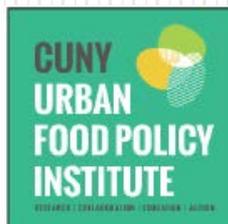
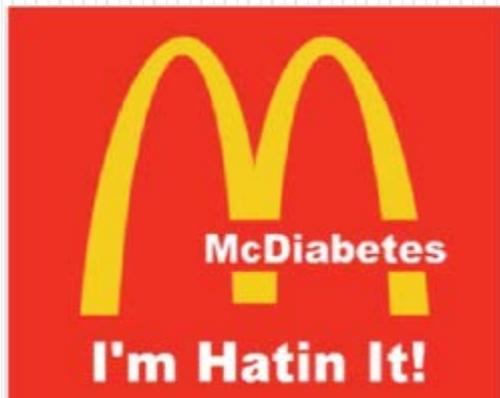


Countermarketing Food to Young People: A Strategy for Health?



October 27, 2016
CUNY School of Public Health

Countermarketing campaigns use health communications strategies to reduce the demand for unhealthy products by exposing the motives of their producers and portraying their marketing activities as outside the boundaries of civilized corporate behavior.

Why countermarket unhealthy food?

Foods high in sugar, salt, unhealthy fats contribute to epidemics of diet-related diseases.

Big food companies spend billions a year marketing unhealthy foods.

Much advertising of unhealthy food targets vulnerable populations.

Promoting and increasing access to healthy food will not by itself reverse epidemics of diet-related diseases.

Countermarketing can help to create a social climate that favors enactment of other effective policies to reduce consumption of unhealthy food,

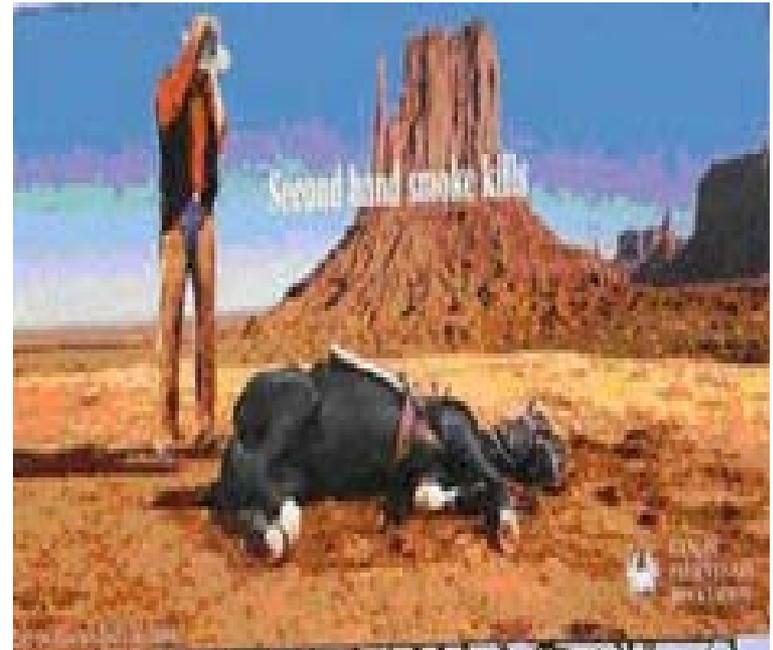
Why young people?

- Valuable asset of low-income communities
- Motor force of many positive reforms
- Their passion and energy can mobilize others
- Changing habits early brings lifetime benefits
- Credible communicators to peers, families and communities



