NIHR | Public Health Intervention Responsive Studies Teams

HEALTHIER ADVERTISING IN CARDIFF AND THE VALE

Cardiff and Vale councils are aiming to introduce a policy to restrict unhealthy High Fat Sugar Salt (HFSS) product advertising on bus stops

WHAT DID WE DO?

We spoke to 49 Primary and Secondary School pupils in Cardiff and the Vale to find out their:

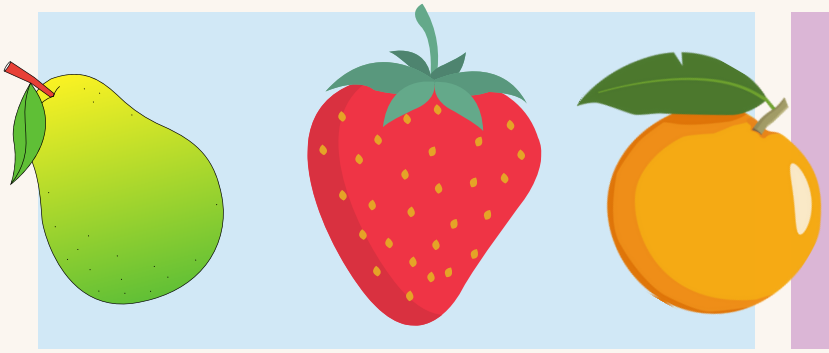
- Awareness of HFSS adverts in their local area
- Thoughts on the future HFSS policy

WHAT DID WE FIND?

Pupils were highly aware of HFSS advertising in their local area. This included on billboards, bus stops and on buses. They could easily describe location, content and specific examples.

Some pupils told us seeing HFSS adverts made them want to buy those products, others said it had no effect on them.

Overall pupils were supportive of the HFSS advertising change.



Pupils told us about possible impacts that could come from the policy. These impact areas included:

- Health and fitness
- Diet and purchasing behaviour
- Businesses and revenue

IMPLICATIONS

Talking to pupils provided invaluable insight into children and young peoples awareness of unhealthy HFSS advertising and their thoughts on a policy to change this advertising. The findings will be used to help provide evidence for and develop the future HFSS policy in Cardiff and the Vale.

This study is funded by the National Institute for Health Research (N I H R) Public Health Intervention Responsive Team (PHIRST/NIHR131567). The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care.

To learn more about the study please visit https://phirst.nihr.ac.uk/evaluations/healthier-advertising-in-cardiff-and-vale-of-glamorgan/