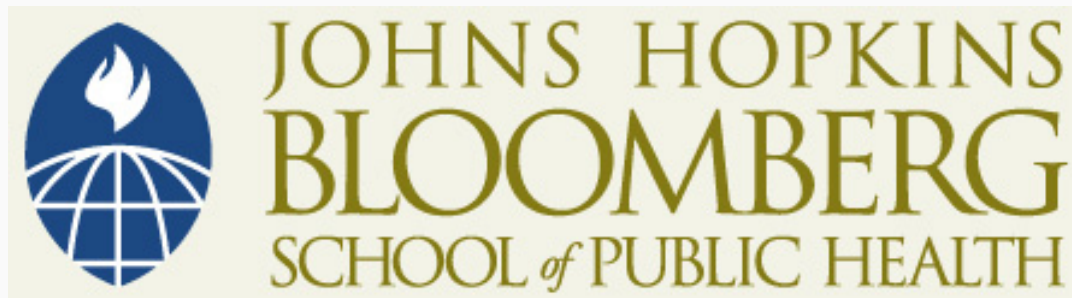


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JOHNS HOPKINS  
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## *Section B*

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Advertising and “Pouring Rights”

# *Advertising*

- Numbers
- Influence
- Regulations

- 75% of U.S. food manufacturers' advertising budgets and 95% of U.S. fast-food restaurant advertising budgets allocated for television
  - \$7.3 billion total expenditure in 1999
  - USDA spent \$333 million in 1999 on nutrition education, evaluation, and demonstrations
- Food ads account for over 50% of all ads targeting children
  - One food commercial in every five minutes of television viewing

# *Influence: Link between Viewing and Eating Habits*

- The food advertisements children are exposed to on TV influence them to make unhealthy food choices
  - Positive link between viewing television and consumption of fast food and soda
  - Negative link between viewing television and consumption of fruits and vegetables
  - TV ads may contribute to misconceptions about relative health benefits of foods

## *Influence: Cross-Promotions*

- The cross-promotions between food products and popular TV and movie characters are encouraging children to buy and eat more high-calorie foods
  - One in six food commercials aimed at children promises a free toy
  - Use of cartoon characters to sell products is particularly effective in aiding children's slogan recall and ability to identify the product

# *Regulations (1961–1977)*

- 1961
  - National Association of Broadcasters first adopt self-regulatory guidelines for advertising toys on TV
- 1970s
  - Action for Children's Television (ACT) calls on FCC and FTC to prohibit or limit advertising to children
- 1974
  - FCC adopts regulations limiting TV advertising
- 1977
  - ACT and Center for Science in the Public Interest petition FTC to ban TV advertising of heavily sugared products

# Regulations (1978–1980)

## ■ 1978

- FTC proposes to ban or severely restrict all TV advertising to children
  - ▶ Based on a comprehensive literature review, the FTC argues that advertising directed at children is “inherently unfair and deceptive”
  - ▶ Opposed by industry citing first amendment rights

## ■ 1980

- Congress passes FTC Improvements Act
  - ▶ Removes FTC authority to restrict advertising from agency
  - ▶ Prohibits any further action to limit advertising

# Regulations (1984–Present)

- 1984
  - Under the Reagan administration, the FCC deregulates all limits on advertising time
- 1990
  - Children's Television Act is passed
    - ▶ Directs FCC to require educational programming and limit advertisement time
    - ▶ Regulation still in place

# *Pouring Rights and In-School Advertising*

- Background/definition
- Numbers
- Regulations
- Official positions

- Pouring rights
  - Contracts with soft drink companies giving rights to sell soft drinks at schools
  - Schools receive a percentage of sales and/or incentives when revenues total a specified amount

# *Pouring Rights: Direct Advertisements*

- Direct advertising
  - Logos on scoreboards, banners in gyms, ads in newspapers and yearbooks, textbook covers with ads, screen-saver ads for computers, etc.
  - Fast-food vendors
  - Channel-One
  - Reading club with Pizza Hut
  - Spelling club with McDonald's
  - Food-industry-sponsored classroom nutrition education materials

# *Pouring Rights: The Numbers*

- Pouring rights
  - National prevalence
    - ▶ One-third of elementary schools
    - ▶ One-half of middle schools
    - ▶ Three-fourths of high schools
- Fast-food vendors
  - 20% of high schools offer brand-name fast food
- Channel One
  - 70% of commercials were for food products

# *Pouring Rights: Regulations*

- Pouring rights
  - Successful local initiatives to eliminate pouring rights in schools
- Direct marketing
  - Nineteen states have regulations addressing school-related commercial activities
  - Five states have more comprehensive policies related to direct in-school marketing

- American Dental Association
  - “The ADA opposes contractual arrangements in schools that promote increased access to soft drinks for children, thereby influencing consumption patterns. These contractual arrangements are sometimes known as ‘pouring rights contracts’ and ‘exclusive soft drink contracts.’”

