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
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Public Health
Volume 159, June 2018, Pages 1-3

Self-regulation of the Peruvian food industry: health message cues in the context of food and beverage advertisements (Article)

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Abstract



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Objectives: One strategy to prevent the onset of non-communicable diseases is to motivate healthy lifestyles through health media messages. In Peru, the food industry is currently implementing such strategy with health message cues, in the form of a small icon of a walking person or a healthy dish, appearing on televised food and beverage advertisements. Yet the extent of this practice is unknown. Thus, the objective of this study was three-fold: to identify (1) the food and beverage advertisements showing health cues, (2) the types of health cues, and (3) their length in time. **Study design:** Cross-sectional analysis of televised food and beverage advertisements that children and adolescents encounter on Peruvian television. **Methods:** Content analysis of the presence of a health cue, type of health cue (physical activity and healthy diets), and the length in time of the health cue appearing on televised food and beverage advertisements in Peru. **Results:** Health cues appeared on over 70% of advertisements for sugary drinks and tended to promote healthy diets more so than physical activity. **Conclusions:** This study shows that the food industry is currently advertising their products along with health message cues, and children and adolescents are exposed to this practice. Thus, we call for further testing of the effect of these health cues on children's and adolescents' food preferences and behaviors. © 2018 The Royal Society for Public Health

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Funding details

Funding sponsor

Funding number

Acronym

Comisión Sectorial de Investigación Científica

Funding text #1

This study was possible thanks to funding and support from Instituto de Investigación Científica of Universidad de Lima.

Funding text #2



ISSN: 00333506
CODEN: PUHEA
Source Type: Journal
Original language: English

DOI: 10.1016/j.puhe.2018.03.003
PubMed ID: 29653225
Document Type: Article
Publisher: Elsevier B.V.

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
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