

NIJZ and WHO Capacity building workshop 2017 on

## DIGITAL MARKETING TO CHILDREN

Methodological challenges for  
linking public health siloses

Organized by:  
NIJZ – National Institute of Public Health Slovenia  
and WHO Country Office in Slovenia

Ljubljana, 12th October 2017

NIJZ and WHO **Capacity building workshop 2017** on  
**DIGITAL MARKETING TO CHILDREN – Methodological challenges for linking public health siloses**  
by Dr. Mojca Gabrijelčič, NIJZ, with the inputs and comments of Dr. Darina Sedlakova, WHO Country  
Office Slovenia  
July 2017

### **Organized by**

NIJZ - National Institute of Public Health Slovenia and WHO Country Office in Slovenia  
together with WHO Regional Office for Europe and European Office Prevention & Control of  
Noncommunicable Diseases, Moscow.

### **Rationale**

Slovenia is the establishing member of the WHO Action Network on reducing marketing pressure of  
foods to children since 2008. Regular WHO Action Networks meetings are giving a lot of flavour for  
thoughts and encouragement for actions.

At the meeting of the WHO network in April 2016 in Lisbon, Dr. Mimi Tatlow-Golden, Lecturer in  
Developmental Psychology and Childhood, Faculty of Well-Being, Education, and Language Studies,  
The Open University, UK, presented approaches in digital marketing of foods that are frightening and  
challenging. In Slovenia, we had been observing this negative feature expanding for some time also,  
therefore the NIJZ decided to launch a **Digital marketing initiative**.

A workshop organised by the NIPH, with participation of the Telecommunication Agency and  
supported by the WHO Country Office in Slovenia, was organized on 6th October 2016.

Its participants reviewed different approaches that advertisers used in the area of lifestyle factors.  
Marketing practices from different areas were presented by NIJZ experts – basic situation analysis  
and challenges of marketing in the fields of tobacco, alcohol, gaming and gambling, and nutrition.  
Agency for communication networks and services RS provided a very effective support in clarifying  
the marketing practices of the companies. The participants concluded that it is necessary to work  
systematically on the rational control and regulation of marketing especially with regard to children  
who are many times targeted by industry with aggressive, misleading and harmful messages.

Common cross-sectional issues were defined and several possible directions of work for 2017 were  
prepared. A capacity-building workshop was proposed for 2017.

A report with overviews of the marketing to children in different lifestyle areas – tobacco, alcohol,  
nutrition, physical activity, and gaming is available in Slovene language, with an English summary.

### **Scope and purpose of the Capacity building workshop 2017**

Current knowledge and public health approaches are not adequate for controlling (prevention,  
monitoring, counteracting) digital marketing. Awareness raising and knowledge capacity building in  
the area of digital and social media marketing is needed.

It is obvious that digital marketing is linked to all lifestyle factors that public health is dealing with. Multidisciplinary competence and participatory approach are needed.

Joining forces in all lifestyle areas, tobacco, alcohol, gaming and gambling, physical activity, others (including mental health) – would mean defining and tackling common issues more efficiently, by identifying potentials and challenges and defining common goals and agendas.



A new report from the WHO Regional Office for Europe, Tackling food marketing to children in a digital world: trans-disciplinary perspectives

([http://www.euro.who.int/\\_data/assets/pdf\\_file/0017/322226/Tackling-food-marketing-children-digital-world-trans-disciplinary-perspectives-en.pdf](http://www.euro.who.int/_data/assets/pdf_file/0017/322226/Tackling-food-marketing-children-digital-world-trans-disciplinary-perspectives-en.pdf)), which calls for immediate action by policy-makers to recognize and address the growing issue of marketing targeted to children via digital media, was published in 2017, with helpful insight for the workshop.

A capacity building workshop planned for October 2017 aims at defining how to proceed in the area of digital and other types of marketing of different lifestyle risk factors to children.

#### **Objectives of the Capacity building workshop**

- to raise awareness and to build capacity for Slovene health promotion workforce in the area of digital marketing;
- to define common denominators for more efficient work in the area of digital marketing of “lifestyle products” to children and adolescent in Slovenia;
- to develop background materials and recommendations for the work in the area of digital marketing to children in the future;
- to contribute to the work of WHO in compiling evidence and best practices to tackle the growing problem of **digital marketing to children**.

#### **Agenda of the workshop**

- Lectures on principles of digital marketing and importance for public health actions, legislative issues and technological options (international and national experts);
- Presentation of the Slovene experiences and comparisons with other (invited) countries;
- Group work and roundtable style discussions about the future developments and needed measures to be put in place;
- Identification of the Steps forward.

#### **Proposed materials for the workshop**

- Basic overview of the situation in Slovenia in marketing and digital marketing to children, in a short background paper (see bellow)
- Brief comparative overview of the situation in each of the participating countries – for a short input in the program

<sup>1</sup> Advertisement for gaming, with inclusion of alcohol and food product placement, together with mental violence promotion to children <https://gta5redux.com/2016/09/gta-5-redux-download-now-live>

### **Expected outputs of the workshop**

- film on the key note lectures (PR NIJZ);
- awareness raising short films, (PR NIJZ and outsourcing).