- United States Department of Agriculture—*Foods Sold in Competition with USDA School Meal Programs*
  - This report makes it clear that the availability of foods sold in competition with school meals jeopardizes the nutritional effectiveness of the programs and may be a contributor to the trend of unhealthy eating practices among children and subsequent health risks. The consumption of competitive foods is of special concern to those who support the school meal programs since children who purchase these foods are less likely to eat a reimbursable school meal. This undermines the ability of the school meal programs to contribute to children's health, well-being, and academic achievement.

- American Dietetic Association
  - “It is the position of The American Dietetic Association that the school and community have a shared responsibility to provide all students with access to high-quality foods and nutrition services as an integral part of the total education program. Educational goals, including the nutrition goals of the National School Lunch Program and School Breakfast Program, should be supported and extended through school district policies that create an overall school environment with learning experiences that enable students to develop lifelong, healthful eating habits.”

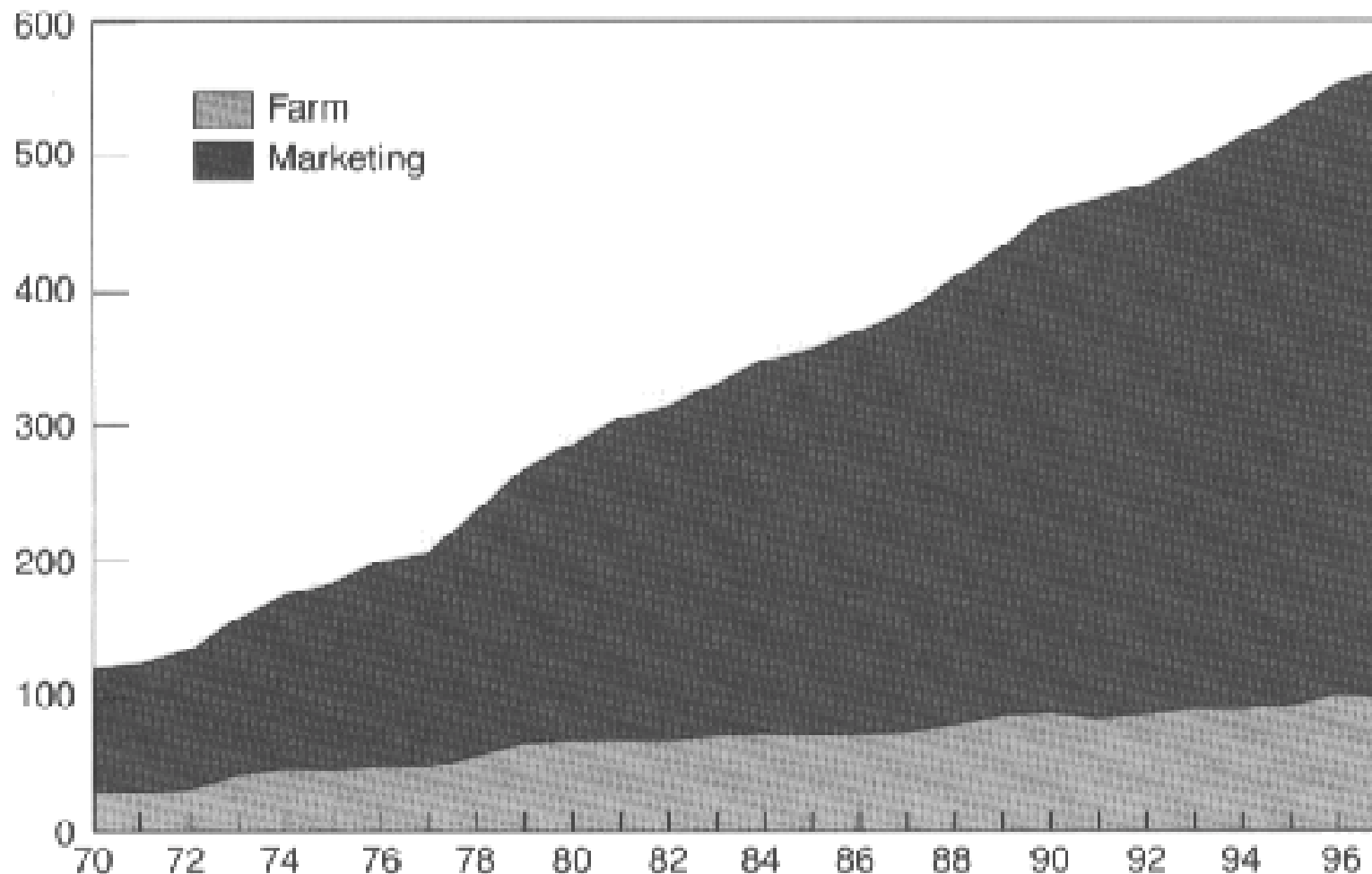
- American Academy of Pediatrics
  - “Contracts with school districts for exclusive soft drink rights encourage consumption directly and indirectly. School officials and parents need to become well-informed about the health implications of vended drinks in school before making a decision about student access to them. A clearly defined, district-wide policy that restricts the sale of soft drinks will safeguard against health problems as a result of over-consumption.”

# Farm and Marketing Expenditures

Distribution of food expenditures

*The marketing bill is 79 percent of 1997 food expenditures*

Billion dollars



# What a Dollar Spent for Food Paid for in 1997

