

1. Record Nr.	UNINA9910789232803321
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	0-309-26956-3 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
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 55-57).
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.