Facts for Parents on Marketing to Youth*

- **Childhood obesity** has more than doubled in children and tripled in adolescents in the past 30 years.¹
- **Diets** high in calories, fat, sugars and sodium are putting children’s futures at risk.²
- **What children** want to eat and drink is influenced by marketing.³
- **Most** foods and beverages advertised to children are high in fat, sugar or sodium.⁴
- The **food and beverage** industry spends nearly 2 billion dollars on marketing to children and adolescents yearly.⁵
- Children spend 7.5 hours per day consuming media – online, watching TV, using mobile devices, listening to music, playing video games and reading print materials.⁶
- **Black children** saw almost twice as many ads for sugary drinks as white children in 2010.⁷
- Marketing on Spanish-language TV is growing. From 2008 to 2010, Hispanic children saw 49 percent more ads for sugary drinks and energy drinks, and adolescents saw 99 percent more ads.⁸
- **Four TV channels** are responsible for almost half of food advertising seen by children.⁹

* References on back of sheet

For more information contact dpho@health.nyc.gov
References

2. J. Michael McGinnis, ‘Executive Summary; Food Marketing to Children and Youth: Threat or Opportunity?’, (2006), P. 1
9. Yale Rudd Center, 'Where Children and Adolescents View Food and Beverage Ads on TV: Exposure by Channel and Program', Rudd Report, (2013), P. 5