

**Creating Equal Opportunities for a Healthy
Weight: A Workshop
June 6-7, 2013**

*Panel 5: Advertising, Promotion, and Education:
Bringing Health Equity to the Message
Environment*

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INSTITUTE OF MEDICINE
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Advising the nation • Improving health

RECOMMENDATIONS, STRATEGIES, AND ACTION STEPS

ACCELERATING PROGRESS IN
OBESITY PREVENTION

SOLVING THE WEIGHT OF THE NATION



Message Environment: Marketing What Matters for a Healthy Life

Goal: Transform Messages About Physical Activity and Nutrition

Explanation: We are surrounded by messages about physical activity and food through multi-media advertising, on food packages and in restaurants, and in public service campaigns. Marketing and messages that promote healthy choices and discourage unhealthy choices could transform the message environment.

Message Environment: Recommendation 3

Industry, educators, and governments should act quickly, aggressively, and in a sustained manner on many levels to transform the environment that surrounds Americans with messages about physical activity, food, and nutrition.



OLDER CHILDREN AND
ADOLESCENTS CONSUME
MORE THAN

7.5

HOURS OF MEDIA EACH DAY.

Messaging Strategies

Strategy 3-1: Develop and support a sustained, targeted physical activity and nutrition social marketing program.

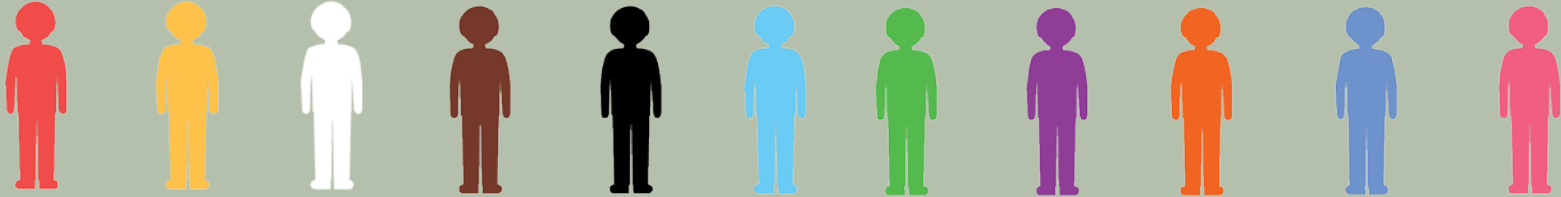
Strategy 3-2: Implement common standards for marketing foods and beverages to children and adolescents.

Strategy 3-3: Ensure consistent nutrition labeling for the front of packages, retail store shelves, and menus and menu boards that encourages healthier food choices.

Strategy 3-4: Adopt consistent nutrition education policies for federal programs with nutrition education components.



Meeting the Challenge of Achieving Equity



Transform inequitable environments

- Food and Beverage
- Physical Activity
- Message

Target Critical Settings

- School
- Worksites

