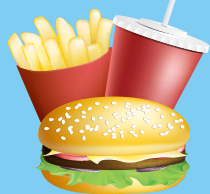


FOOD & DRINKS

Marketing is Everywhere



- 5** year-old child can't tell the difference between an ad and a television show.
- 8** year-old child unlikely to know the reasons behind marketing.
- 10** year-old child knows that ads sell products, but is often unable to judge an ad.
- 16** year-old youth is influenced by digital marketing. It is an entertainment, grabbing their focus and attention.

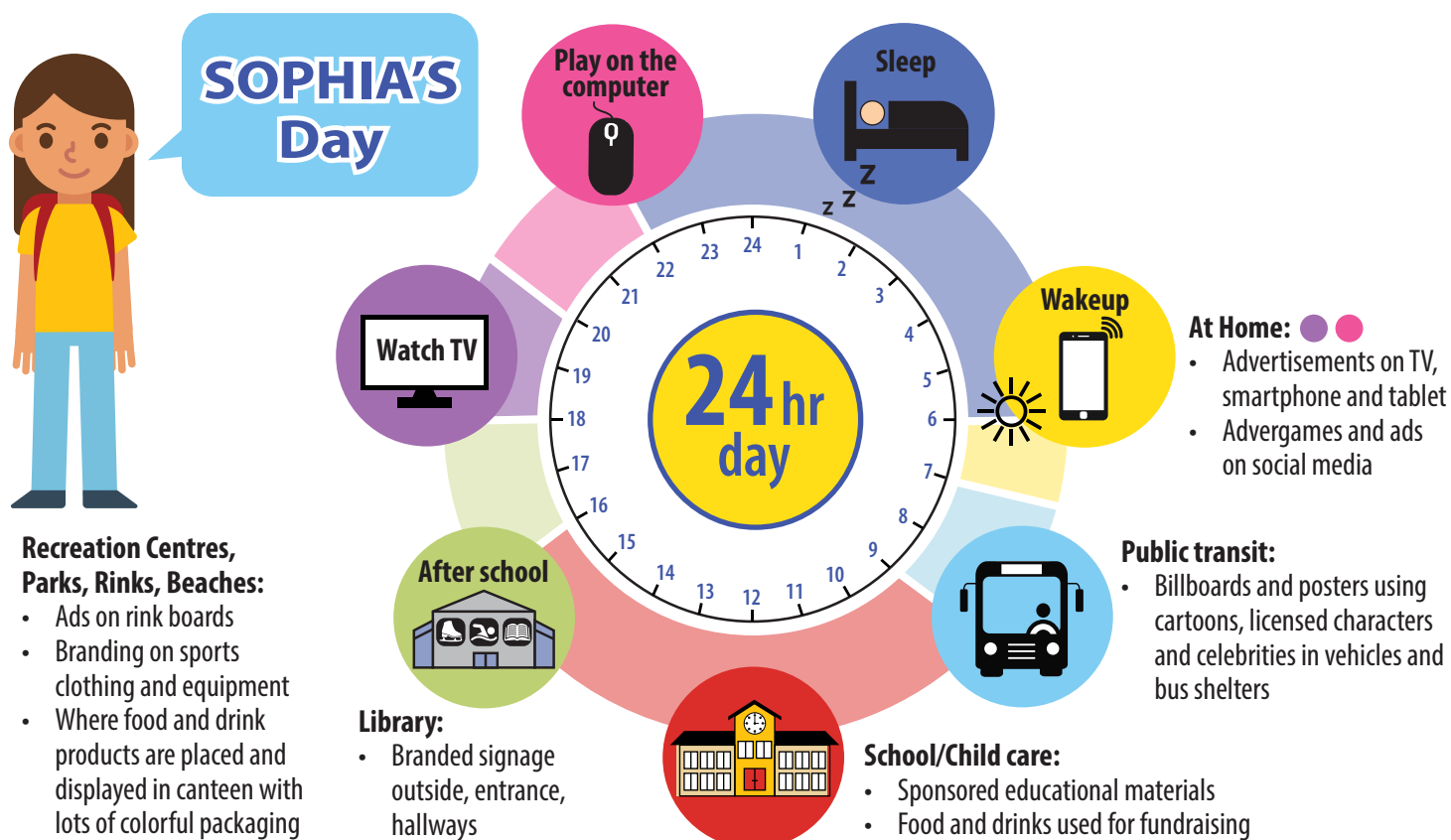
Foods children eat and ask their parents to buy can be influenced by advertising.

It influences them to eat unhealthy foods. It makes unhealthy foods seem "normal."

Unhealthy diets over the course of time lead to high blood pressure, cancer, heart disease, obesity and diabetes.

Marketing of food and drinks targets children and youth all day long.

Marketing is any message that advertises or promotes a product or service.



Source: Prowse, R.L. (2015). A Day in the Life of a Canadian Child: Food and Beverage Marketing to Children in Canada. Prepared for Office of Nutrition Policy and Promotion, Health Canada.