

Guidelines for Food Advertising to Children

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No / No information

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Guidelines for Food Advertising to Children

Legislation Details

The guidelines require all food and beverage products promoted in marketing communications targeted at children aged 12 and below to meet the Common Nutrition Criteria. The guidelines will apply to all media platforms.

URL link:<https://asas.org.sg/About/Childrens-Code>**Reference:**

WHO 2nd Global Nutrition Policy Review 2016-2017

Policy topics:

- Regulating marketing of unhealthy foods and beverages to children
- Advergaming
- Advertising (in streets and stores)
- Give-aways
- Internet
- Promotions
- Radio
- Sponsorship
- TV
- Use of licensed and brand equity characters
- Using celebrities
- Nutrient profile model (marketing)