

REDUCING EXPOSURE TO UNHEALTHY FOOD AND BEVERAGE ADVERTISING

Reducing exposure to unhealthy food and beverage advertising is a strategy to eliminate the tax deductibility of television advertising costs for nutritionally poor foods and beverages advertised to children and adolescents ages 2-19.

WHAT POPULATION BENEFITS?

All youth and adolescents between the ages of 2 and 19.

WHAT ARE THE ESTIMATED BENEFITS?

Relative to not implementing the strategy

Reduce exposure to unhealthy food and beverage advertising on television and, in turn, promote healthy weight.



✓ **Decrease in exposure to unhealthy food and beverage advertising**



✓ **Promote healthy child weight**

➔ *More details available on the CHOICES National Action Kit at choicesproject.org/actionkit*

WHAT ACTIVITIES AND RESOURCES ARE NEEDED?

Activities	Resources	Who Leads?
Process tax statements and conduct audits	<ul style="list-style-type: none"> Time for the state tax administrator to process tax statements and conduct audits 	State tax administrator
Prepare tax statements and participate in audits	<ul style="list-style-type: none"> Time for a private company tax accountant to prepare tax statements and participate in audits 	Private company tax accountant

FOR ADDITIONAL INFORMATION

Kenney EL, Mozaffarian RS, Long MW, Barrett JL, Cradock AL, Giles CM, Ward ZJ, Gortmaker SL. Limiting television to reduce childhood obesity: cost-effectiveness of five population strategies. *Child Obes.* 2021 Oct;17(7):442-448. doi: 10.1089/chi.2021.0016.

✓ **Explore and compare this strategy with other strategies on the CHOICES National Action Kit at choicesproject.org/actionkit**

SUGGESTED CITATION

CHOICES Strategy Profile: Reducing Exposure to Unhealthy Food and Beverage Advertising. CHOICES Project Team at the Harvard T.H. Chan School of Public Health, Boston, MA; September 2023.