



Kids'Cam

Children's everyday exposure to food marketing: a wearable camera study

Professor Louise Signal

National
Science
Challenges

HEALTHIER
LIVES

He Oranga
Māori

bode³

DIET 
Dietary Interventions:
Evidence & Translation



THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

INFORMAS

Benchmarking food environments





Kids'Cam

Aim

To examine the frequency & nature of NZ children's exposure to food marketing



Method

- ▶ 168 randomly selected Year 8 children from 16 Wellington schools
- ▶ Equal numbers by gender, ethnicity and SES
- ▶ Wore a camera and GPS recorder for four days
 - ▶ Photo taken every 7 seconds – 1.3 million photos
 - ▶ Longitude/Latitude every 5 seconds – 2.9 million GPS points





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Research Methods

Kids'Cam: An Objective Methodology to Study the World in Which Children Live

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November 2014

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ontology

Home
Default
Availability
In-store marketing
Print media
Product packaging
Bakery 1
Bakery 2+
Cereal (unhealthy) 1
Cereal (unhealthy) 2



KidsCam

X Home * Product packaging * Sugary drinks and juices 1



i 14:55:16



i 14:55:33



i 14:55:49



i 14:52:49



i 14:55:00



i 14:56:06

Kids'Cam strengths and limitations

Strengths

- ▶ Everyday environment from a child's perspective
- ▶ Exposure which overcome limitations of self or proxy-report
- ▶ Addresses obligation to children under the UN Convention on the Rights of the Child

