



Polish experiences as an example of effective self-regulation for food advertising to children

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Background information

- In 2012, the Polish Federation of Food Industry (PFPZ) succeeded in modifying basic self-regulation of advertising in the Polish market titled “**Code of Ethics in Advertising**” incorporating therein an appendix titled “Standards of Food Advertising targeting Children”, reflecting the EU Pledge.
The Code of Ethics in Advertising applies to both the advertisers and the broadcasters.
- However, **its coverage in relation to broadcasters has proven too limited** for the National Broadcasting Council to recognise that self-regulation satisfies the statutory requirements. **Attention was also drawn to absence of transparent criteria** of assessment of products in terms of their nutritional properties.

Background information

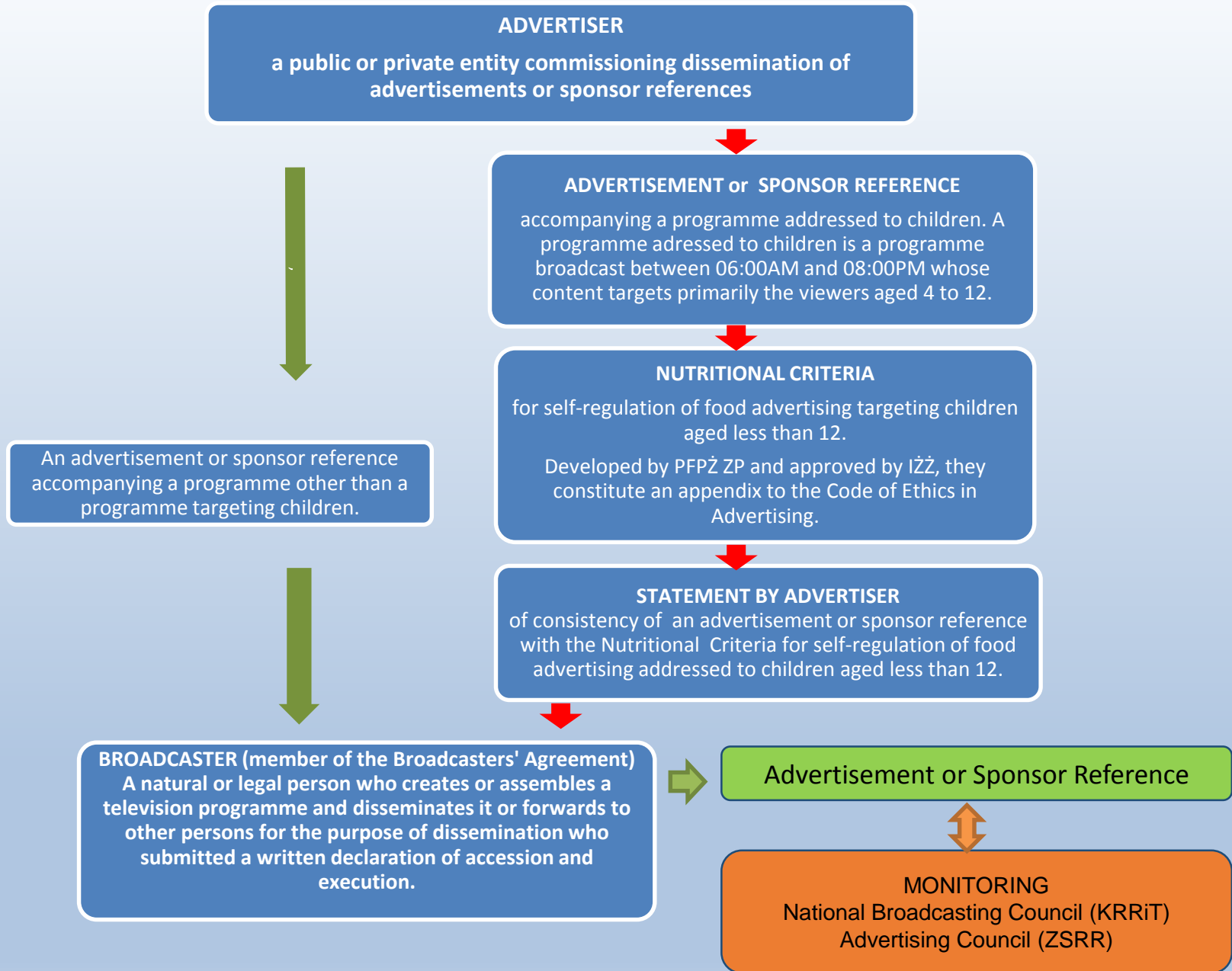
- In 2013, PFPŽ ZP took measures designed to transpose the set of nutritional criteria recorded in White Paper EU Pledge to the Code of Ethics in Advertising. In December 2013, the National Food and Nutrition Institute's has accepted the nutritional criteria proposed by PFPŽ ZP.
- A reference to the Nutritional Criteria was introduced to the Code of Ethics in Advertising, thus defining explicitly the nutritional criteria accepted by the National Food and Nutrition Institute, as the basis for a system of self-regulation in the area of food advertising targeting children.
- In parallel, discussions were initiated with the key broadcasters relating to their accession to the self-regulation scheme based on the Code of Ethics in Advertising.
- The broadcasters proposed establishment of their own self-regulation system based however on the Nutritional Criteria.

