

1. Record Nr.	UNINA9910964820303321
Titolo	Food marketing to children and youth : threat or opportunity? // Committee on Food Marketing and the Diets of Children and Youth, Food and Nutrition Board, Board on Children, Youth, and Families ; J. Michael McGinnis, Jennifer Appleton Gootman, Vivica I. Kraak, editors
Pubbl/distr/stampa	Washington, DC, : National Academies Press, c2006
ISBN	9786610447305 9781280447303 1280447303 9780309552295 030955229X
Edizione	[1st ed.]
Descrizione fisica	xx, 516 p
Altri autori (Persone)	McGinnisJ. Michael GootmanJennifer Appleton KraakVivica I
Disciplina	618.92/39
Soggetti	Children - Nutrition Youth - Nutrition Food industry and trade Target marketing Health promotion Nutrition policy Child consumers Food Advertising Publicity Children Food habits Adolescent Child Diet Feeding Behavior Public Policy Health Promotion Nutrition Policy
Lingua di pubblicazione	Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	<p>FrontMatter -- Reviewers -- Preface -- Acknowledgments -- Contents -- Executive Summary -- 1 Setting the Stage -- 2 Health, Diet, and Eating Patterns of Children and Youth -- 3 Factors Shaping Food and Beverage Consumption of Children and Youth -- 4 Food and Beverage Marketing to Children and Youth -- 5 Influence of Marketing on the Diets and Diet-Related Health of Children and Youth -- 6 Public Policy Issues in Food and Beverage Marketing to Children and Youth -- 7 Findings, Recommendations, Next Steps -- Appendixes -- A Acronyms -- B Glossary -- C Literature Review -- D Chapter 2 Appendix -- E Chapter 4 Appendix -- F-1 Evidence Table Codebook -- F-2 Summary Evidence Table -- G Children and Youth Marketing and Advertising Regulations and Guidelines in Selected Countries -- H Workshop Program -- I Biographical Sketches of Committee Members and Staff -- Index.</p>
Sommario/riassunto	<p>Creating an environment in which children in the United States grow up healthy should be a high priority for the nation. Yet the prevailing pattern of food and beverage marketing to children in America represents, at best, a missed opportunity, and at worst, a direct threat to the health prospects of the next generation. Children (TM)s dietary and related health patterns are shaped by the interplay of many factors "their biologic affinities, their culture and values, their economic status, their physical and social environments, and their commercial media environments "all of which, apart from their genetic predispositions, have undergone significant transformations during the past three decades. Among these environments, none have more rapidly assumed central socializing roles among children and youth than the media. With the growth in the variety and the penetration of the media have come a parallel growth with their use for marketing, including the marketing of food and beverage products. What impact has food and beverage marketing had on the dietary patterns and health status of American children? The answer to this question has the potential to shape a generation and is the focus of Food Marketing to Children and Youth . This book will be of interest to parents, federal and state government agencies, educators and schools, health care professionals, industry companies, industry trade groups, media, and those involved in community and consumer advocacy.</p>