



KIDS'CAM ANNOTATION PROTOCOL

Contents

Kids'Cam Image Annotation Manual	3
Study Objective:	3
Definitions	3
Annotation Rules	3
Uncodable Images	10
Uncertain of Correct Annotation	12
Nutrient Profiling	12
Data Analysis Rules.....	12
Ethical considerations	12
Definitions	14
Setting.....	14
Marketing Medium.....	17
Product Categories	19
Extra Definitions	20
Nutrient Profiling.....	22
Core Yoghurts	22
Core Breakfast Cereals.....	26
Cheat Sheet	35
References.....	36

Kids'Cam Image Annotation Manual

Study Objective:

To examine the frequency and nature of New Zealand children's everyday exposure to food and beverage marketing across multiple media and settings, and explore ethnic and socioeconomic differences.

Definitions

Marketing: "any form of commercial communication or message that is designed to, or has the effect of, increasing recognition, appeal and/or consumption of particular products and services. It comprises anything that acts to advertise or otherwise promote a product or service." (WHO, 2012).

Marketing Encounter: When food marketing of a single type for the same product is present in at least one image until it is followed by three consecutive images where the logo/product is completely absent. Note: there may be more than one marketing encounter in an image.

Frequency: The number of independent marketing encounters that contribute to the total number of exposures to food and beverage marketing.

Nature: The types of exposure in relation to the way the product is advertised. Relates to the marketing medium used to advertise the product as well as the setting the marketing exposure occurs in.

Annotation Rules

- 1) Images are only to be coded using an external computer screen no larger or smaller than 22". Do not code using a laptop screen or the Kids'Cam server screen.
- 2) For an image to be coded, there must be 50% of the logo or brand name or registered trademark (excluding colours and shapes) present in the Initial frame.

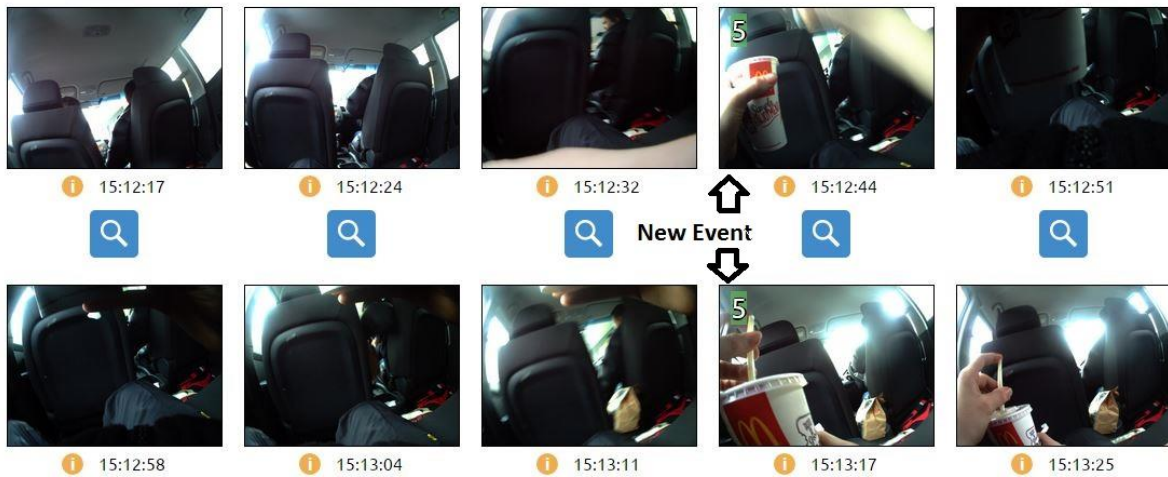
Subsequent images that contain any part of the logo or that product's associated branding may be coded as long as they are part of the same marketing encounter.

Some of the marketing must be present for previous rule applies. Example image below is codable but would not be without the label being present.

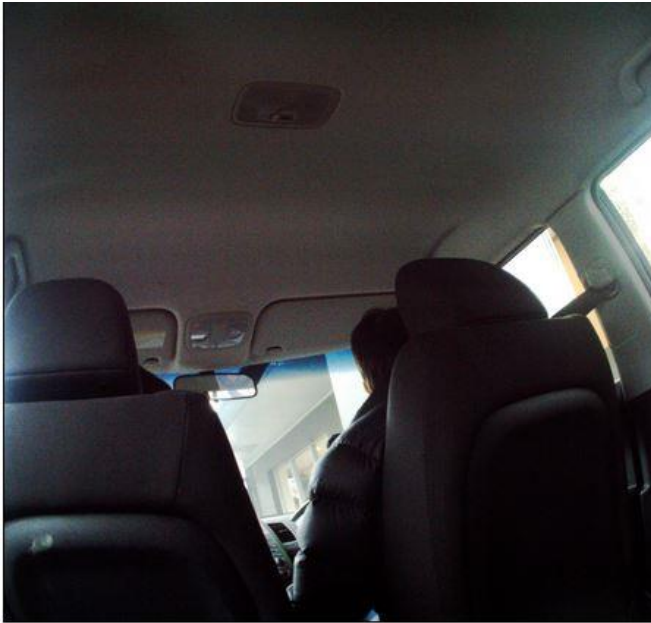
When coding subsequent images within a marketing encounter, you must be 50% or more sure that the product/advertising you see is the same as the one in previous images.