Self-regulation – broadcasters agreement



- The self-regulation was officially signed and announced by the Broadcasters and the National Broadcasting Council (KRRiT) on 29 October 2014. **This means that beginning January 1, 2015**, commercial communication are the subject to the rules as stated in the agreement.
- The rules have been officially endorsed in Poland by the Broadcasters, the National Broadcasting Council (KRRiT), and the Ministry of Health.
- The broadcasters' self-regulation applies to programs addressed to children as per the following definition: *Programme for children – is a TV programme within the meaning of the Broadcasting Act that, by virtue of the broadcasting time (from 06:00AM to 08:00PM) and content, is addressed (targets) primarily viewers (children) aged 4 (four) to 12 (twelve).*





What food products does the limitation concern?

- Products containing nutrients, which excessive presence in the daily diet is not recommended.
- Products are defined in “Nutritional Criteria for Self-Regulation of Food Advertising Targeting Children Aged less than 12”
- Categories of food products, for which any criteria for advertising to children under 12 years of age were not provided (such products will not be advertised to children under 12 years of age):
 - Sugar and sugar-based products, comprising:
 - Chocolate and chocolate products,
 - Jam or marmalade,
 - Non-chocolate candy and other sugar products
 - Non-alcoholic drinks;
 - Potato chips and potato-based snacks, including products made from dough;
- Other products: according to the parameters defined in „Nutritional Criteria ...” regarding the content of Energy, sodium, saturated fats and sugars.

Nutrition criteria by categories

- Vegetable oils, butter and spreadable fats & emulsion-based sauces
- Fruits, vegetables and seeds and their products except oil
- Meat based products
- Fishery products
- Dairy products
- Cereal based products
- Other cereal based products
- Soups, composite dishes, main courses and filled sandwiches
- Meals
- Edible ices

Example of nutrition criteria by categories

| Category 5: Dairy products | | | | | |
|--|------------------------------------|---------------------------------|--|--------------------------------------|--|
| Sub-category A: Milk, non-fermented milks, fermented milks, dairy desserts and sweet fresh/ soft cheese; curd & quark Must contain minimum 50% dairy (Codex Alimentarius standard) | | | | | |
| Przykłady | Energy (kcal/100g or 100 ml) | Sodium (mg/100g or 100ml) | Saturated fats (g/100g or 100ml) | Total sugars (g/100g or 100ml) | Components to encourage |
| Milks and milk substitutes; fermented milks, fermented milk based products, sweet fresh/ soft cheese; curd & quark; dairy desserts. | ≤136 | ≤ 300 | ≤ 5 | ≤ 13,5 | Protein: ≥12 E% or ≥2 g /100g or 100ml AND/OR at least one source of: Calcium or Vit D or any Vit B |