Weaknesses

- ▶ Underestimation – screens and shops not included



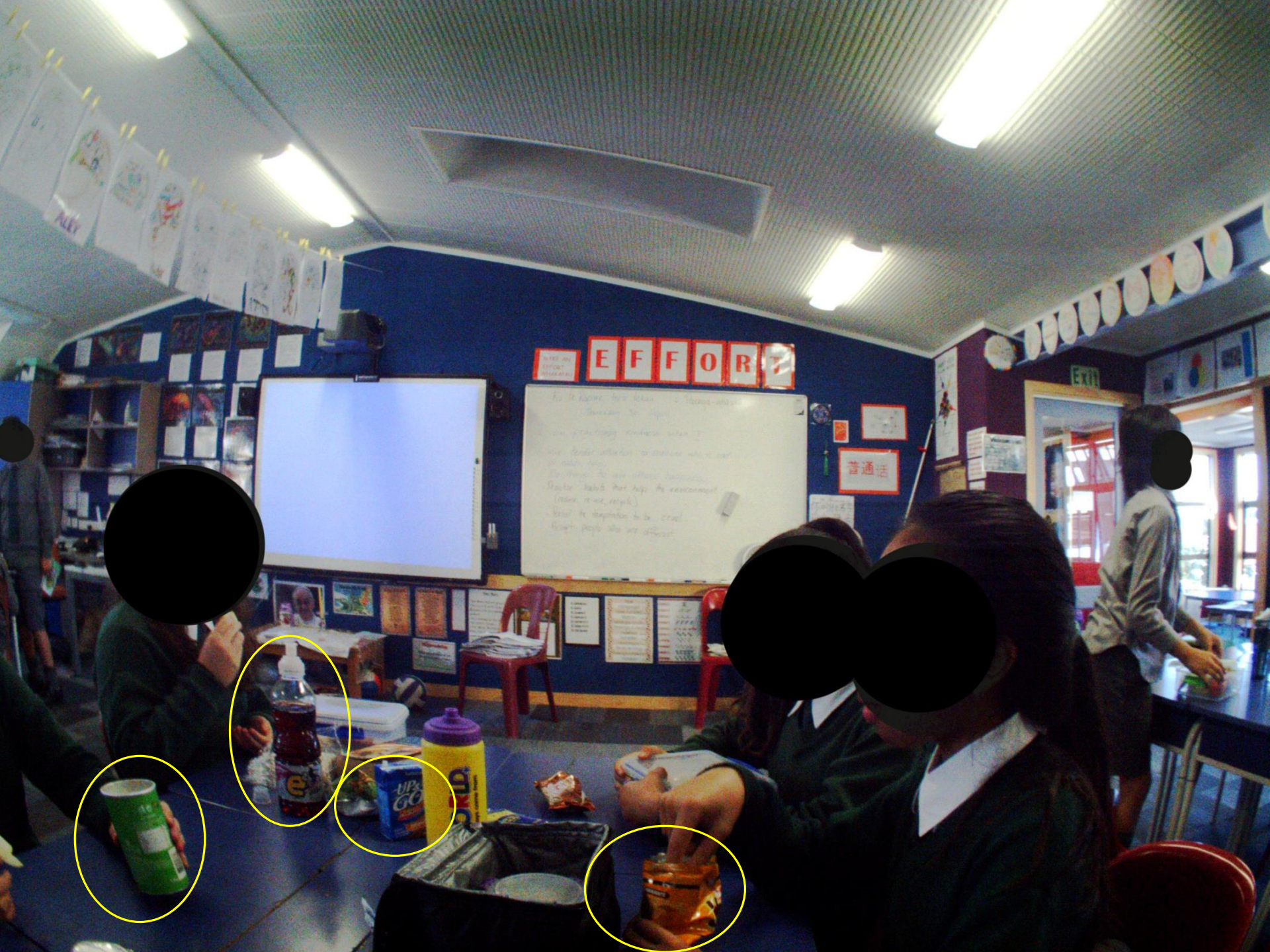


RESULTS









EFFORT

For to explore how to learn
Thinking for myself
and to be happy and successful when I
use my own abilities to achieve what I want
to achieve.
To think for my own success.
Teacher helps that help the environment
(more is not enough)
Keep the environment to be great
Keep people who are different

普通话





Mobil



drive thru

synergy

FUELUP

2.17



CONE
ICE CREAM

Coca-Cola
Coca-Cola
Coca-Cola

\$19
500MG
500MG

Prepaid Cards

Tip Top

Pre
pay

TOP UP
HERE

vodafone

DOMINION POST

ON
SALE
HERE



500ml
bill green
R.
50

Mont

Coke
2.25L.
2 For \$6.



ALL BLACKS





i'm lovin' it™

SHARING OUR

LOVE

WE'

At McDonald's®, I

not only enjoy

But, I

At McDonald's®, I

not only enjoy

But, I



Marketing for Powerade - *“it makes other people want to drink Powerade, ‘cos it’s like role model energy”*