3) A marketing encounter is considered finished when there are three or more consecutive images without the product name or logo or associated branding.

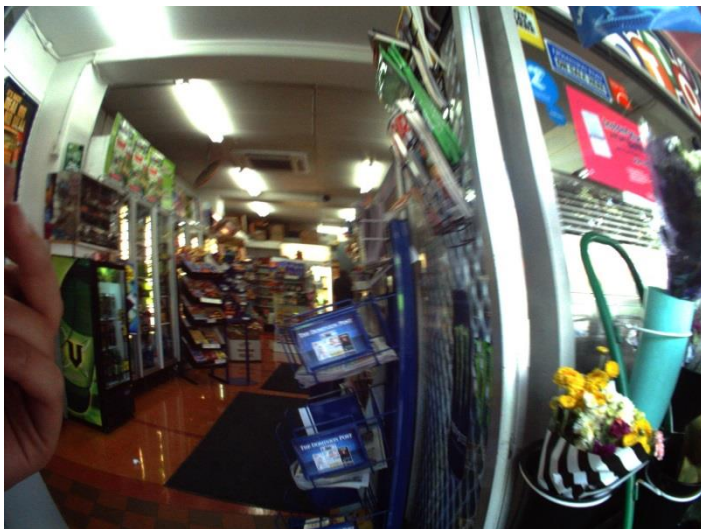


4) If there are no logos/products in an image the image must be coded for setting. The next two levels of the ontology will be coded default and default_1 respectively.



Private Transport (setting)→ Default (marketing medium) →Default_1 (Product)

- 5) The setting is coded by where the marketing event is occurring not where the participant is standing (see definition). Because the marketing is occurring within the Convenience Store this image would be coded:



Convenience Store- Indoor (setting)→ In-Store marketing (marketing medium)→ Convenience Store (product)

- 6) When coding an image with multiple settings make sure you code each setting independently to limit any potential error. For example,



This image has two annotations (i) on the street and (ii) two annotations for shop front. which should be coded:

Street→Vending machine external→Sugary drinks and juices 1

Street→Product Packaging→Sugary drinks and juices 1

Then:

Shop Front→ Sign→ Ice Cream 1

Shop Front→ Sign→ Convenience Store 1

- 7) Note there may be two brands on one product/advertisement that both need to be coded for. For example:

Fast food (Burger King) + Sugary Drink (Coke)



Confectionary(Whittaker's)+ Cookies, Cakes, Pastries (Griffin's)



Fast food (Mc Donald's) + Sugary Drink (Coke)

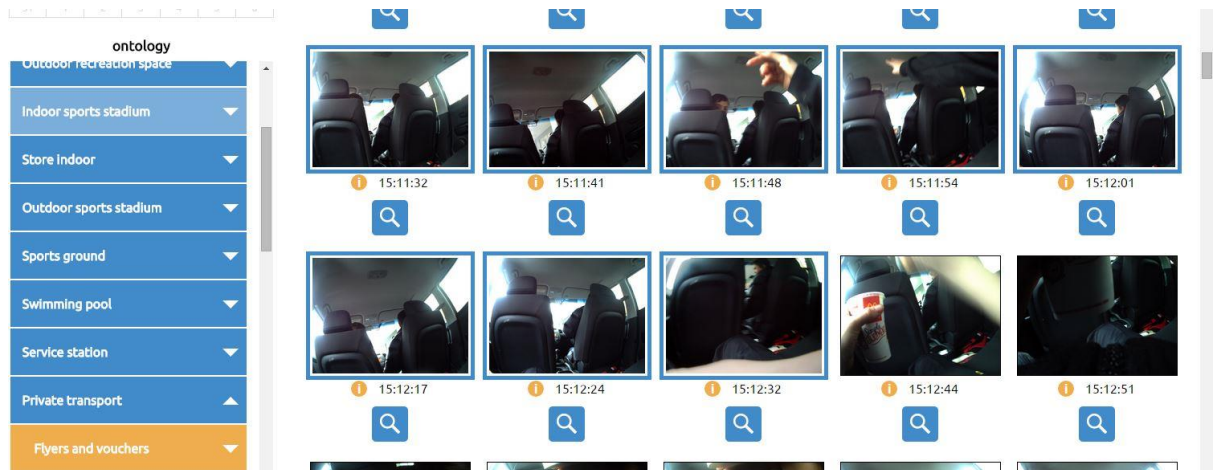


- 8) Due to the difficulty in trying to code supermarkets and convenience stores these settings have also been created as product categories.



