

# The Evolution of the Irish Children's Advertising Code

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# Obesity in Ireland

- 18% of Irish population obese (IUNA Survey)
  - % of obese women up 25% since 1990
  - % of obese men up 150% since 1990
- 24% of food & drink consumed outside the home
- Average TV viewing in Ireland- 18.7h/week  
Average vigorous exercise - 1.3h/week

# Evolution of the Children's Advertising Code

- Broadcasting Commission for Ireland (BCI)
  - responsible for licensing/codes/monitoring
- 2001 Broadcasting Act - empowered to
  - Develop - Children's Code
    - Taste & Decency
    - Access
    - General Code
- Very Open Media Market

# Children's Code - Consultation Process - 3 Phases

1. Raise awareness, provide information
2. Obtain views on definition, substance and content
3. Draft Code

Final Code - Published September '04  
- Implement January '05

website: [www.bci.ie](http://www.bci.ie)

# Children's Advertising Code - Definitions

- A Child refers to any person under 18 years.
- Children's Advertising refers to “advertising that promotes products, services or activities that are deemed to be of particular interest to children and/or broadcast during and between children's programmes”
- Children's Programmes - audience profile - over 50% under 18 years.

# Children's Advertising Code - Key Sections

1. Social Values
2. Inexperience & Credulity
3. Undue Pressure
4. Special Protection for Children in Advertising
5. General Safety
6. Violence

# Children's Advertising Code - Key Sections (cont.)

7. Diet & Nutrition
8. Parental Responsibility
9. Programme Characters
10. Product Prohibitions & Restrictions
11. Identification & Separation
12. Insertion of Advertising

# Implications for Children's Advertising

- Fast Food Products - moderation statement
- Confectionery/fizzy drinks - warning statement
- Ban on use of programme characters
- Restrictions on products children can comment on
- No interruption of 30 minute children's programmes (U15)
- Celebrities cannot promote food/drinks

# Implications for Advertisers

- Confusion
- Broadcast media only
- Impact greatest on local advertisers/  
broadcasters
- Need for a copy advice service
- Diet/Nutrition Section - Review in 1 year

# National Obesity Task Force

- Established March 2004
- Multi Agency, including Industry
- Report Due end 2004.

# Food & Drinks Industry Ireland

Established

- The Nutrition and Health Foundation
- In partnership with Government

**Objective:**

Teach school children about the importance of healthy eating/physical activity.

- Media Smart - media literacy programme

# Summary

- Obesity is a serious issue in Ireland
- Industry has responded positively
- Children's Advertising Code
  - restrictions on advertisers
  - impact on reducing obesity??