Broadcasters are not a food experts

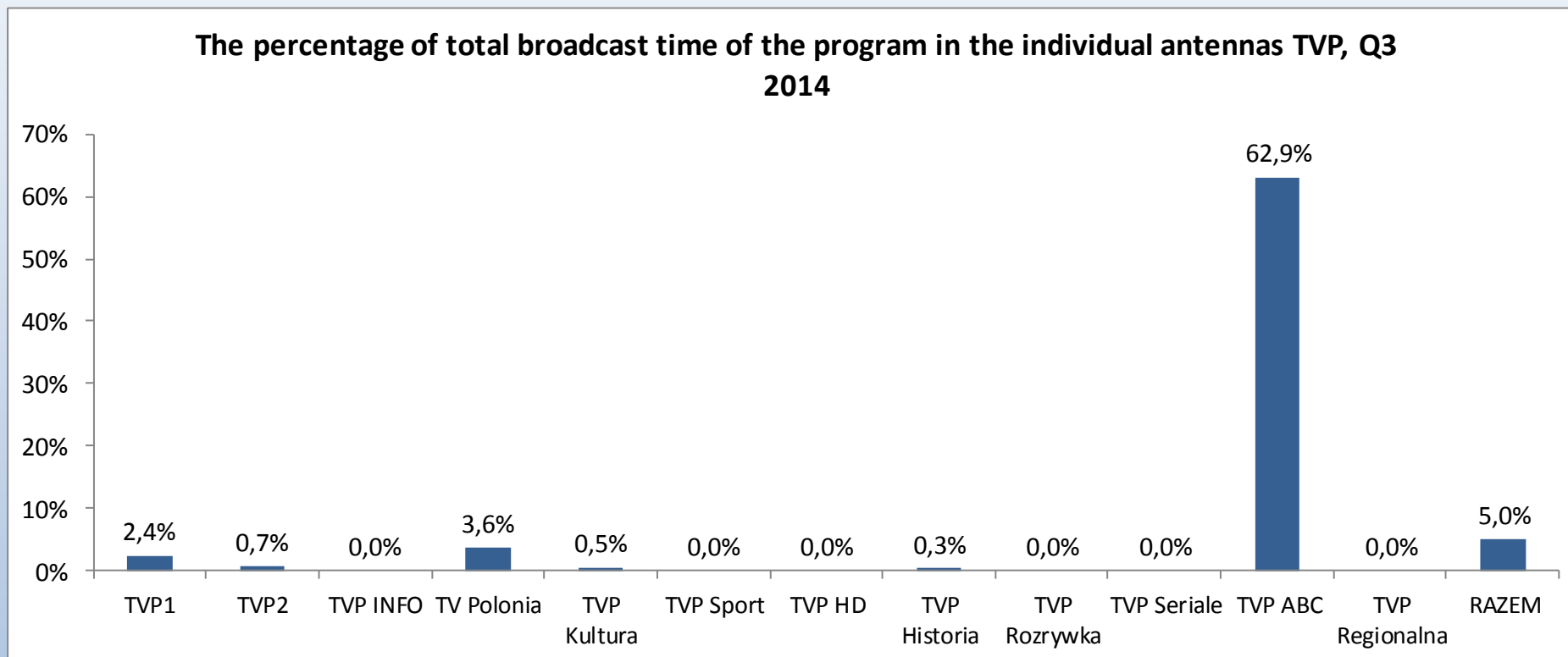
- The decision whether a particular food product meets the Nutritional criteria or not, **belongs only to advertisers.**
- Advertiser send the Statement of compliance with the nutritional criteria nutritional content of its advertisements and sponsorship references.
- One advertisement (no matter how many products are presented) = one statement.
- If at least one product in the advertisement does not meet the Nutritional criteria = whole advertisement does not meet them.
- The statements are sent in the same way as specifications for movies are.
- The systems will be introduced, which pegg the upload video to an FTP server from the switch specifications and statements (or information about his lack of it).

What happens with the advertisements without Statements?

The lack of Statement excludes the possibility of an advertisement or sponsorship reference emission directly on the broadcasts for children.