Kiwi kids are exposed to 27 junk food advertisements a day, study finds

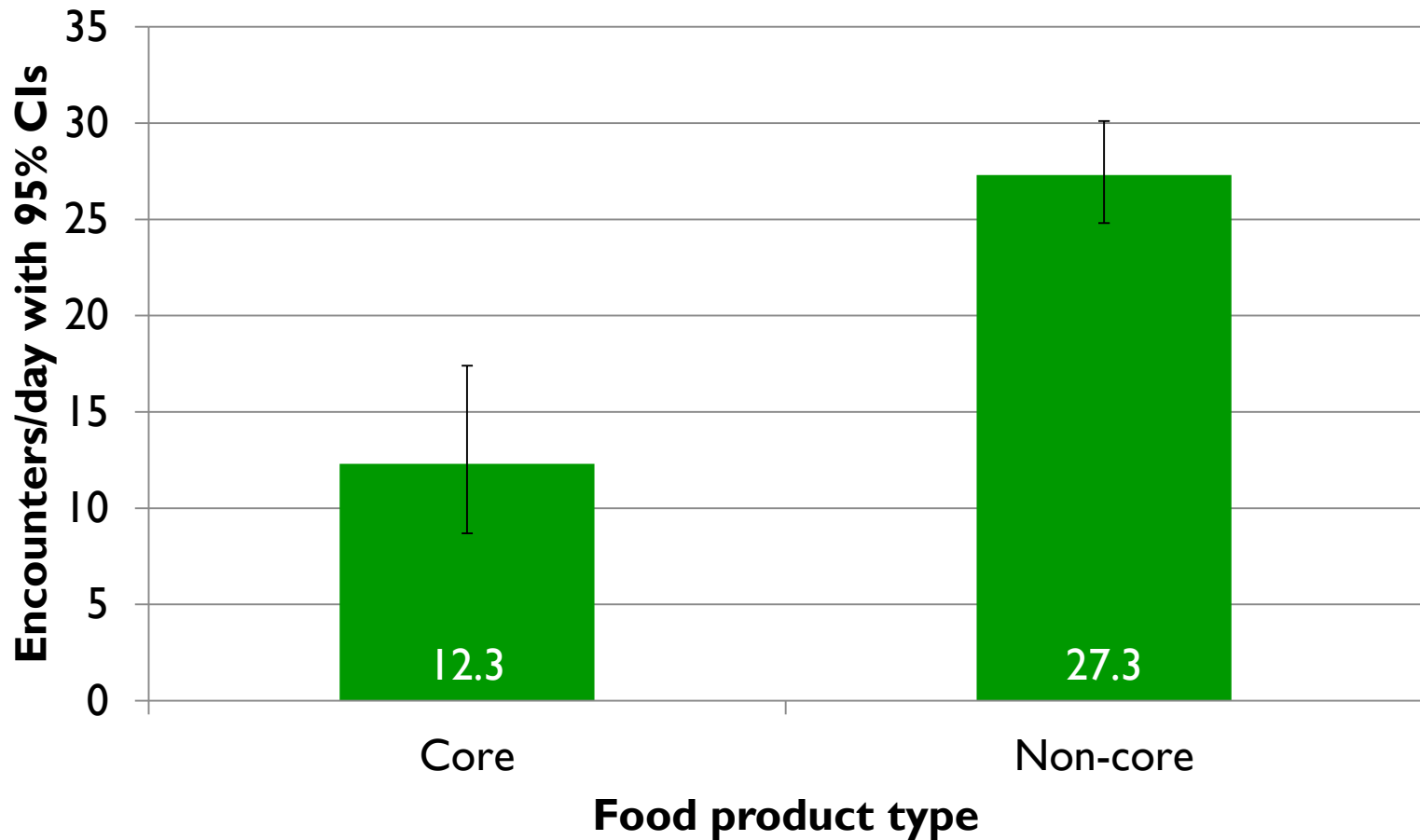
stuff

RACHEL THOMAS