E.G. Convenience Store- Indoor (setting)→In-store Marketing→ Convenience Store

Supermarket_indoor (Setting)→ In-Store Marketing→ Supermarket (product)



- 9) If there are two or more pieces of marketing in the same image that are the same Setting/marketing medium/product category (but different brands) then they are coded with two codes:

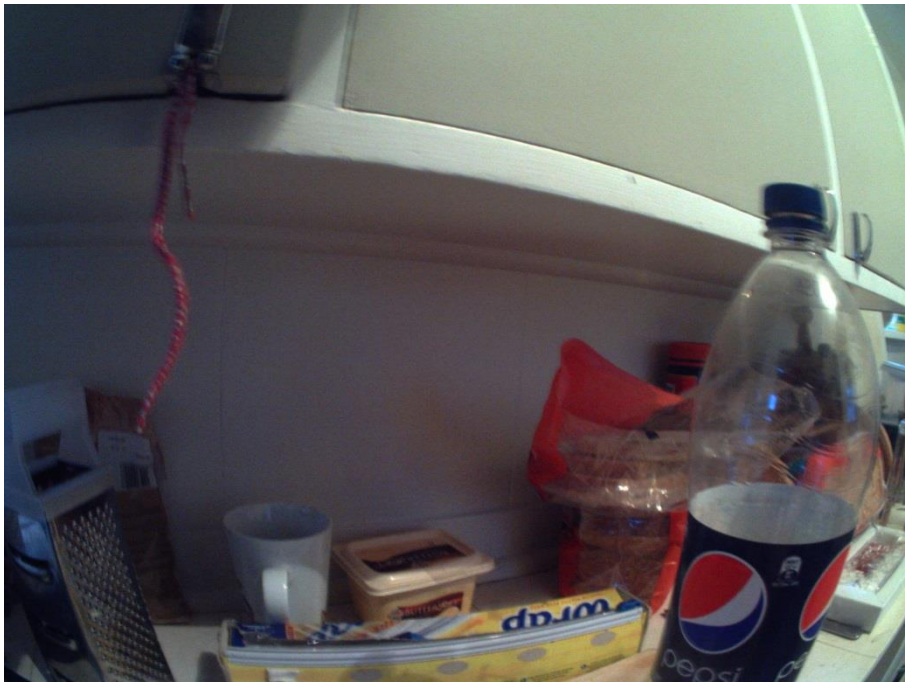


Full Service Restaurant → Product Packaging → Sugary drink 1

This image also contains another product category so there would be an additional annotation:

Full Service Restaurant → Product Packaging → Diet Drink

10) Condiments are NOT coded



For example in this image the butter and Marmite would not be coded for as they are condiments.

11) Mobile food vendors are coded differently. First, code for the setting they appear in, then, select mobile food vendor, and then the product category they are advertising.



Fresh food market→ Mobile Food Vendor→ Fast food2

Fresh food market→ Mobile Food Vendor→ Sugary drinks and juices2

- 12) Because it can be difficult to determine the difference between convenience stores and supermarkets from the outside, it is possible to retrospectively annotate these if new information is presented in subsequent images that changes code. For example

Initially coded as Supermarket



Then coded as Convenience Store



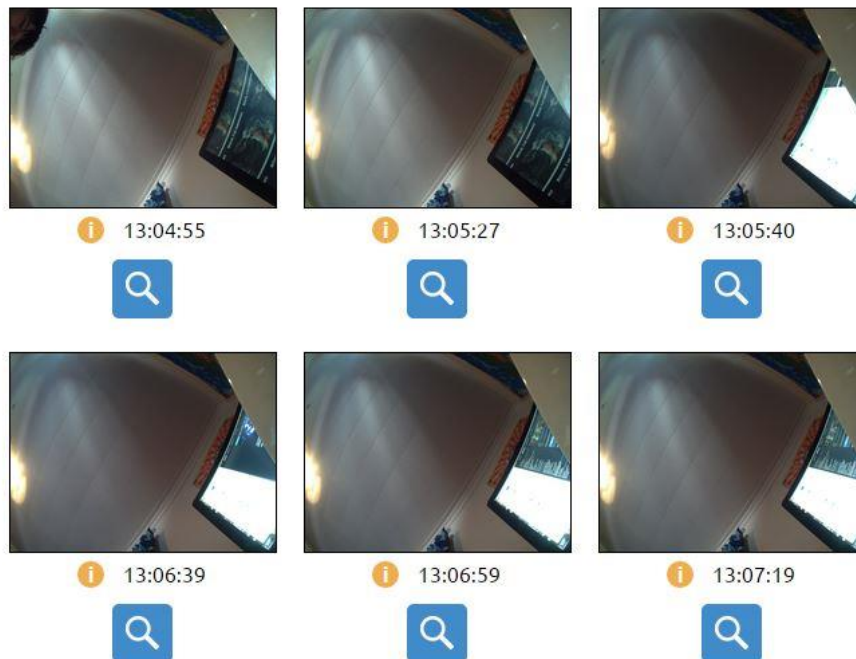
In this situation it is acceptable to retrospectively go back and re-annotate the supermarket tags as convenience store

