

# Emerging Health Policy Research Conference 2011

## Abstract Submission

### Presenters Details

**Name of Author(s) – asterisk the presenting author:**

\*Mary-Anne Land, Jacqui Webster, Bruce Neal, Victoria Flood

**Presenter's institution/organisation, address, email, and telephone:**

The George Institute for Global Health (University of Sydney)

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**Short Biography of presenter (maximum 50 words):**

Mary-Anne Land is a Research Assistant for The George Institute for Global Health. Mary-Anne has an undergraduate degree in Exercise Science, a Masters degree in Public Health, and is currently enrolled in a PhD in Public Health at the University of Sydney.

### Presentation Details

**Presentation Title (up to 10 Words):**

Monitoring Australian Salt Intakes & Sources of Salt in the Diet

**Keywords: (up to 5 to assist organisers in streaming papers):**

public health, monitoring, dietary salt, 24hr urine, spot urine

### Research Details (250 word limit)

**Introduction/Background:**

The George Institute (GI) has commenced a population survey designed to provide precise and reliable data about salt consumption levels in a regional Australian population with the objective of strengthening Australian policy on salt reduction. The objective of this project was to establish the most effective way of assessing population salt intakes and sources of salt in the diet.

**Research Question:**

Monitoring Australian salt intakes and sources of salt in the diet: what are the most effective approaches?

**Methodology:**

A review of the peer-reviewed literature was undertaken using Medline and Scopus to identify the best way to accurately measure salt intakes and sources of salt in the diet. Whilst the literature outlines advantages and limitations of a range of methods there seems to be consensus that 24 hour urine collection is currently the only accurate way of assessing population salt intakes and repeat 24 hour multiple pass dietary recall the most suitable way of assessing the foods that contribute to salt in the diet. However, there

seems to be increasing support for the idea that spot urines can be used to monitor changes in sodium intake over time and therefore should be carried out in parallel with 24 hour urine collection at baseline assessment stage.

**Findings:**

These findings informed the approach of the GI study which will help to define the association of estimated daily sodium intake made by 24hr diet recall and spot urine samples against gold standard 24hr urine collection.

**Policy Implications:**

These baseline data will be used to inform efforts to reduce salt in the Australian diet by highlighting those foods from which most salt derives. A repeat survey to be done in three years time using exactly the same methodology will objectively quantify the impact of current food policy regarding salt reduction.

**N.B. All presenters will be asked to include a final slide in their presentations that summarises the policy recommendations and/or implications that can be drawn from the research presented.**

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## Abstract Submission

### Presenters Details

**Name of Author(s) – asterisk the presenting author:**

Belinda Reeve\*

**Presenter's institution/organisation, address, email, and telephone:**

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**Short Biography of presenter (maximum 50 words):**

Belinda Reeve is a PhD Candidate at the Faculty of Law, University of Sydney. Her thesis examines the role of responsive regulation in controlling food, alcohol and tobacco advertising. She has previously worked on an ARC grant project analysing OHS prosecutions, and has also taught workplace health and health sociology.

### Presentation Details

**Presentation Title (up to 10 Words):**

Promoting compliance: can advertising self-regulation reduce unhealthy food advertising to children?

**Keywords: (up to 5 to assist organisers in streaming papers):**

Food advertising, self-regulation, obesity

### Research Details (250 word limit)

**Introduction/Background:**

Regulation of television food advertising to children is a contentious and pressing issue, particularly in light of Australia's high rates of childhood obesity/overweight. Food and beverage marketing to children is regulated by a series of industry codes and voluntary self-regulatory measures, including the Australian Food and Grocery Councils' (AFGC) *Responsible Children's Marketing Initiative*. However, research on the effects of advertising self-regulation has produced mixed results; while the AFGC claims self-

regulation has been highly successful in reducing unhealthy food advertising targeted at children, independent research suggests that food companies continue to advertise unhealthy foods during children's peak viewing times, using persuasive marketing techniques restricted by current regulation.

**Research Question:**

I explore the capacity of self-regulatory initiatives to produce lasting changes in food companies' advertising and marketing practices.

**Methodology:**

This paper takes a qualitative approach; drawing on documentary analysis and semi-structured interviews with industry stakeholders, I analyse the specific processes and practices undertaken by food industry bodies and companies to implement, administer and enforce self-regulatory initiatives. These steps are assessed against literature outlining best practice in industry self-regulation and practical examples from other sectors, including the chemical industry.

**Findings:**

The self-regulatory initiatives developed by the food industry to reduce children's television food advertising demonstrate elements of an effective voluntary industry code of conduct, including independent auditing by a third party. However, there are significant limitations in relation to its scope, enforcement and transparency.

