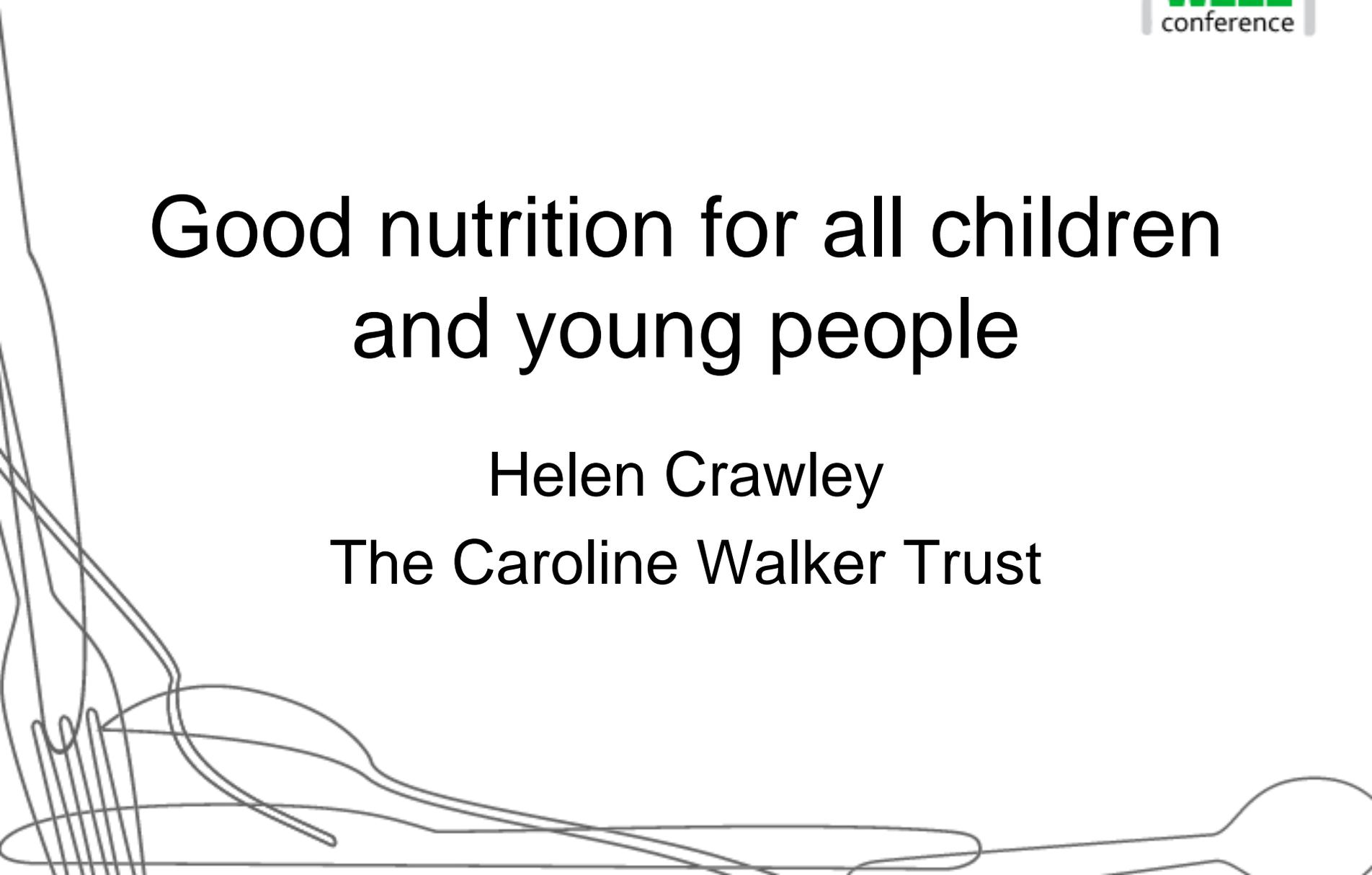


Good nutrition for all children and young people

Helen Crawley

The Caroline Walker Trust



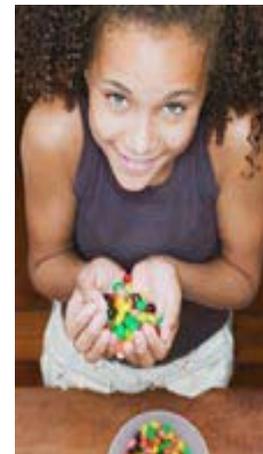
There remains much to be done....