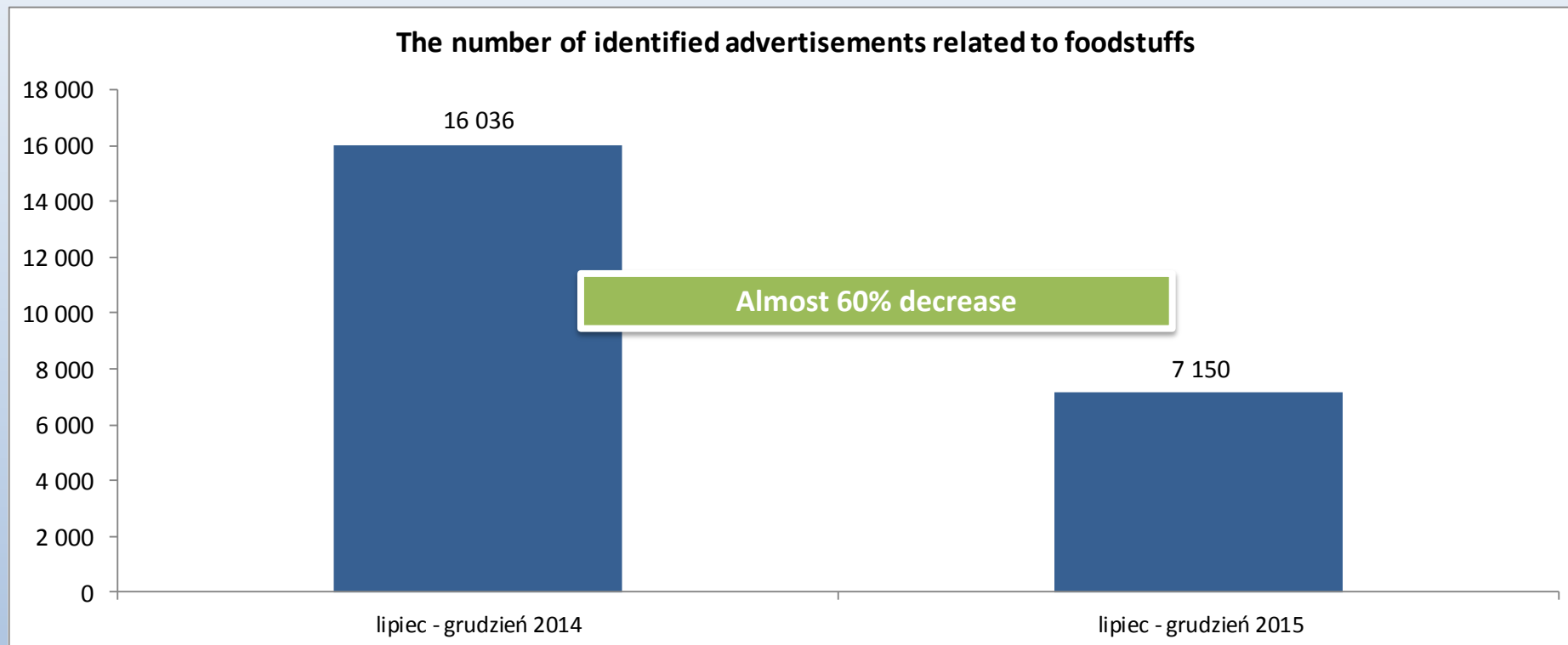
Movies, accompanied by a statement may be issued as yet, no restrictions.

