

Children and young people's perceptions of a planned outdoor High Fat Sugar Salt (HFSS) advertising restriction



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Wider Team



The problem

- The UK is projected to be Europe's most obese country by 2030
- Advertising is recognised as an influential driver of behaviours and eating patterns
- There is currently no regulation of food and drink advertising across council-owned sites in Wales



The solution

- To implement a policy to restrict advertising of High Fat Sugar Salt (HFSS) foods and drinks on council owned sites e.g., bus stops
- The planned policy is for two regions of Wales – Cardiff and the Vale of Glamorgan



About the evaluation

- Co-produced evaluation design
- Involved various partners
 - CVUHB
 - Cardiff Council
 - Vale of Glamorgan Council
- 15-month study duration



About the evaluation

We aimed to evaluate:

1. Public perceptions of HFSS advertising and the planned policy changes
2. Barriers and facilitators to implementing the policy
3. Potential impacts of policy implementation



About the evaluation



Resident survey



**Resident
interviews**



**Stakeholder
interviews**



**School focus
groups**



**Local authority
mapping data**

About the evaluation

Public involvement imbedded in study management, conduct and dissemination

- PHIRST Insight PPI representative Sian Harding (Retired Teacher)
- Youth Council Group members
- Primary School pupils



Findings: Participation

- Invited schools across Cardiff and the Vale of Glamorgan
- Seven focus groups conducted
 - 5 primary schools
 - 2 secondary schools
- 49 young people aged 9-14 years participated



Findings: Awareness of advertising

- High level of awareness of adverts perceived to be HFSS
- Aware of advertising close to home, on the way to school, on busy roads and in the town centre.
- Able to easily describe advert content i.e. deals, price, new product promotions and brands



Findings: Influences of advertising on behaviours

- In general, participants reported that seeing advertising they considered to be HFSS made them want to try those products
- A few believed the adverts had no influence
- Young people would often buy HFSS products that they had seen advertised
- Many children reported asking their parents for the advertised HFSS products



Findings: Perceived impacts

- CYP were generally positive towards a HFSS policy change
- Perceived impacts included:
 - People eating healthier foods
 - Less temptation to eat HFSS products
 - Improved fitness
 - Increased revenue for businesses selling healthier foods

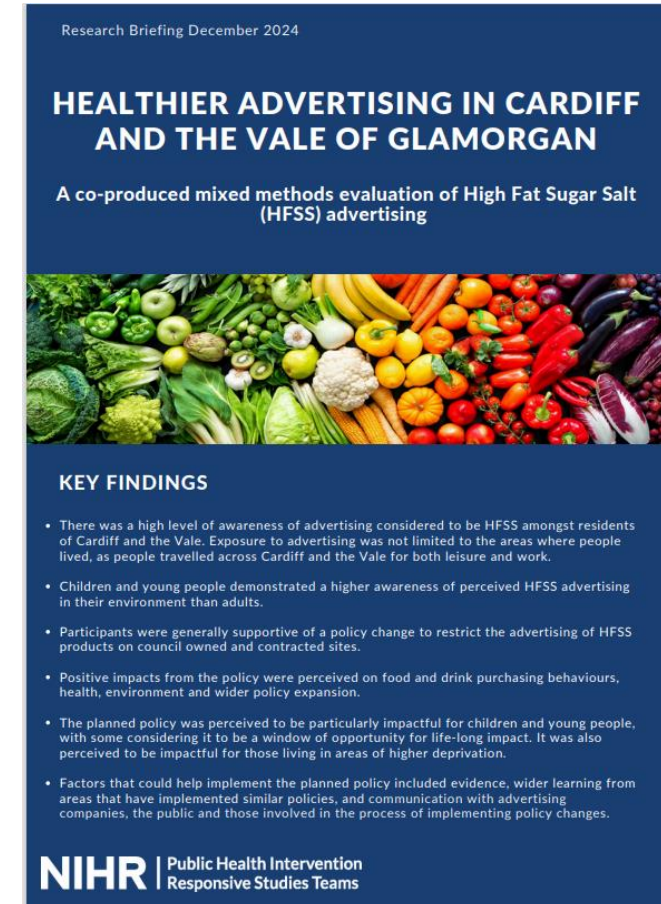
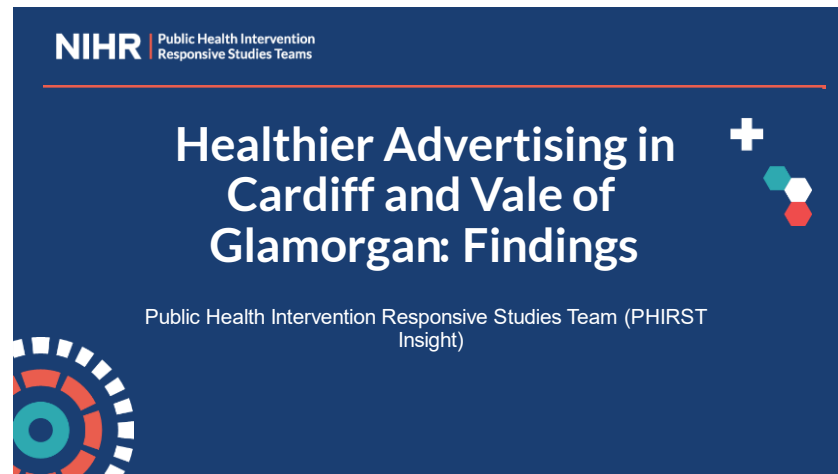


Conclusions & learnings

- CYP are highly aware of perceived HFSS advertising in their local area
- CYP are generally positive towards changes to HFSS advertising and recognise impacts that may arise
- Evidence from CYP provides strong support for policy implementation
- A range of PPI engagement is crucial when conducting any work with CYP to ensure their voice is heard and the research is relevant
- Allow plenty of time and flexibility when conducting any research involving schools



Find out more



<https://phirst.nihr.ac.uk/evaluations/healthier-advertising-in-cardiff-and-vale-of-glamorgan/>

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