

Examining Chile's unique food marketing policy: TV advertising and dietary intake in preschool children, a pre- and post- policy study

Por: [Jensen, ML](#) (Jensen, Melissa L.)^[1,2,3]; [Carpentier, FD](#) (Carpentier, Francesca Dillman)^[4]; [Adair, L](#) (Adair, Linda)^[1]; [Corvalan, C](#) (Corvalan, Camila)^[5]; [Popkin, BM](#) (Popkin, Barry M.)^[1,2]; [Taillie, LS](#) (Taillie, Lindsey Smith)^[1,2]

PEDIATRIC OBESITY

Número de artículo: e12735

DOI: 10.1111/ijpo.12735



Acceso anticipado: OCT 2020

Tipo de documento: Article; Early Access

[Ver impacto de la revista](#)

Abstract

Background The Chilean government implemented the first phase of a comprehensive marketing policy in 2016, restricting child-directed marketing of products high in energy, total sugars, sodium or saturated fat (hereafter "high-in").

Objectives To examine the role that high-in TV food advertising had in the effect of the policy on consumption of high-in products between 2016 and 2017.

Methods Dietary data were obtained from 24-hour diet recall measured in 2016 (n = 940) and 2017 (n = 853), pre- and post-policy, from a cohort of 4 to 6 years children. Television use was linked to analyses of food advertisements to derive individual-level estimates of exposure to advertising. A multilevel mediation analysis examined direct and indirect effects of the policy through advertising exposure.

Results Children's high-in food consumption and advertising exposure declined significantly from 2016 to 2017 ($P < .01$). Consumption changes were not significantly mediated by changes in advertising exposure, which might suggest other elements of the Chilean Law potentially driving decreases in consumption to a greater extent than TV ads.

Conclusions Preschoolers' exposure to high-in advertising and consumption of high-in products decreased post-policy. Further research is needed to understand how marketing changes will relate to dietary changes after full implementation of the law and in the long term.

Palabras clave

Palabras clave de autor: [dietary intake](#); [food advertising](#); [food environment](#); [food marketing](#); [policy](#)

KeyWords Plus:[NONCOMMUNICABLE DISEASES EPIDEMIC](#); [UNHEALTHY FOOD](#); [STRUCTURAL RESPONSES](#); [OBESITY](#); [METAANALYSIS](#); [ADOLESCENTS](#); [OVERWEIGHT](#); [EXPOSURE](#); [LAW](#)

Información del autor

Dirección para petición de copias:

University of North Carolina University of North Carolina Chapel Hill Univ N Carolina, Dept Nutr, Gillings Sch Global Publ Hlth, 123 W Franklin St, Chapel Hill, NC 27516 USA.

Dirección correspondiente: Taillie, LS (autor correspondiente)

+ Univ N Carolina, Dept Nutr, Gillings Sch Global Publ Hlth, 123 W Franklin St, Chapel Hill, NC 27516 USA.

Direcciones:

- + [1] Univ N Carolina, Dept Nutr, Gillings Sch Global Publ Hlth, 123 W Franklin St, Chapel Hill, NC 27516 USA
- [2] Carolina Populat Ctr, Global Food Res Program, Chapel Hill, NC USA
- + [3] Univ Costa Rica, Sch Nutr, San Jose, Costa Rica
- + [4] Univ N Carolina, Hussman Sch Media & Journalism, Chapel Hill, NC 27515 USA
- + [5] Univ Chile, Inst Nutr & Tecnol Alimentos, Macul, Chile

Direcciones de correo electrónico:taillie@unc.edu

Financiación

Entidad financiadora Mostrar más información	Número de concesión
Bloomberg Philanthropies	
International Development Research Centre (IDRC)	108180 107731
Comision Nacional de Investigacion Cientifica y Tecnologica (CONICYT)	1161436
United States Department of Health & Human Services National Institutes of Health (NIH) - USA	T32 HL129969-01A1
Carolina Population Center	P2C HD050924

[Ver texto de financiación](#)

Editorial

WILEY, 111 RIVER ST, HOBOKEN 07030-5774, NJ USA

Información de la revista

- **Impact Factor:** [Journal Citation Reports](#)

Categorías / Clasificación

Áreas de investigación:Pediatrics

Categorías de Web of Science:Pediatrics

Información del documento

Idioma:English

Número de acceso: WOS:000583775400001

ID de PubMed: 33105522

ISSN: 2047-6310

eISSN: 2047-6302