**Policy Implications:**

Self-regulation of children's television food advertising is more likely to be successful if there is greater government involvement in self-regulatory processes.

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## Presenters Details

**Name of Author(s) – asterisk the presenting author:** Bridget Kelly\*, Louise Baur, Adrian Bauman, Lesley King, Kathy Chapman, Ben Smith

**Presenter's institution/organisation, address, email, and telephone:**  
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**Short Biography of presenter (maximum 50 words):** Bridget Kelly is a PhD candidate at the University of Sydney and an Accredited Practising Dietitian. Her main research focus is in the development of public policy to support healthy eating. Bridget's research has particularly focused on food marketing and its effect on childhood overweight and obesity and food labelling systems.

## Presentation Details

**“Food company sponsors are kind, generous and cool”: (Mis)conceptions of junior sports players**

**Keywords:** Food; Child; Marketing; Sport; Sponsorship

**Introduction/Background:** Children's exposure to unhealthy food marketing contributes to the obesity-promoting environment. Globally, sponsorship is one of the fastest growing forms of marketing exceeding US\$45 billion in commercial value. This study aimed to assess Australian children's perceptions of sport sponsors and the junior sporting community's attitudes towards sponsorship.

**Methodology:** Sports clubs (n=20) known to have food company sponsors and representing the most popular sports for Australian children across a range of demographic areas were recruited. Interviews were conducted at clubs with parents (n=200), children aged 10-14 (n=103) and sports officials (n=20), and with governing associations of participating clubs (n=20). Questionnaires measured children's awareness of sponsors and subsequent product purchase and consumption intentions. Parents' and officials' support for policies to restrict unhealthy food company sport sponsorship were assessed.

**Findings:** Most children (68%) could recall sponsors of their club; with children naming a median of two sponsors each, including one food sponsor. Most children thought food companies sponsored sport to help out clubs (85%), perceived food sponsors as 'cool' (69%), and liked to return the favor by buying sponsor's products (59%). Children aged 10-11 were more likely to think about sponsors when buying something to eat/drink compared to older children

( $P=0.005$ ). Fifty percent of officials and 70% of parents supported restrictions to children's sport sponsorship.

**Policy Implications:** Food company sponsorship influences children's brand awareness and attitudes, potentially contributing to poor eating habits. The junior sporting community supports the restriction of unhealthy food company sport sponsorship, which is required in order to reduce the promotional effects of this marketing.

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## Abstract Submission

### Presenters Details

**Name of Author(s) – asterisk the presenting author:**

Shauna M Downs\*, Anne Marie Thow, Suparna Ghosh-Jerath, Stephen R Leeder

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**Short Biography of presenter (maximum 50 words):**

Shauna Downs is a PhD student at the Menzies Centre for Health Policy working under the supervision of Professor Stephen Leeder. Her research involves examining food policy in India. She is supported by a Doctoral Research Award from the Canadian Institutes of Health Research and an International Postgraduate Award/International Postgraduate Research Scholarship sponsored by the University of Sydney and Commonwealth Government.

### Presentation Details

**Presentation Title (up to 10 Words):**

Using food supply chain analysis to map trans fat in India: A preliminary analysis

**Keywords: (up to 5 to assist organisers in streaming papers):**

Food policy; nutrition; trans fat

### Research Details (250 word limit)

**Introduction/Background:** Chronic disease has become a significant public health problem in India. Policy interventions that improve the food supply can effect changes in dietary intakes at the population-level, leading to significant reductions in chronic disease risk. Trans fat has been identified by the Government of India as a major contributor to the country's rising rates of diet-related chronic disease.

**Research Question:** The aim of this study is to identify the sources of trans fat in India and to describe how the upstream drivers of the food supply affect trans fat availability, price and marketing.

**Methodology:** Food supply chain analysis was used to map policies affecting trans fat at each stage of the food chain. Sources of trans fat and policy characteristics, incentives and disincentives affecting the availability, price and marketing of trans fat were identified using document analysis and semi-structured interviews with key policy actors in India.

**Findings:** The main source of trans fat in the Indian food supply was vanaspati. Duty free imports of crude palm oil and hydrogenated oils were among the policies directly affecting the availability and price of trans fat in the Indian food supply. The large unregulated market (estimated at 90%) has direct implications for trans fat regulation in India.

**Policy Implications:** This study has the potential to identify points in the food supply where policy interventions could result in reduced availability of trans fat, subsequently leading to lower intakes of trans fat at the population level.

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