Last updated 19:24, October 9 2017

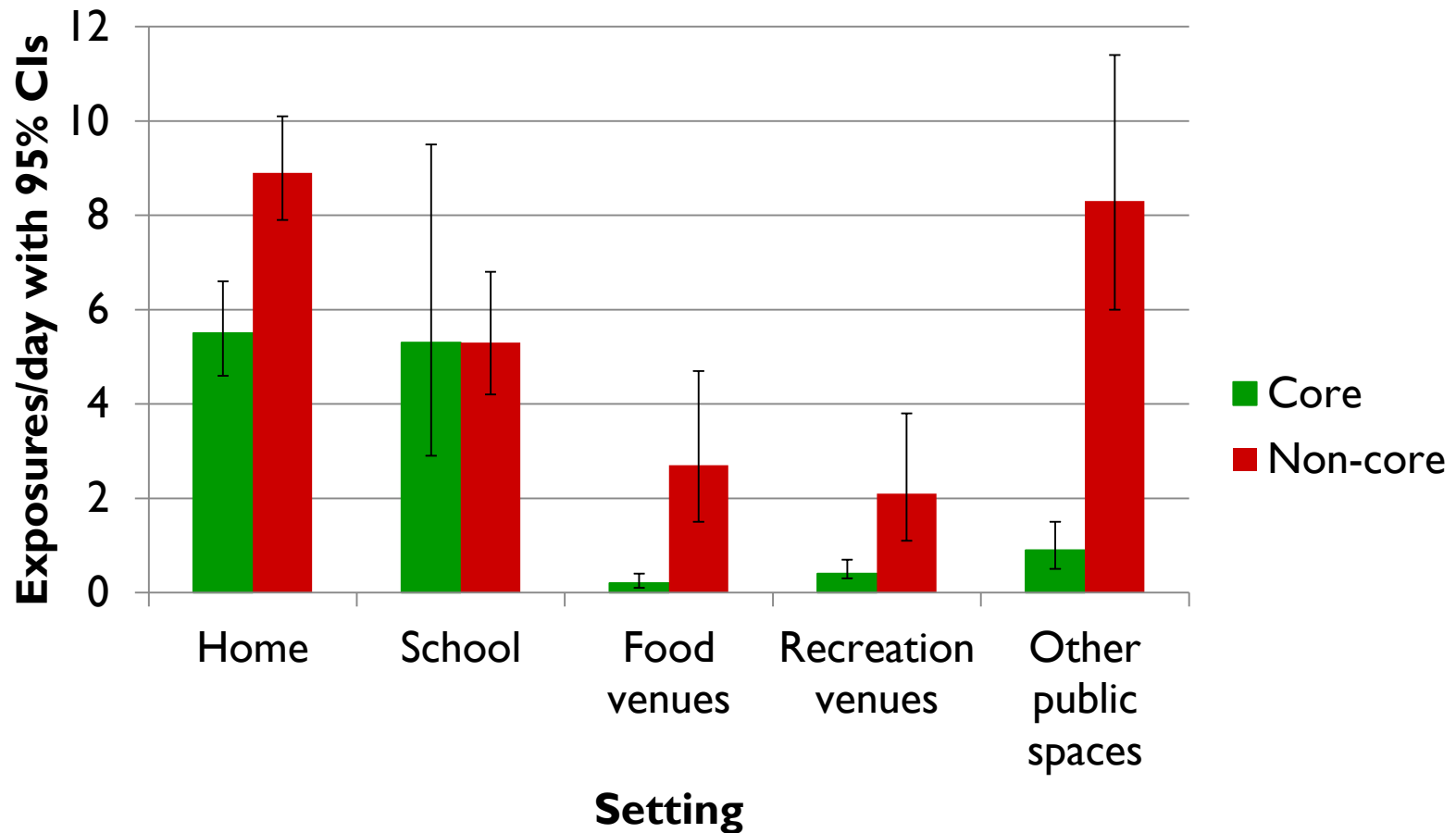


Mean rate of core and non-core food marketing