- 13) There are both healthy and unhealthy milk products (Yogurts) and cereals. They products have been categorised according to their nutrient profile (see nutrient profiling). If a brand appears that does not appear on the list of options in the nutrient profiling section then it is coded as unhealthy.
- 14) If it takes you longer than 10 seconds to determine whether marketing is clearly present then do not code the image.
- 15) You must take a short break every 30 minutes of annotation as continuous spells of annotation over this time are prone to measurement error.
- 16) From September 28 2014-April 5 2015 the times have not been adjusted for daylight savings. For example, the annotation framework will show 6am when it is really 7am. Participant numbers 600800-190120 affected.

Uncodable Images

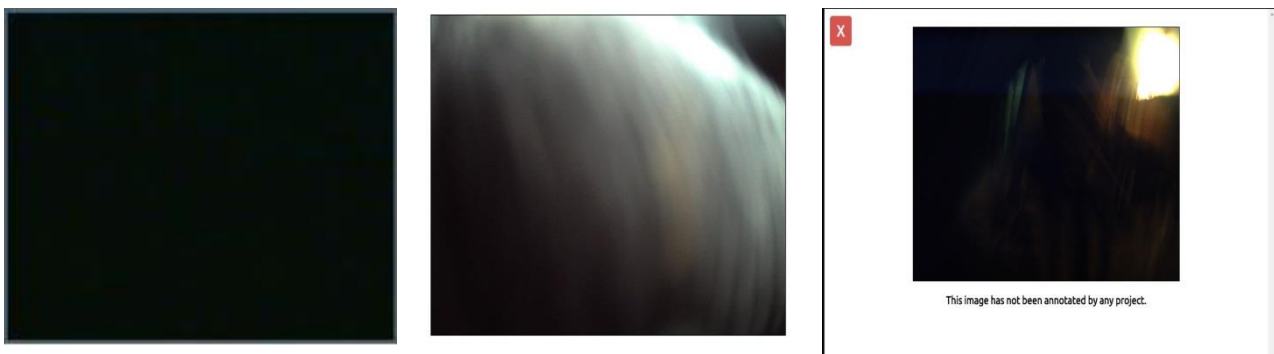
Images that are uncodable include:

- 1) Camera taken off – When the participant has removed the camera. Generally, the position of the image or a set of images remains the same in relation to fixed objects. Lighting commonly changes without the movement of the camera.



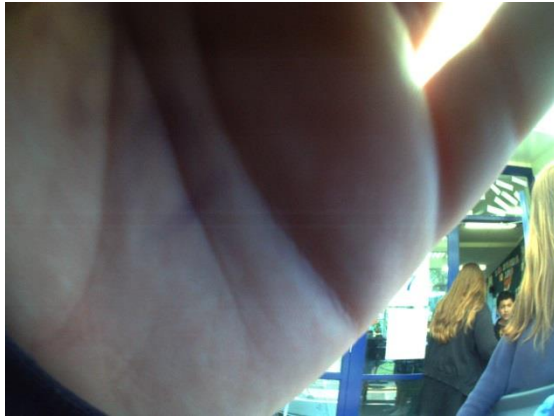
Setting → Camera taken off (Marketing Medium) → Camera taken off_1 (product)

- 2) Any image or set of images where the visibility of the image is poor to the extent the coder is unable to accurately determine what is happening in the image or series of images in question. Could be due to blurred/dark/obstructed images.



No setting → Uncodable (Marketing Medium) → Dark/Obstructed/Blurred (product)

- 3) If the setting can be determined based on the image in context to other images then the image is codable. For example:



School→Default→ Default_1

Uncertain of Correct Annotation

- 1) If a coder is uncertain on how an image should be coded or whether it should be coded at all it may be coded as uncertain. The image will be coded later by another annotator.

Uncertain→ uncodable→Check

Nutrient Profiling

Both cereals and milk products are further categorised as healthy (core) and unhealthy (non-core) foods. To code for cereals and milk products, consult the nutrient profiling dictionary in order to determine if the product is sub-categorised as healthy or unhealthy.

Data Analysis Rules

- 1) For images that are separated by less than 1 second, the first image will be counted towards the data analysis. Any subsequent images within the 1 second time lapse will be removed from the analysis.

Ethical considerations

- 1) Keep the identifiable features of the data confidential; these features of the data should not be discussed with anyone outside the research team.
- 2) Do not leave data or equipment containing unsecured data unattended. If you leave your computer for any amount of time you must log out.
- 3) The University of Otago (Wellington) has ownership of all image data. Applicants cannot copy data without the written approval of the Principal Investigator or retain copies of the data after completion of work. Any data copied or released must be stored on a password protected device and must have gone through the appropriate anonymised procedure.