The scale of the presence of children's programs on TV

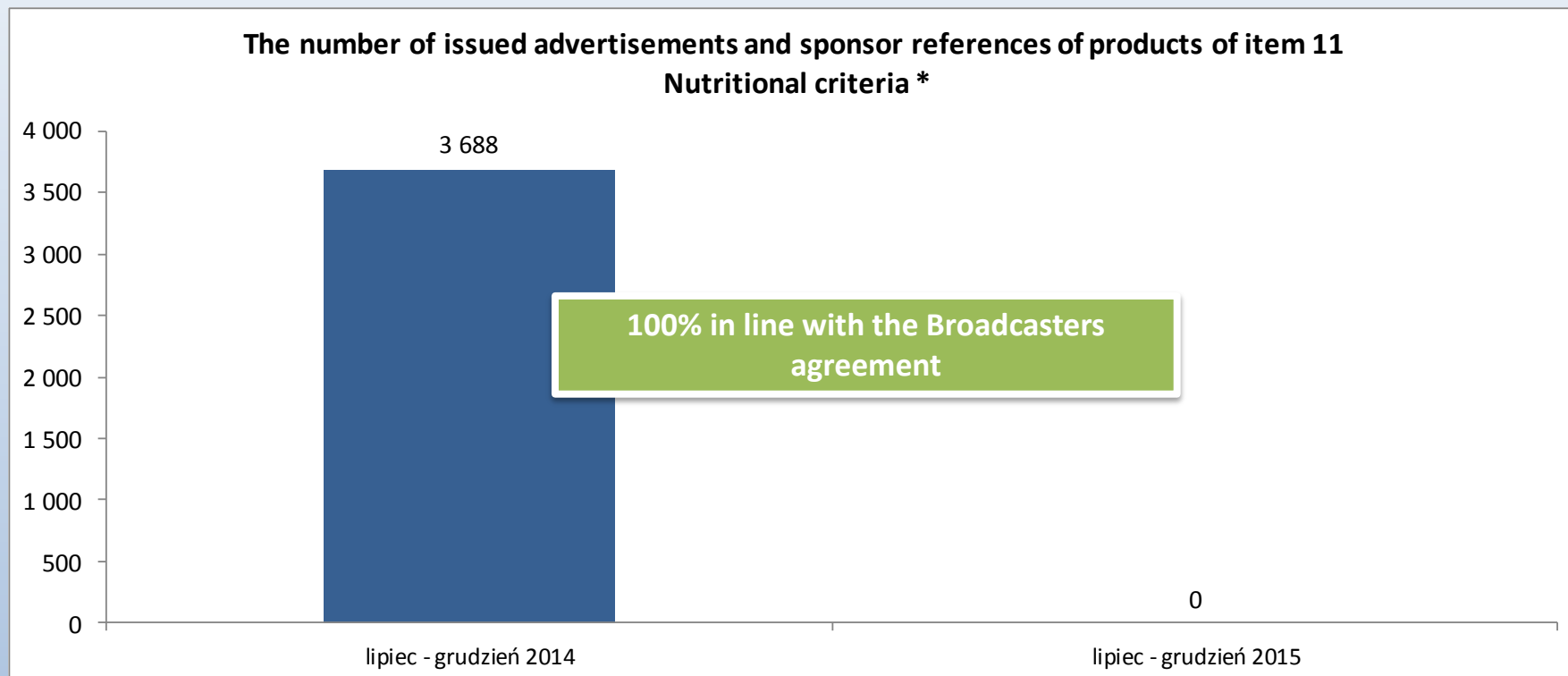


With the exception of TVP ABC programs for children are the margin of program offer in Polish Television (TVP).

Results of the system' monitoring conducted by the National Broadcasting Council (KRRiTV)



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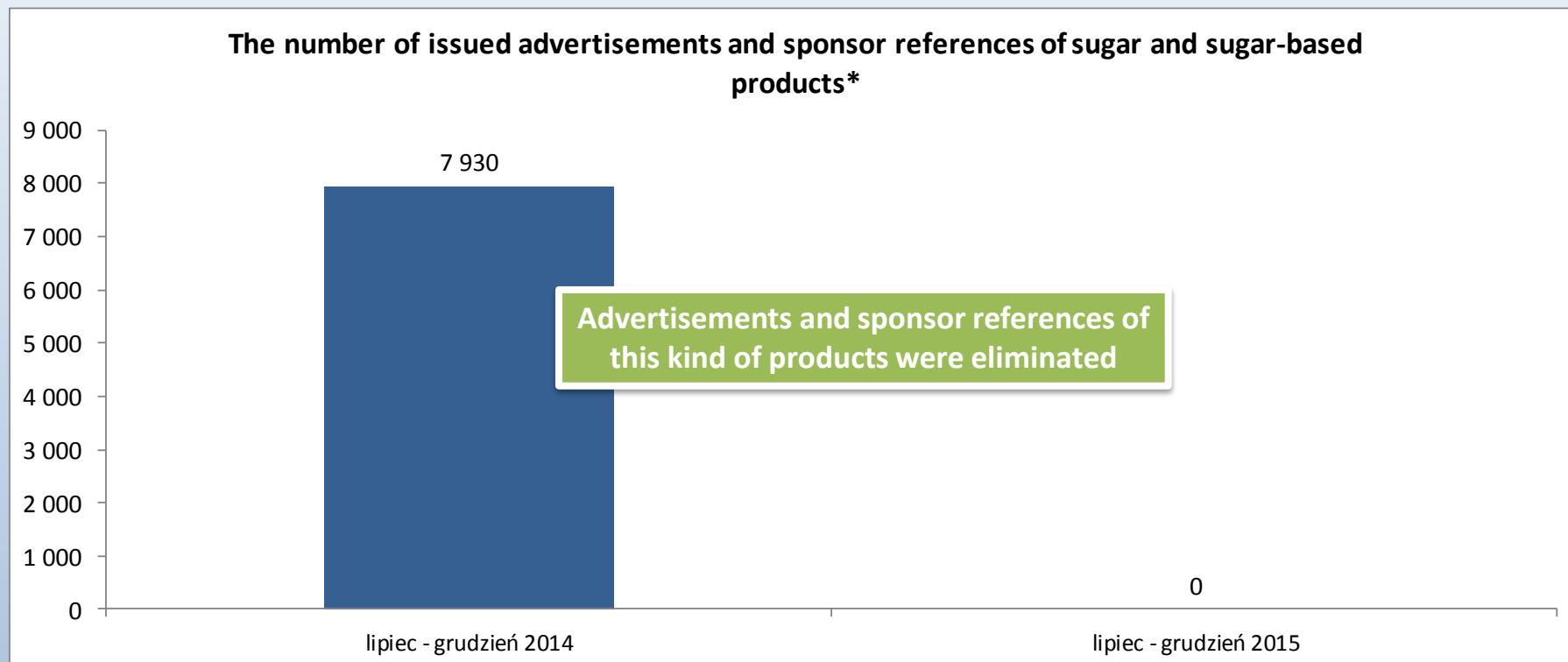
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Results of the system' monitoring conducted by the National Broadcasting Council (KRRiTV)



* - this category includes: croissants, jelly beans, lollipops and chewing gum

THANK YOU FOR YOUR ATTENTION