- And you can read our recommendations and suggestions in the report which you have been given today and in other CWT reports.
- We have a duty of care to ensure that we can support all children and young people to eat well particularly those under the age of 5, those living in households impacted by physical or learning disabilities and those who are cared for by the state.

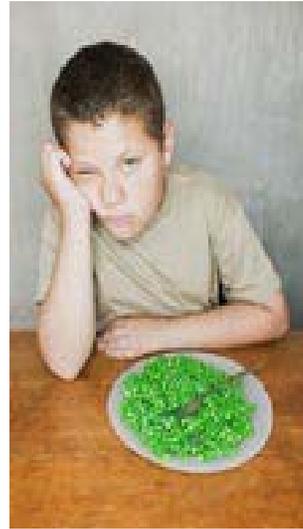
But really, children can be so annoying...

- They arrive in this world screaming and shouting - and sometimes take months to sleep through the night.
- They can't just have the same food as the rest of the family.
- They even have the audacity to get fat and let their teeth rot if you let them choose the foods they want.

If only children didn't just like cakes and pies and sweets.....



And would eat their greens....



If only children could just enjoy healthy food?



Isn't it better to just make healthy food more appealing?

- You can't expect children (or their parents) to want healthier food – we need to harness the power of 'social marketing'
- *'Children are deeply affected by role models – be they cartoon or actual representations of other children – as well as cute or aspirational characters they know are also liked or admired by their peers'*

Professor Fergus Lowe, Director of the Food and Activity research Group at Bangor University

Talking of 'cute and aspirational characters....'



So wouldn't it be good if characters like these were associated with good and healthy food?

- And apparently the tide is turning
- Food companies are reformulating foods, children's tv channels are taking a more responsible attitude and even Disney, once closely linked with free movie tie-in toys at McDonalds, is now keen to promote healthy food.

Although not good news for all

- With the increasing restriction on the advertising of food to children it has been suggested that *'the cost to the industry has been a marked decline in interest in licensing characters for children's food over the past year'*

Kelvyn Gardner, Managing Director of the trade body which represents the owners of licensable characters, Oct 2008



In 2005 Disney were asked about a food licensing policy

‘ It's tough to construct a policy. It's about offering a range of products from treats and rewards to everyday core nutritional products. Some might say that the industry is a little out of balance and the statistics about child obesity would reinforce that. But our desire is to create balance. We do want to play an active role in solutions here. I think everyone's heart is in the right place’

Andy Mooney, Chairman Disney Consumer Products, 2005



But in October 2007 they announced

- The Walt Disney Company instituted a new policy of licensing its name and characters to promote to children **only** those foods that meet certain nutritional guidelines, including:
 - a cap on calories that results in appropriate kid-sized portions
 - total fat not exceeding 30 percent of calories for main and side dishes and 35 percent for snacks
 - saturated fat not exceeding 10 percent of calories for main dishes, side dishes, and snacks
 - added sugar not exceeding 10 percent of calories for main dishes and side dishes and 25 percent of calories for snacks

A snow white food policy?

Sounds great: food companies and licensing arrangements all working together to ensure that when your child sees *High School Musical* or *Winnie the Pooh* they will love those healthier options. After all '*the most popular children's foods are those with the most engaging packaging – irrespective of what's inside*'

Professor Fergus Lowe

So I was a bit confused when I went shopping to find

Disney **HANNAH MONTANA** *Secret Star*

Milk Chocolate Covered 'Yule' Logs
with a Crunchy Choccie Centre



Disney **HIGH SCHOOL MUSICAL**

Star Dazzle
Milk Chocolate Covered 'Yule' Logs
with a Crunchy Choccie Centre



Disney Milk Chocolate Covered 'Yule' Logs

95g

5 010725 17174 0

95g

Contains 10 Yule Logs

Ingredients: Milk Chocolate (Sugar, Cocoa Beans, Cocoa Butter, Milk, Vanilla), Milk Chocolate Covered 'Yule' Logs (Milk Chocolate, Milk, Cocoa Beans, Cocoa Butter, Vanilla), Crunchy Choccie Centre (Sugar, Cocoa Beans, Cocoa Butter, Milk, Vanilla).