- 4) Protect the anonymity of all participants, third parties and their environments. To protect the privacy of those who may be inadvertently captured in the images, all images used in disseminated material will have identifiable people, street names, places, retail outlets, businesses and school names blurred. The demographic information collected will only be viewed by the core Kids'Cam team.

Definitions

Setting

Definition: The place or type of surroundings where something is positioned or where an event takes place

Setting	Definition
School	<p>Indicated by the presence of classroom features such as desks, tables and chairs, other children, teaching staff, school buildings and playgrounds.</p> <p>School grounds are delineated by a gate and/or fence.</p> <p>School is an institution for educating children and includes the building used by the school (Oxford Dictionaries, 2015).</p>
Street	<p>Roads, footpath and courtyards.</p> <p>The roads or public areas of a city or town (Oxford Dictionaries, 2015).</p>
Home	<p>Includes all spaces within the home gates and boundaries i.e. indoor and outdoor spaces; or someone else's home.</p> <p>The place where one lives permanently, especially as a member of a family or household (Oxford Dictionaries, 2015).</p>
Bakery – indoor	<p>Independent store selling fresh baked goods, e.g. Jack's bakery, Baker's Delight</p> <p>A place where bread and cakes are made or sold (Oxford Dictionaries, 2015).</p>
Community venue	<p>Library - A building or room containing collections of books, periodicals, and sometimes films and recorded music for use or borrowing by the public or the members of an institution (Oxford Dictionaries, 2015).</p> <p>Recreation centre/community hall - a public space where meetings are held</p> <p>Marae - includes the meeting house, dining hall, education and associated facilities and residential accommodation associated with the Marae.</p> <p>Church - A building used for public Christian worship (Oxford Dictionaries, 2015).</p>

Convenience store – indoor	<p>A smaller style food retail store with two or fewer checkouts (Thornton & Kavanagh, 2012). E.g. dairy, Fix, Seven Eleven, neighbourhood corner store; Four Square; Does not include tuck shop.</p> <p>When the number of checkouts is not clearly visible then look for identifiable features such as independent store names (e.g. David's food market) or the words Dairy, Convenience Store, Fix etc.</p>
Fast food – indoor	<p>Includes all major fast food franchised chain restaurants e.g. McDonald's; KFC; Burger King; Pizza Hut; Dominos; Subway; Hell Pizza; Dominos.</p> <p>Easily prepared processed food served in snack bars and restaurants as a quick meal or to be taken away –Oxford dictionaries</p> <p>Smaller takeaway food outlets such as roast chicken, Asian/Indian takeaways, pizza, and fish and chip stores or cafes where food is purchased for home consumption. (Thornton & Kavanagh, 2012).</p>
Full service restaurant	Restaurant or café setting with table service, wait staff (Powell & Nguyen, 2013).
Fresh food market	<p>Characterized by being outdoor, primarily selling fresh fruit, vegetables, fish and other perishables food products.</p> <p>These may be large or small local markets. May only be open a few days a week (Thornton & Kavanagh, 2012)</p>
Other retail	<p>General product retailers including K-Mart, The Warehouse, Mitre 10, Bunnings; also Whitcoulls, and game and video stores.</p> <p>Primary purpose is something other than food retail or the sale of petrol</p>
Outdoor recreation space	<p>Parks - A large public garden or area of land used for recreation (Oxford Dictionaries, 2015). Characterized by the presence of large open grassed spaces possibly with some equipment such as climbing frames or playgrounds (not primarily used for organised sport).</p> <p>Walking track - A rough path or road, typically one beaten by use rather than constructed (Oxford Dictionaries, 2015). Characterized by in-bush or off-road areas such as the town belt.</p> <p>Beach- A pebbly or sandy shore, especially by the sea between high- and low-water marks (Oxford Dictionaries, 2015).</p> <p>River - A large natural stream of water flowing in a channel to the sea, a lake, or another river (Oxford Dictionaries, 2015)</p>
Private transport	Inside a car, van or truck
Public transport – facility	Associated with public transport facilities – e.g. bus shelters, train stations, airports etc.

