Unraveling the Market
Raising Awareness on Food Marketing to Youth
A Partnership with The FIT Project

Background & Significance
- One-third of youth are overweight or obese
- Food marketing to youth is gaining attention for its role in the obesity epidemic
- Research has shown the power of food marketing and its affect on food choices
- Several initiatives have been started to address the effects of food marketing to youth
- No significant changes impacting health have been achieved from these efforts
- The need for additional action to counteract the effects of food marketing to youth is critical

Partnership with The FIT Project
- The Families in Training (FIT) Project is a Portland based non-profit seeking to see positive overall health transformations in families taking part
- The FIT Project connects families with resources in their communities, while providing fitness, nutrition, and lifestyle education to families in need
- The FIT Project has partnered with OHSU Dietetic Interns to provide nutrition education on food marketing to FIT families

Goals & Objectives

Goal 1: Increase awareness of food marketing tactics
  Objective 1.1: 25% improvement in pre- and post-test scores
  Objective 1.2: Increased knowledge of how marketing affects our choices

Goal 2: Equip parents to make unbiased, fact-based decisions to create healthful diets for their families
  Objective 2.1: List three strategies for smarter shopping
  Objective 2.2: Increased confidence in their abilities to purchase healthy foods

Implementation Details
We designed a 60-minute lesson for the parents of FIT families. While the avenues of marketing and creating desire for products are vast and growing, we narrowed our focus to four areas:
- Product development
- Television advertising
- Product placement in television and movies
- Grocery store placement

During the session, we implemented a variety of activities including instruction, media clips, small group discussion, and brainstorming strategies to counteract the effects of marketing and goal setting.

Impact
Working with over 20 families between two sessions, results from our intervention included:

Goal 1: 95% reported an increased awareness of food marketing tactics (graph 1)
Goal 1: 58% identified they are influenced by food marketing vs. 14% before the class (graph 2)
Goal 2: 14% increase of participants who strongly agreed they are confident in selecting healthy foods for their families

![After taking this class, I am more aware of food marketing tactics](image1)

![I am influenced by food advertising](image2)