95g

Disney Milk Chocolate Covered 'Yule' Logs

95g

5 010725 17174 0

95g

Contains 10 Yule Logs

Ingredients: Milk Chocolate (Sugar, Cocoa Beans, Cocoa Butter, Milk, Vanilla), Milk Chocolate Covered 'Yule' Logs (Milk Chocolate, Milk, Cocoa Beans, Cocoa Butter, Vanilla), Crunchy Choccie Centre (Sugar, Cocoa Beans, Cocoa Butter, Milk, Vanilla).

95g

Disney **CARS**

Milk Chocolate Covered 'Yule' Logs
With a Crunchy Choccie Centre



Disney **CARS**

Milk Chocolate Covered 'Yule' Logs
With a Crunchy Choccie Centre



Disney Milk Chocolate Covered 'Yule' Logs

95g

5 010725 17174 0

95g

Contains 10 Yule Logs

Ingredients: Milk Chocolate (Sugar, Cocoa Beans, Cocoa Butter, Milk, Vanilla), Milk Chocolate Covered 'Yule' Logs (Milk Chocolate, Milk, Cocoa Beans, Cocoa Butter, Vanilla), Crunchy Choccie Centre (Sugar, Cocoa Beans, Cocoa Butter, Milk, Vanilla).

95g

Disney Milk Chocolate Festive Treats

NEW
£1.99
KINNERTON CHOCOLATE DISNEY CHARACTERS 50g



But reading the small print

- Walt Disney will have an overall limit - *15 percent* by 2010 - on the number of "indulgence" items, such as seasonal candy, in its licensed portfolio. Current licensing agreements will be phased out between 2008 and 2010.
- So – are we still all warm and fuzzy about Disney? 15% of licences is a lot of chocolate lollipops, sugary drinks and cup cake mixes.

Apparently yes

- The School Food Trust is using High School Musical 3 to promote school meals
- And Dawn Primarolo publicly praised the new Disney/Tesco partnership in a speech in October 2008

“Tesco, for example, now uses Disney characters like Tigger and Mickey Mouse to promote fresh fruit, juices, cereals and yoghurts in its stores. It’s socially-conscious, socially-responsible marketing at its best. I want to see more of it”

Good old Disney?

- *Disney is increasing its focus on healthy snacks with the introduction of a new co-branded line with UK supermarket Tesco. While helping present the company as a responsible business, the move could also be highly lucrative for Disney as it further exploits consumer interest in healthier foods. Of course, Disney is not merely forming these deals for altruistic reasons, but because it believes the healthy snack arena will be highly lucrative in the long term*
- Food Business Review, Oct 2007

So I just had to go shopping

- The Tesco/Disney food lines are very intriguing
- The Disney branding is actually pretty subtle – we missed it on a lot of things and the teenagers I was with thought it was *‘lacklustre’* and *‘unlikely to be attractive to children when you compare it with other brightly coloured products available’*



And a few questions popped up?

- **Were these foods more expensive than non-Disney alternatives?**
- Not for everything – the fruit was the same price as similar fruit with or without the very subtle Disney picture on the pack – but other cheaper fruit was available
- The fruit juice cartons were 6p more each, raisins and cheese sticks a little more (but these are always expensive ways of buying these foods). Nothing was cheaper.

- **Were the options actually healthier?**
- **Did they taste good?**
- This is where it gets a little trickierthe cereal bars were lower in fat but higher in sugar than classic alternatives – the smaller children’s bars looked healthier, but GDA labels make it impossible to compare products easily
- But they tasted horrible – *‘like chewing on very sweet cardboard with a slightly sinister after taste’* was the opinion of my non-scientifically organised taste panel.

- The fromage frais wasvery sweet (with an extra teaspoon of sugar in every 50g pot to add to the fruit puree)
- The probiotic yoghurt drinks werevery sweet (with another extra teaspoon sugar added per carton)
- I bet you can see where this is going

And the drinks

- The smoothies wereintensely sweet (and have a whopping 24g of sugar per carton – yep, 24g in 180ml)
- The subtle branding on the water made it unlikely any child would spot they were being manipulated by an aspiration at all

And what about the ready meals?

- Call me sad, but I was confused by some of these and had a closer look
- Take chicken roast dinner - £1.99 and suitable for a 5-10 year old – according to the label contains one of your 5-a-day and 4.5g of fibre*

* (although by my calculations it highly unlikely that there is more than about 2.5g NSP fibre per pack)





So is this really the way we want children to eat?

- The largest component of a meal being gravy and the main ingredient water?
- Only 15% of energy but nearly 30% of salt?
- A paltry 30g of potato and 40g of vegetables?