### **Preparation of the background paper for Slovenia, NIJZ**

Upgrade of the 2016 workshop report, presentations of marketing approaches in different areas (tobacco, alcohol, nutrition, physical activity, and gaming), in response to the following questions:

- Are there any rules (regulation, coregulation, selfregulation) for reducing marketing pressure of the products to children in your working area?
- If yes, what kind of rules exist? What channels of marketing they do apply to? Do they apply also for digital marketing? If yes, what kind of digital marketing?
- How successful are such rules for (digital) marketing in your working area? What are the main challenges (definition of target group, age limitation, criteria, distribution channels, data privacy, tracking, monitoring, ...) in (digital) marketing?
- What are the key obstacles and key facilitators for improvement of the situation (reducing or restricting pressure) in digital marketing in your working area?
- What are the most promising steps forward in (reducing or restricting) pressure in digital marketing in your working area?

Production of a short report with comparison analysis of marketing approaches in different areas in Slovenia (tobacco, alcohol, nutrition, gaming, ...).

Comparison with the results from Austria and Slovakia would be provided.

**DIGITAL MARKETING TO CHILDREN**  
Methodological challenges for linking public health siloses

**AGENDA**

Ljubljana, 12<sup>th</sup> October 2017

**8.30 – 9.00 Registration**

Moderators of the workshop: Dr. Mojca Gabrijelčič, NIJZ and Dr. Darina Sedlakova, WHO CO Slovenia

**9.00 – 9.30 Welcome words and introduction**

*Dr. Mojca Gabrijelčič, NIJZ – National Institute of Public Health Slovenia*

*Vesna Petrič, Ministry of Health Slovenia*

*Artur Furtado, European Commission - DG SANTE*

*Darina Sedlakova, WHO Country Office for Slovenia*

9.20 – 9.30 Roundtable introduction of the participants

**9.30 – 10.30 Session 1**

9.30 - 10.00 Digital marketing – a new determinant of a healthy lifestyle and NCDs in children – *Jo Jewel, WHO Regional Office for Europe*

10.00 - 10.40 Digital marketing as a lifestyle determinant – technical, ethical and nutritional challenges, *Dr. Mimi Tatlow-Golden, Open University, UK*

**10.40– 10.55 Coffee and physical activity break**

**10.55 – 12.30 Session 2**

10.55 – 11.15 Digital “natives” – how do they perceive digital marketing? *No Excuse, Slovenia*

11.15 – 11.20 *Short comment from the communication perspective - Dr. Tanja Kamin, Faculty of Social Studies, University of Ljubljana*

11.20 – 11.40 Digital marketing – how it works? *Dr. Andrej Kovačič, Faculty of Media, Slovenia*

11.40 – 11.45 *Short statement on technological options in Slovenia: Petra Zupančič, Agency for communication networks and services of the R of Slovenia*

11.45 – 12.05 Comparative analyses of (digital) marketing in different lifestyle areas – *Dr. Mojca Gabrijelčič, National Institute of Public Health Slovenia, with inputs from Austria and Slovakia*

12.05 – 12.10 *Short comment from inequalities perspective: Cristina Chiotan, EuroHealthnet*

12.10 – 12.30 Questions and answers, reflections on the morning sessions

**12.30 – 13.15 Lunch and physical activity break**

**13.15 – 16.45 Session 3**

13.15 – 13.30 Wrap up morning sessions, guidance for the afternoon work – *Dr. Mojca Gabrijelčič, NIJZ*

13.30 – 14.30 World-cafe/roundtable groups discussions on opportunities and challenges in the future, and enablers and inhibitory factors for capacity building (knowledge and human capacities)

14.30 – 15.00 Joint discussion on main outcomes of the group discussions

**15.00 – 15.15 Coffee and physical activity break**

15.15 – 16.00 Opportunities and barriers for policy interventions - *Cristina Chiotan, EuroHealthnet*

15.30 – 16.15 Interactive group discussion on future needs, possible future developments and possible measures

16.15 – 16.45 Discussion on the reporting back from the groups, formulation of the workshop recommendations

**16.45 – 17.15 Recommendations, steps forward and conclusions of the workshop**

## **TECHNICAL INFORMATION**

### **Workshop venue:**

National Institute of Public Health, »Pod kupolo«  
Trubarjeva 2/III, 1000 Ljubljana  
Slovenia

### **Proposed accommodation:**

City hotel Ljubljana (<https://www.cityhotel.si>)  
Dalmatinova 15, Ljubljana

### **Invited audience:**

25 to 30 participants.

- NIJZ, Ministry of Health, Telecommunication agency of the R of Slovenia, NGO (No Excuse), academia;
- WHO: WHO CO, WHO/Europe; temporary advisors;
- DG SANTE, European Commission;
- EuroHealthNet: one invited participant;
- other EU countries: Slovakia, Austria.