Public transport – vehicle	Inside a bus, train, airplane, ferry
Service station – on-site	<p>An establishment beside a road selling petrol and oil and sometimes having the facilities to carry out maintenance (Oxford Dictionaries, 2015)</p> <p>An establishment selling petrol and food including Z, Caltex, BP, Mobil. This definition includes the petrol pumps and forecourt area but not the street-side advertisements (coded as street).</p>
Shop front	Where signs with branded information, pictures or logos displayed within a shop window or attached to the shop front. This includes posters, stickers, signs, neon signs and electronic boards. This does not include <i>movable signs</i> such as sandwich boards (Kelly et al., 2015). Includes large signs above the door/veranda of shop.
Shopping mall	<p>A large enclosed indoor shopping area from which traffic is excluded (Oxford Dictionaries, 2015).</p> <p>Includes food courts</p>
Sport	<p>Swimming pool - council facility/publically accessible swimming pool</p> <p>Indoor sports stadium - sports stadiums that are used for recreational sporting games e.g. ASB stadium</p> <p>Outdoor sports stadium - large regional stadiums where professional matches are held e.g. Westpac Stadium</p> <p>Sports clubrooms - club emblems and colours are on display</p> <p>Sports ground - outdoor area designed primarily for the purpose of playing sport (buildings and other associated structures)</p>
Supermarket – indoor	Inside a supermarket with three or more checkouts. Sells fresh fruit and vegetables. Has long opening hours. (Thornton & Kavanagh, 2012). E.g. Countdown, Pac'n'Save, New World, Moore Wilsons, The MAD Butcher.
Vending machine – inside	Food and beverage marketing seen on the inside of an electronic machine used to dispense a product after money has been put in the machine. These typical include the product packaging of the items being stored within the machine.

Marketing Medium

Definition: “Any single advertising vehicle comprising advertising media”.

Medium	Definition
In-store marketing	On-shelf displays. Displays at check-outs, pay-points, and end-of-aisles in supermarkets. Special offers and pricing incentives (World Health Organization, 2012) e.g. Branded drinks fridges and branded stands, end-of-isle displays, price signs, point-of-sale, promotional activity in-store. It is also the code to be used when coding for Convenience Stores and Supermarkets.
Print media	Advertising and editorial content, gifts and promotions offered by the print media (World Health Organization, 2012). Includes newspapers, flyers, magazines
Product packaging	Product labelling and packaging designs (World Health Organization, 2015). Includes all food and beverage packaging seen in any setting. Includes bags, wrappers, and boxes with food and beverage logos.
Merchandise	Branded products used to promote a food or beverage product e.g. vouchers, t-shirts, caps, bowls, glasses, drinks bottles. Definition adapted from Oxford dictionaries.
Mobile food vendor	Mobile food shop means a food stall contained on a motor vehicle or that is designed to be moved by a motor vehicle (e.g. a food stall in caravan or on a trailer) (Auckland City Council, 2013). Includes food truck selling food such as ice cream, fast food, typically at a market, sports or cultural event.
Screen	Includes television, games console, mobile handheld device including smartphones and iPods, computer screen-desktop or laptop, tablet, kindle Advertisements for food and beverage products during commercial breaks, programmes and sports events on television (World Health Organization, 2012). A promotion activity that occurs on the internet, which connects consumers to companies’ brands and products for the purpose of stimulating sales (World Health Organization, 2012).
Sign	Any word, letter, model, banner, placard, board, hoarding, billboard, poster, symbol, emblem, notice, name, image, character, outline, spectacle, display, delineation, announcement, device or representation, or any other means of a similar advertising nature

	intended to principally attract attention, whether a specially constructed device, structure or apparatus, whether painted, printed, written, carved, inscribed, endorsed or projected onto a place or otherwise fixed or attached to any wall, roof, fence, rock, stone, structure, canvas or stationary vehicle. Aerial signs (for example, blimps) and free standing signs are included (Hutt City Council, 2014).
Vending machine – external	Food and beverage marketing seen on the outside of an electronic machine used to dispense a product after money has been put in the machine.

Product Categories

Products definitions and categories adapted from (Kelly & Chapman, 2007).

Category	Definitions
Bakery	Independent store selling fresh baked goods, e.g. Jack's bakery, Baker's Delight
Cereal (unhealthy)	Cereals with > 15g /100g total sugars; see nutrient profiling document for exemptions
Confectionary	Chocolate and confectionary, chocolate coated products
Cookies, cakes and pastries	Cakes, muffins, sweet biscuits, sweet and savoury pies, sweet and savoury pastries, slices, scones, sausage rolls
Convenience store	<p>A smaller style food retail store with two or fewer checkouts. (Thornton & Kavanagh, 2012). Dairy, Fix, Seven Eleven, neighbourhood corner store; Four Square, Service Station.</p> <p>When the number of checkouts is not clearly visible then look for identifiable features such as independent store names (e.g. David's food market) or the words Dairy, Convenience Store, Fix etc.</p>
Core	<p><i>Milk and milk products:</i> plain milk; cheese; yoghurt ; milk alternatives – soy, rice, almond; excludes milk products <10g/100g sugar</p> <p><i>Water:</i> plain</p> <p><i>Breads and cereals:</i> all breads and cereals, rice, pasta, noodles, crackers; rice crackers; flat breads; crumpets; instant noodles</p> <p>Excluding cereals categorized as non-core >15g sugar</p> <p><i>Fruit and veg:</i> includes dried fruit, canned, fresh and frozen</p> <p><i>Meat and alternatives:</i> meat/eggs/nuts - fresh meat, nut products such as peanut butter; legumes; fish, canned fish (Note: Processed meats are excluded from this category).</p> <p><i>Mixed meals:</i> sandwiches; sushi; Kabab;</p>