‘Bringing Magic to Mealtimes.

Trusted by Parents. Loved by Kids’

So can we rely on food manufacturers to help our children eat well?

- There are hundreds of examples of marketing of foods under the ‘healthy label’ that can be dissected and debated – if you don’t already, subscribe to *The Food Magazine*
- Do we truly believe that the only way to help children and young people eat well is through commercial tie-ins, fancy packaging and added value drinks and snacks?
- At the moment it appears that public health **and** public money says yes.
- I’m not convinced

So let's feed our hungry 5 year old from the Disney/Tesco range

- A bowl of multigrain stars cereal (7g sugar)
- A probiotic drink (5g sugar)
- A lunchbox with a cereal bar (6g sugar), a fromage frais (4g sugar) and a carton of apple juice (19.8g sugar)
- A ready meal of tuna pasta (with all of 28g tuna and apparently some 'magical hidden vegetables')
- An apple, an orange and a banana
- A smoothie (24g sugar)

- Total NME sugar? About 66g – 15% of the energy intake for a 4-6yr old
- (and where are the vegetables??)

So let's feed our hungry 5 year old from ordinary food

- A bowl of weet bisks (2g sugar) with a teaspoon of sugar (5g)
- A glass of milk (0g sugar)
- A lunchbox with $\frac{1}{2}$ a currant bun (3g sugar), a fromage frais (4g sugar) and water to drink
- A ready meal of tuna pasta (with hopefully at least 60g tuna/portion and some real vegetables)
- An apple, an orange and a banana
- A glass of (diluted) orange juice (8g sugar)

- Total NME sugar? About 22g – 5% of the energy intake for a 4-6yr old

And you knew I was going to mention sugar

- In September 2004 The Department of Health publicly declared war on sugar and announced that they would be looking at a campaign to reduce the amount of sugar people are eating – citing rising obesity, tooth decay and insulin resistance as the consequences
- In October 2008 Dawn Primarolo said
*“Sugary drinks and confectionery are the big sources of sugar in our diet, and there’s **emerging evidence** linking them with weight gain”*

FSA comments on draft saturated fat and energy programme (2007)

“We do not understand the focus on sugar – all expert reviews have concluded that there is inadequate evidence to attribute any risk of disease to sugar consumption, with the exception of dental decay”

- Cadbury Schweppes, British Sugar, Mars, FDF

“ A reduction in saturated fat and sugars would result in protein levels increasing. This could lead to rebound adiposity in young children”

- FDF, Sugar Bureau

“ Breakfast cereals, soft drinks and pastry are not appropriate for reformulation – further efforts should be made on consumer education and research”

- BRC, Kelloggs

“ *Targets are not necessary – reformulation will take place independently; many products have already undergone reformulation; could stifle innovation; could be used out of context to demonise certain food groups; create a burden on industry resources; not appropriate particularly for luxury products; **key is to provide consumers with choice in order for them to choose a healthy, balanced diet**; reformulation is driven by market forces/consumer acceptability and not by targets”*

- Heinz, GSK, Nestlé, Dow AgroSciences, Premier Foods, Waitrose, Cadbury Schweppes, Mars, BCCCA, FDF, BRC, UB, Dairy UK, Pepsico, BCB

- Many of these companies are joining the DH *Change4Life* campaign and have promised to help us all (and this is my cynical take)
'be active, rehydrate and buy healthy food in January'
- But sadly this November, it is certainly not healthy food that the supermarkets want you to pile into your trolleys.....

Half Price

£1

23 Crisps Nuts Snacks

Sparkling Drinks

Multi Pack Snacks

£1

Half Price

Half Price

£1



23

Special Price



Half Price

Half Price

Will it all be different next November?

- January will see unprecedented marketing of healthy foods, will this be sustained?
- There will be ever increasing amounts of added value products such as probiotic drinks, smoothies, fortified cereal bars and healthy looking ready meals to help parents meet their families needs
- And will we all end up convinced of the coca-cola mantra ***'its all about balance – creating an environment which encourages choice, but also balance'***

So is this where public money should go?

- Or should we be trying to really invest in changes for children where we can make them – health promoting environments and better training for those who support them around food and meals?
- Or are we just part of a hypothesis testing exercise – what happens if food and health policy just ‘leaves it to Tesco’?

Got a view? Want to argue?

Leave your comments at
www.cwt.org.uk

