

UNICEF calls to limit advertising of unhealthy food and beverages to children

Language English



Unicef has urged Latin American countries, civil society and private sector to work together in order to limit advertising and marketing of unhealthy food and beverages to children, since they encourage a pattern of consumption that can cause obesity and lead to non-communicable diseases in adulthood.

In a joint effort with the Institute of Nutrition of Central America and Panama (INCAP), yesterday Unicef launched an exploratory study "[Promoción y publicidad de alimentos y bebidas no saludables dirigida a niños en América Latina y el Caribe](#)" [1] (Advertising of unhealthy food and beverages to children in Latin America) in San José, Costa Rica.

The study analysed national laws in the 32 countries of the region. It concluded that only 10 countries have put regulations in place to limit advertising of junk food and beverages to children.

Furthermore, the study looked at marketing practices addressed to children in social networks (Facebook, Twitter and Youtube); and highlighted some of the visual resources used by the private sector to stimulate children's consumption of unhealthy foods and beverages.

Read full press release in Spanish in the link below.

Post Date: Wednesday, 1 July, 2015

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and-beverages-to-children

Links

- [1] <http://www.ncdalliance.org/sites/default/files/files/Estudio%20Exporatorio%20promocion%20alimentos%20no%20saludables%20dirigida%20a%20ni%C3%B1os%20en%20LAC.pdf>
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