Diet drinks	Artificially sweetened beverages – e.g. Diet Coke, Pepsi Max, V Sugar-free, PowerAde Zero (excludes reduced sugar drinks e.g. Coke Life)
Fast food	Includes food and meals that are designed for ready availability, use, or consumption and sold at eating establishments for quick availability or take-out; McDonalds, Burger King, KFC, Dominos, Pizza Hut, fish and chips, other takeaway food; Subway; Pita Pit; Wishbone
Ice cream	Ice cream and iced confectionary
Milk product (unhealthy)	Dairy food and yoghurt >10g/100g total sugars, custard; see nutrient profiling document for exemptions
Other	Non-specified – frozen potato products; dips;
Processed meats	Salami, sausages, rissoles and hamburgers, beef jerky and dried meats, bacon, ham, delicatessen meats; chicken nuggets
Snack foods	Muesli bars, potato chips, popcorn, extruded snacks, snacks bars, fruits straps, fruit squeezies
Sugary drinks and juices	Includes carbonated beverages and soft drinks including Coke Life; sports drinks; energy drinks; flavoured milks (chocolate milk); fruit drinks (e2, Ribena); powdered drinks (Milo, Nesquik, Raro); cordial; fruit juices; iced tea; breakfast drinks (UP&GO); flavoured waters
Supermarket	Contains three or more checkouts. Sells fresh fruit and vegetables. Has long opening hours. (Thornton & Kavanagh, 2012). Countdown, Pac'n'Save, New World, Moore Wilsons, Commonsense Organics, The MAD Butcher.

Extra Definitions

Annotations for images that are unable to be coded or where the camera has remained static		
Setting	Camera not worn	Camera not worn_1
No setting	Uncodable_1	Blurry/blocked

Where there is no food marketing to be coded, i.e. to be coded for setting only		
Setting	Default	Default_1
Uncertain about coding		
Uncertain	Uncertain_1	Check
Extra		
Condiments	Items that are added to food to add flavour such as salt, pepper and spreads.	

Nutrient Profiling

Core Yoghurts

1. Meadow Fresh Yoghurt Smoothie Products Range	
2. Meadow Fresh Lite Yoghurt Product Range 1kg	Examples 
3. Meadow Fresh Natural Yoghurt	
4. Anchor Greek Style Yoghurt Product Range	
5. Anchor Uno Strawberry	

6. CalciYum Original Chocolate Dairy food	
7. CalciYum Wicked Chocolate Dairy Food	
8. Fresh n' Fruity Yoghurt Lite Product Range	<p>Examples</p> 
9. Fresh n' Fruity Simply Strawberry	
10. Fresh n' Fruity Simply Apricot	
11. The Collective Kefir Unsweetened Pourable Yoghurt	

12. Organic Cyclops Yoghurt Low Fat	
13. Organic Cyclops Yoghurt Strawberry	
14. Organic Cyclops Yoghurt Boysenberry	
15. Organic Cyclops Yoghurt Raspberry	
16. Organic Cyclops Yoghurt Banana	
17. Organic Cyclops Yoghurt Low fat Greek	
18. Symbio Yoghurts – Whole Product Range	 

19. Yoplait Yoghurt Delite- Mixed Berry	
20. Yoplait Yoghurt Delite- Peach & Mango	
21. Yoplait Yoghurt Elivaé – Whole Product Range	
22. Yoplait Yoplus Trim	
23. Yoplait Yogo Xtreme Choc	

24. DeWinkel Natural Plain Unsweetened Yoghurt		
25. Natureale Natural Plain Unsweetened Yoghurt		






Core Breakfast Cereals










Sanitarium Weet-Bix		Sanitarium Skippy Cornflakes	
Sanitarium Weet-Bix Gluten Free		Sanitarium Ricies	
Sanitarium Weet-Bix Multigrain		Sanitarium Weeties	

Sanitarium Weet-Bix Hi Bran		Sanitarium Fibre Life Bran Flakes	
Sanitarium Weet-Bix Oat Bran		Sanitarium Puffed Wheat	
Sanitarium Bran		Hubbards Thank Goodness Gluten-Free Rice Pops	
Hubbards Simply Natural Muesli Berry		Hubbards Thank Goodness Gluten-Free Brown Rice Porridge Maple	

Hubbards Lite & Right Hazelnut and Almond		Hubbards Bran Nuts	
Hubbards Thank Goodness Gluten-Free Cornflakes		Kellogg's All Bran Wheat Flakes	
Kellogg's Special K - Original		Kellogg's® Five Whole Grain Muesli – Roasted Almonds, Coconut & Flame Raisins	
Kellogg's Corn Flakes		Vogel's Original Muesli - Natural Apricot	
Kellogg's Rice Bubbles		Harraways Rolled Oats	