encounters per day*



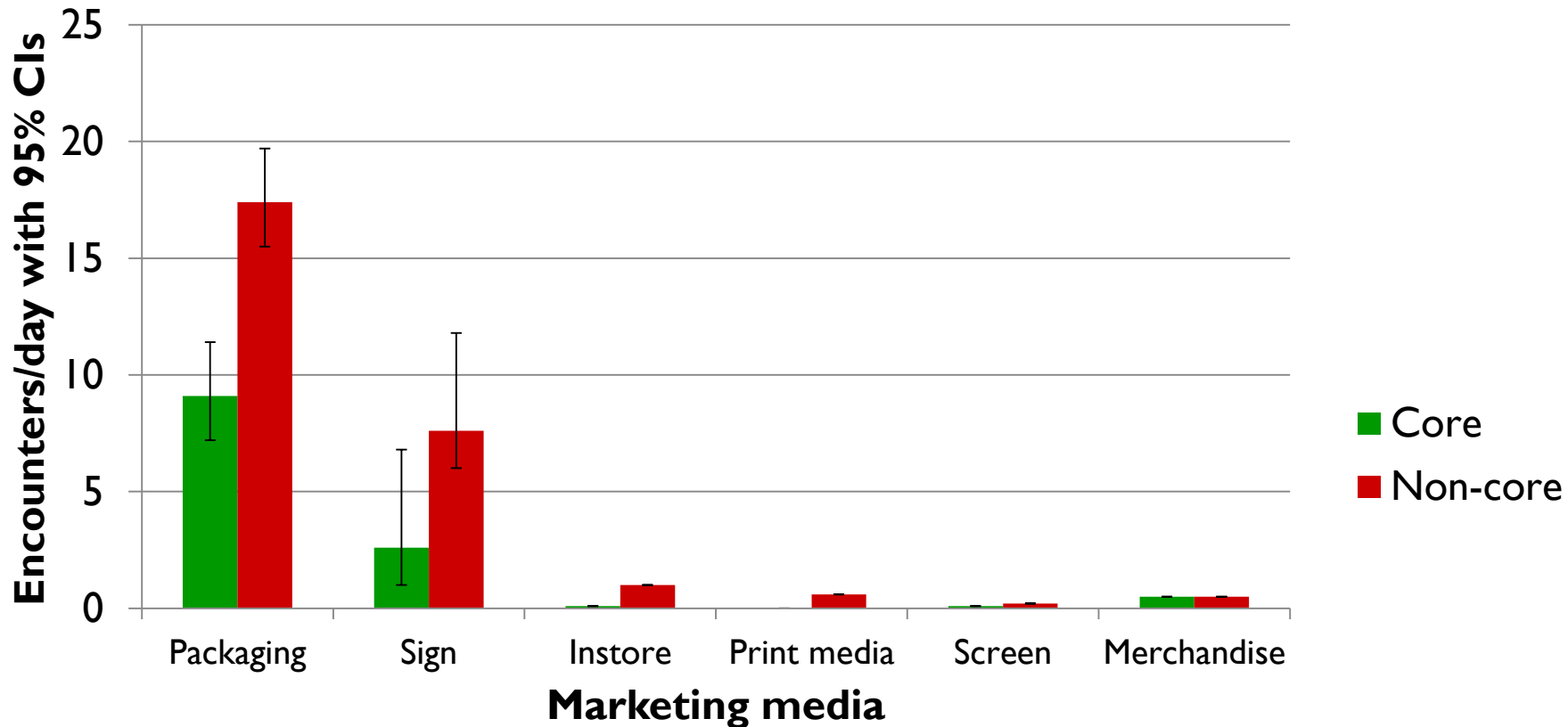
*Rate per 10 hours of photographs; across all settings and media

