IFBA Global Policy on Marketing and Advertising to Children

All members of the International Food and Beverage Alliance have published global commitments with respect to advertising and marketing to children under 12 years of age.

These commitments built upon Alliance members’ existing commitments to the ICC self-regulatory codes and the ICC “Framework for Responsible Food and Non-Alcoholic Beverage Marketing Communications.”

Specifically, Alliance members have committed to company-specific voluntary measures to ensure that:

- they advertise only products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines to children under 12 years;
- or
- they do not advertise products to children under 12 years at all.

For the purpose of this initiative, “advertising to children under 12 years” means advertising to media audiences with a majority of children under 12 years.

Alliance members have also committed not to engage in any commercial communications to students related to food and beverage products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

The Alliance will establish a framework for independent verification of member company compliance with its stated policies. Independent compliance monitoring will cover TV, print and internet advertising (which represent upwards of 85% of food marketing communications spend in most markets). Initially, this independent verification system will focus on a common set of countries in which all Alliance members advertise their products.

The Alliance will establish monitoring and reporting mechanisms with respect to their commitments in a transparent, accountable and participative way and will submit a yearly independent verification report to the WHO.

Alliance members will take a leadership role in promoting the adoption of the “best practices” outlined above in the wider marketplace, will continue to support the work of those in the advertising and marketing community to promote the ICC codes, and will continue to support the expansion of “pledge” programs that focus on the types of products advertised to children and promote healthy lifestyles at national levels.

30 April 2009, revised 15 June 2010