Kellogg's Gaurdian		Harraways Scotch Oats	
Kellogg's Mini-Wheats Little Bites		Harraways Fruit Harvest	
Harraways Organic Rolled Oats		Harraways Wholegrain Oats	
Harraways Organic Wholegrain Oats		Uncle Toby's Traditional Oats	
Harraways Oat singles - Plain		Uncle Toby's Quick Oats	

Harraways Muesli - Original		Uncle Toby's Oats Quick Sachets - original	
Nicolas Organic Oat singles - Plain		Uncle Toby's Cheerios Wholegrain	
Ceres Organics Organic Rolled Oats, Jumbo Wholegrain		Ceres Organics Organic Cereal, Quinoa	
Ceres Organics Organic Amaranth Flakes		Ceres Organics Organic Cereal, Millet	
Ceres Organics Organic Amaranth Puffs		Ceres Organics Organic Cereal, Rice	

Ceres Organics Organic Bircher Muesli - Original		Ceres Organics Organic Hot Cereal - Quinoa, Cacao & Millet	
Ceres Organics Organic Buckwheat Cereal		Ceres Organics Organic Oat Bran	
Ceres Organics ORGANIC QUINOA FLAKES		Freedom Foods Active Balance Buckwheat & Quinoa	
Ceres Organics ORGANIC QUINOA PUFFS		Freedom Foods Ancient Grain Flakes	
Ceres Organics ORGANIC ROLLED OATS, WHOLEGRAIN QUICK COOK		Freedom Foods Corn Flakes	

Ceres Organics ORGANIC STEEL CUT OATS		Freedom Foods Rice Puffs	
Freedom Foods Active Balance Multigrain & Cranberry		Freedom Foods Rice Flakes	
Freedom Foods Muesli Ancient Grains		Freedom Foods Porridge	
Healthieries Simple Wheat & Gluten Free – Wholegrain Hot Cereal		Natures Path Corn Flakes	

Natures Path Corn Puffs		Natures Path Heritage Flakes	
Natures Path Crispy Rice		Natures Path Mesa Sunrise Flakes	
Natures Path Honey'd Corn Flakes		Natures Path Millet Puffs	
Natures Path Kamut puffs		Natures Path Millet Rice flakes	

Natures Path
Rice Puffs



Cheat Sheet

Setting	Marketing Medium	Product Category
School	Default	Default_1
Street	In-store marketing	Bakery 1,2+
Home	Print media	Cereal (unhealthy) 1,2,3+
Bakery – indoor	Product packaging	Confectionary 1,2,3+
Community venue	Merchandise	Cookies cakes and pastries 1,2,3+
Convenience store – indoor	Mobile food vendor	Convenience store 1,2+
Fast food – indoor	Screen	Core1,2,3+
Full service restaurant	Sign	Diet drinks 1,2,3+
Fresh food market	Vending machine – external	Fast food 1,2,3+
Other retail	Camera not worn	Ice cream 1,2,3+
Outdoor recreation space	Uncodable	Milk product (unhealthy) 1,2+
Private transport		Other
Public transport – vehicle		Processed meats
Public transport – facility		Snack foods 1,2,3+
Service station – on-site		Sugary drinks and juices 1,2,3+
Shop front		Supermarket 1,2+
Shopping mall		Blurry/blocked
Sport		Camera not worn_1
Supermarket – indoor		Check
Vending machine - inside		Uncertain_1
No setting		
Uncertain		

References

- Auckland City Council. (2013). Food Safety Bylaw 2013 Auckland Auckland City Council
- Hutt City Council. (2014). Definitions *Hutt City Council District Plan 2004* (Vol. Updated 14 November 2014, pp. 12).
- Kelly, B., & Chapman, K. (2007). Food references and marketing to children in Australian magazines: A content analysis. *Health Promotion International*, **22**(4), 284-291.
- Kelly, B., King, L., Jamiyan, B., Chimedtseren, N., Bold, B., Medina, V. M., De los Reyes, S. J., Marquez, N. V., Rome, A. C. P., Cabanes, A. M. O., Go, J. J., Bayandorj, T., Carlos, M. C. B., & Cherian Varghese, C. (2015). Density of outdoor food and beverage advertising around schools in Ulaanbaatar (Mongolia) and Manila (The Philippines) and implications for policy. *Critical Public Health*, **25**(3), 280-290.
- Oxford Dictionaries. (2015). Dictionary Retrieved 27/10/15
- Thornton, L. E., & Kavanagh, A. M. (2012). Association between fast food purchasing and the local food environment. *Nutrition & diabetes*, **2**(12), e53.
- World Health Organization. (2012). A framework for implementing the set of recommendations on the marketing of foods and non-alcoholic beverages to children. Switzerland: World Health Organization.
- World Health Organization. (2015). *WHO Regional Office for Europe nutrient profile model*. Copenhagen, Denmark: World Health Organization