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***Marketing in Schools: Little Educational
or Nutritional Content***

Presentation at the Wellcome Trust Frontiers Meeting

***Environmental and Behavioural Determinants of
Childhood Obesity***

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Marketers Are Interested in Schools

1. **Why Marketers Want to Reach Children:** Children have buying power.
2. **Marketing Problem:** Children are hard to reach outside of school. Children are a fragmented market. Advertising environments outside of school are cluttered.
3. **Marketing Solution:** Schools provide a relatively uncluttered ad environment, where children of all ages are a captive audience.

Types of Marketing in Schools

1. Sponsorship of Programs and Activities
2. Exclusive Agreements
3. Incentive Programs
4. Appropriation of Space
5. Sponsored Educational Materials
6. Electronic Marketing
7. Fundraising

More information at <http://epicpolicy.org/publication/Molnar-Determinants>

Products Most Heavily Marketed to Children

1. Food:

- a. Soft drinks and other beverages (\$639,226,000)
- b. Restaurant foods (\$293,645,000)
- c. Snack foods, candy and frozen desserts (\$256,407,000)
- d. Breakfast cereal (\$236,553,000)

2. Entertainment

3. Toys

4. Popular books

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Remedies to Address Food Marketing in Schools

1. **Statutory or regulatory prohibition**
2. **Balancing tests (benefits vs. harm)**
3. **Mandatory adoption review process**