Record Nr. UNINA9910464765103321 **Titolo** Challenges and opportunities for change in food marketing to children and youth: workshop summary / / Heather Breiner, Lynn Parker, and Steve Olson, Rapporteurs; Standing Committee on Childhood Obesity Prevention, Food and Nutrition Board, Institute of Medicine of the **National Academies** Pubbl/distr/stampa Washington, District of Columbia:,: National Academies Press,, [2013] ©2013 **ISBN** 0-309-26954-7 Descrizione fisica 1 online resource (87 p.) Disciplina 658.8342 Soggetti Child consumers Advertising and children Advertising and youth Target marketing Food industry and trade Obesity in children - Prevention Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Includes bibliographical references (pages 55-57). Nota di bibliografia Nota di contenuto Introduction and themes of the workshop -- Progress since food marketing to children and youth: threat or opportunity? -- Emerging issues in food marketing -- Innovations and future work in industry practices -- Emerging policy initiatives and communication strategies -- Discussions.