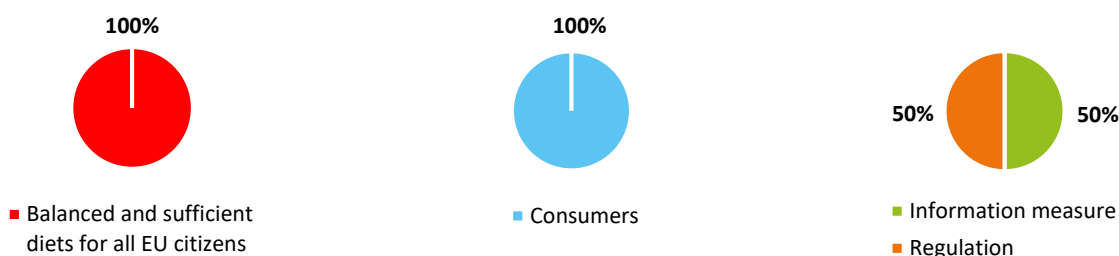


A3.11 Policy actor: Media

Media are an important source able to influence citizens' perception, attitudes and behaviours, including what people buy, eat and believe about food. For this reason, media act as **primary targets** in our food policy mapping.



As expected, media are generally intended to convey messages concerning **healthy diets** to **consumers**. As for the policy instrument used, the mapped policies are implemented through:

- o **information measures**, *i.e.* campaigns whose purpose is to raise awareness of the direct consequences of the overconsumption or underconsumption of certain nutrients or additives to our health;
- o **regulation**, *i.e.* government-led or self-regulatory provisions addressed at private actors to make them develop their own codes of conduct to internally regulate their commercial messages about the food they sell on the market.

Table 4 - Examples of self-regulation policies acting through the media:

- **Advertising of Food and Beverages addressed to Children - PAOS code**
Code of self-regulation on food and drink advertisement aimed at minors for the prevention of obesity and health-related diseases.
- **Code of Responsible Food Marketing communication to children**
Agreement on a voluntary code among the food, grocery, media and advertising industries not to advertise foods with high levels of fat, sugar and salt in media aimed at children.
- **Regulation on Energy Drinks advertising**
The promotion of energy drinks in all places involving persons under the age of 18 years is prohibited.
- **Children's commercial communications code**
Rules on the promotion to children of food that is high in fat, salt or sugar.
- **Radio and tv act**
The act prohibits any (food) advertising to children below the age of 12.