Mean rate of core and non-core food marketing encounters per day* by setting



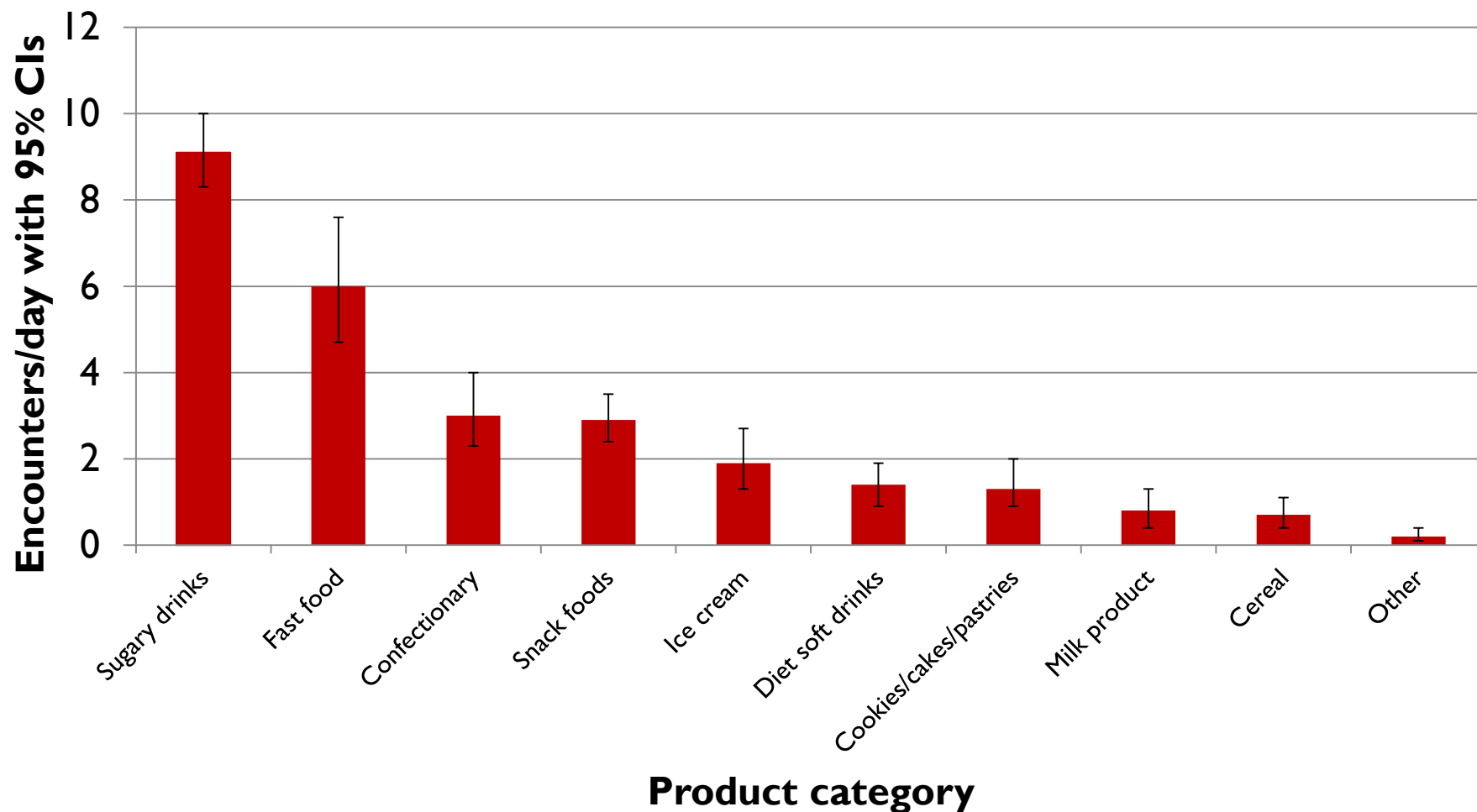
*Rate per 10 hours of photographs

Mean rate of core and non-core food marketing encounters per day* by media



*Rate per 10 hours of photographs

Mean rate of non-core food marketing encounters per day* by product categories



*Rate per 10 hours of photographs

Conclusions

- ▶ NZ children are surrounded by junk food marketing 2x healthy food marketing
- ▶ Current advertising regime does not protect children so need government regulation of advertising, well monitored with real sanctions
- ▶ Buy out sports sponsorship by junk food e.g. Gatorade and the ABs – HPA
- ▶ Local and central government leadership on advertising in public places e.g. clean zones around schools and in residential neighbourhoods
- ▶ Ban junk food in schools
- ▶ Consider plain packaging

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RESEARCH

Open Access



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Not one single country has managed to turn around its obesity epidemic in all age groups. This is **not a failure of individual will-power**. This is a **failure of political will to take on big business**....In the view of WHO, the formulation of health policies must be protected from distortion by commercial or vested interests (Dr Chan, Director-General WHO).



*Should Jacinda and other people take notice
of your point of view?*

Yes

*The future is like where we're going to be living, and it needs to
be a good place for us*





Our thanks

We thank the children, parents, caregivers and schools who let us into their lives.

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