30	Cost-saving
Family-based targeted programme for obese children¶	Obese children (10–11 years)	1	2700	11·00	Cost-saving
Multi-faceted targeted school-based programme¶	Overweight/obese primary schoolchildren (7–10 years)	3	270	0·56	Cost-saving
Gastric banding—adolescents¶[78]	Severely obese adolescents (14–19 years)	1	12 300	130·00	4400
Family-based GP-mediated programme¶[79]	Overweight/moderately obese children (5–9 years)	3	510	6·30	4700
Gastric banding—adults§	Adults BMI >35 kg/m²	1	140 000	120·00	5800
Multi-faceted school-based programme without an active physical activity component¶	Primary schoolchildren (6 years)	3	1600	51·20	21 300
Diet and exercise§	Adults BMI >25 kg/m²	1	3000	140·00	28 000
Low-fat diet§	Adults BMI>25 kg/m²	1	1900	94·00	37 000
Active After Schools Communities Program¶[80]	Primary schoolchildren (5–11 years)	5	450	40·3	82 000
Weight Watchers§	Adults	1	54	5·00	84 000
Lighten up to a healthy lifestyle weight-loss programme§	Adults	4	38	4·00	94 000
TravelSMART schools¶	Primary schoolchildren (10–11 years)	4	90	13·10	117 000
Orlistat§	Adults BMI >30 kg/m²	1	2100	1500·00	700 000
Walking School Bus¶	Primary schoolchildren (5–7 years)	3	450	40·30	760 000

entire population, but places priority on the prevention of childhood and adolescent obesity. It also has a positive spirit. The promotion of a healthy diet and an active life-style must not be tied to a repressive campaign, interpreted by citizens as being prescriptive and based on restrictions. It is not about good or bad food, but rather about a well- or poorly-balanced diet. Nor should we forget that healthy eating is compatible with pleasure and the social role that food plays in the Spanish culture.

To our knowledge, NAOS is the first Strategy of its kind in Europe and we recommend it as an example to be replicated by other countries that, like Spain, face the challenge of combating the pervasive epidemic of obesity.


SOY LIBRE...
...PUEDO ELEGIR EL BANCO QUE ME EXPRIMA;
LA CADENA DE TELEVISIÓN QUE ME EMBRUTEZCA;
LA PETROLERA QUE ME ESQUILME;
LA COMIDA QUE ME ENVENENE;
LA RED DE TELEFONÍA QUE ME TIME;
EL INFORMADOR QUE ME DESINFORME
Y LA OPCIÓN POLÍTICA QUE ME DESILUSIONE
¡INSISTO! SOY LIBRE