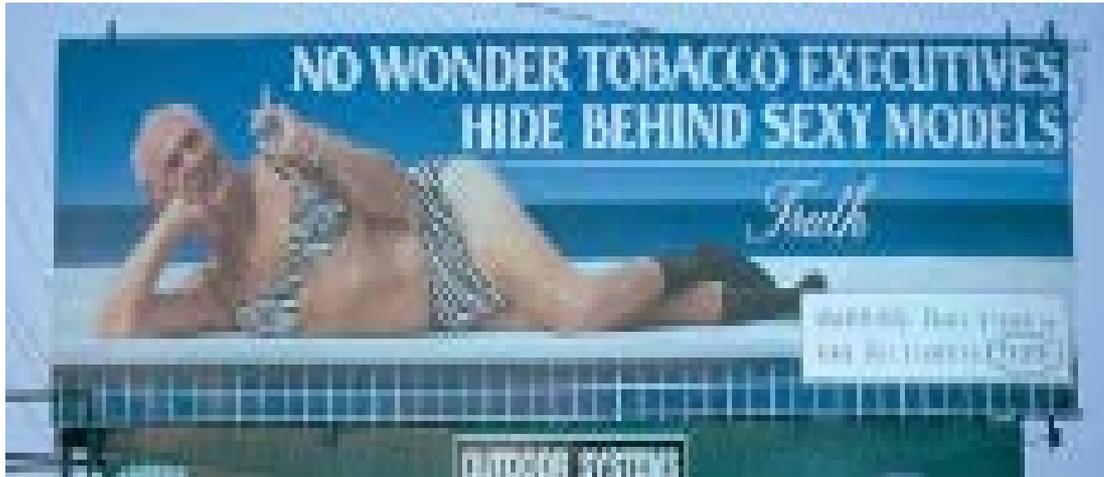
What do we know about countermarketing?

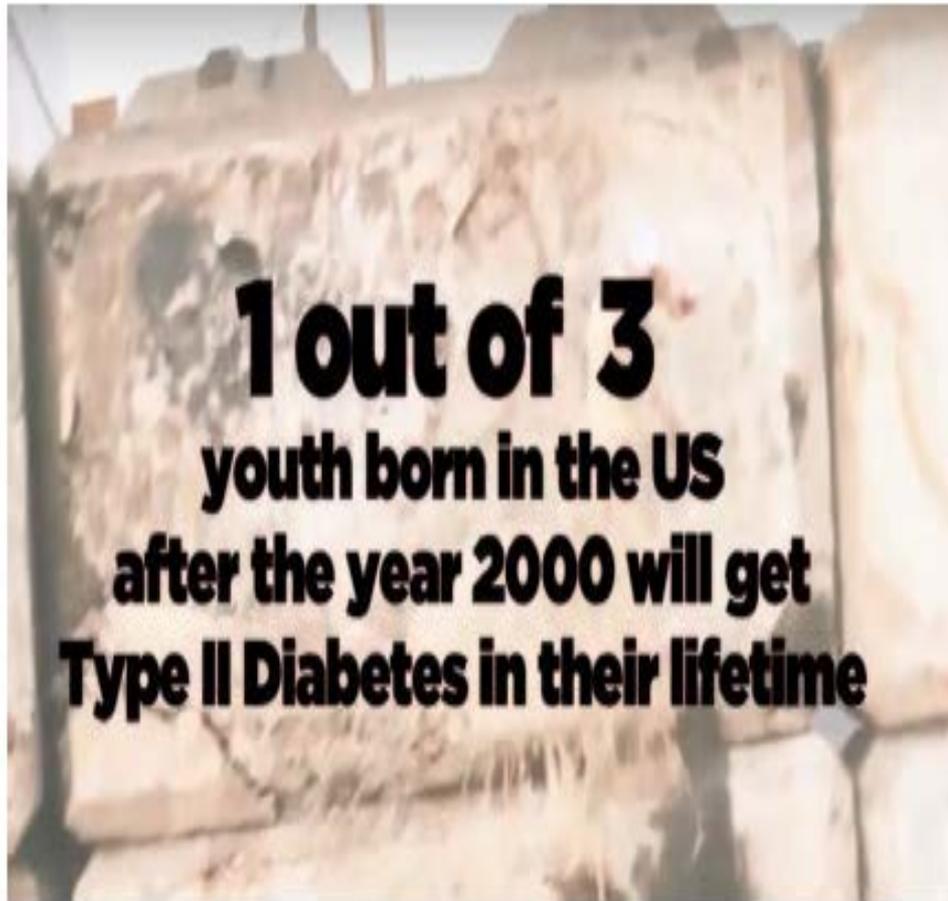
- Effective in reducing tobacco use among young people
- Key elements of effective strategies for tobacco countermarketing have been identified
- Ongoing financial support and wide exposure key for impact
- Used to reduce alcohol and unhealthy food consumption
- Not yet systematic research studies on impact on food and alcohol consumption



Our questions for today

1. How can we work together to create a stronger evidence base for unhealthy food countermarketing?
2. Should we and how can we develop common messages for youth food countermarketing to use around the city?
3. How can we more quickly identify and disseminate best practices in unhealthy food countermarketing?
4. How best can we connect food countermarketing initiatives to other food, health and social justice campaigns?
5. How can we best work together to advance the use of this strategy?





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