INFORMAS PROTOCOL

FOOD PROMOTION MODULE

Food Marketing – Television

University of Auckland

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INFORMAS

Benchmarking food environments

Contact

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1. Introduction

The World Health Organisation's (WHO) Global Action Plan for the prevention and control of non-communicable diseases 2013-2020 encourages member states to promote a healthy diet (1). One of the mechanisms for achieving the objectives and related targets is to implement the WHO's recommendations on the marketing of food and non-alcoholic beverages to children, including monitoring (2, 3).

Worldwide, the proportion of adults with a body-mass index (BMI) of 25 kg/m² or greater increased from 28.8% to 36.9% in men, and from 29.8% to 38.0% in women between 1980 and 2013 (4). Dietary risk factors increasingly contribute to the surging global burden of obesity and diet-related non-communicable diseases (NCDs) (4, 5). Since unhealthy diets are driven by unhealthy food environments (6), comprehensive actions by major players, such as governments and the food industry, will be needed to improve the healthiness of food environments and achieve the World Health Organisation (WHO)'s targets to halt the rise in obesity and diabetes, and reduce NCDs by 25% by 2025 (7). Achieving WHO's risk factor targets will delay or prevent more than 37 million deaths from the main NCDs (8).

The International Network for Food and Obesity/NCDs Research, Monitoring and Action Support (INFORMAS) is a global network of public-interest organizations and researchers that aims to monitor, benchmark and support public and private sector policies and actions to create healthy food environments and reduce obesity, diet-related NCDs and their related inequalities globally(9, 10). Food environments are defined as the collective physical, economic, policy and socio-cultural surroundings, opportunities and conditions that influence people's food and beverage choices and nutritional status (10). INFORMAS developed 10 modules for which the monitoring frameworks have been designed and the indicators determined (11-20), and which will be translated into detailed measurement protocols. The ***process*** modules focus on monitoring the implementation of priority policies and actions on food environments by governments (11) and the private sector (12). The ***impact*** modules focus on monitoring key aspects of food environments, including the nutrient composition of foods (13), food labelling (14), nature and extent of unhealthy food marketing to children (15), nutritional quality of foods in public sector settings (18), the availability and accessibility of healthy and unhealthy foods in communities (17), food prices and affordability of healthy versus unhealthy diets (16) and aspects of foods in trade and investment agreements (19). The ***outcome*** modules focus on monitoring population risk factors (including behavioural, physiological and metabolic risk factors), population diet quality (21) and health outcomes. Aspects of these outcome components are being developed by WHO as part of their work on a Global NCD monitoring framework(7).

This protocol details the approach to monitoring for the impact module on extent and nature of unhealthy food promotion to children on television. Background information relating to this module within INFORMAS and the approach that was initially proposed can be found in Kelly et al (2013) (15). This protocol largely follows that approach with some modifications.

Previous research has shown that food and non-alcoholic beverage marketing is an important factor influencing children's food purchasing requests, preferences, and consumption including several systematic and narrative reviews that have shown that exposure to food promotions influences brand recognition, food preference and consumption patterns, and health status (22, 23). Readers of the protocol are referred to the foundation paper by Bridget Kelly et al (2013) (15) for more detailed coverage of the literature.

2. Objectives

The monitoring aims to establish the extent and nature of food and non-alcoholic beverage advertising within and across countries and over time. Although ideally monitoring would measure and compare levels of exposure to unhealthy food promotion, measurement of the extent and nature of food advertising is likely to be more achievable across participating countries with varying levels of existing data on advertising and audience measurement data.

The ability to estimate exposure levels for particular sub-populations may increase over time as different data collections initiatives provide the basis for modelling, in particular, provide more affordable access to rates of advertisements and viewing patterns for particular subpopulations.

Monitoring objectives

The purpose of monitoring food advertising on television is to:

- Describe the extent and nature of unhealthy food and non-alcoholic beverage advertising on television and the power of that advertising
- Compare levels and the nature of advertising over time within countries
- Compare levels and the nature of advertising across countries
- Inform the development of appropriate and effective policy responses
- Provide an evidence base to hold governments to account for the levels of unhealthy food advertising to children
- Align with the WHO recommendations.

The aims of this protocol are to detail the methods for systematically and consistently collecting and analysing information on unhealthy food advertising screened on television within each of the countries participating in INFORMAS and to ensure that the data and derived indicators provided to the INFORMAS co-ordinating centre in Auckland is comparable across countries and over time.

The protocol covers the underpinning aims and rationale for the monitoring, data scope, data definitions, sampling design and methods, data collection, data collection templates, data coding frameworks, data formats, data storage, data analysis, derived indicators and reporting.

3. Scope and definitions

The collection of data and the derived indicators focus on the level and power of food advertising / promotions to children **aged <12, <16 or <18 years** through the media of television. Country-specific contextual information is also collected to support analysis and the interpretation of results.

This protocol relates to spot advertisements in between and during programs. It does not cover other types of marketing such as product placement in shows and sponsorship of television shows.

Sampling approach rationale

The age range for 'children' plays a critical role in the sampling and analysis in this protocol. However, the age range for 'children' is defined differently across countries with different food

marketing regulations. In addition, audience viewing pattern information available from advertising monitoring services is often reported within set age ranges. This presents challenges for monitoring as standardising an age group for sampling purposes is likely to reduce the usefulness of the protocol for within countries analyses but increase comparability across countries and vice versa.

The primary aim is to obtain robust estimates for comparison over time and across countries. To maximise the usefulness of the data for within country analyses and across country comparisons, it is proposed that television channels are selected for inclusion based on their levels of popularity with children **aged <12, <16 or <18 years**. Identifying whether there are any substantial differences in the channels that would be chosen if the primary age group was <12, <16 or <18 would help with data interpretation and cross-country analyses. Therefore, obtaining audience ratings of the channels for these age ranges where possible is the initial task prior to selecting channels for inclusion in the monitoring.

'Popular' television channels are defined by the proportion of the audience within the specified age group that the channel attracts during weekday and weekend peak viewing times for that age group. The 'peak viewing' hours for an age group are determined on the basis of the actual viewing patterns of the age group, not any theoretically defined viewing hours set by governmental or other organisations.

Although the choice of channels is identified by the viewing patterns of the age group, the days and hours are more prescribed. To ensure comparability over time, the days should be selected from the same time of year (within a 3 month period March/April/May) to avoid seasonality effects in the results over time. Although this protocol sets out the minimum number of days and hours that are considered necessary to obtain estimates, researchers implementing the protocol may choose to increase the number of days they collect data during a year. If it is possible to collect more than the minimum set of data, it is proposed this is done by selecting 8 days and 18 hours per day from within another three month period within the year.

The hours that are to be recorded are standardised across all data collections. It is anticipated that these hours will include the peak viewing times for children in all countries and therefore will allow opportunities for comparisons across countries as well as allow countries to tailor their own analyses for their purposes.

Coverage of data collection and derived indicators

The bulk of the data collection relates to the level and power of advertising activity across different television channels. Contextual information is also collected relating to regulations and viewing patterns to support analysis and comparison across countries and interpretation of results.

Indicators

The primary indicators for monitoring television advertising that will be derived are:

- Level of advertising (by each hour; peak viewing times children 5-12; non-peak viewing times; regulated children's hours (am and pm); popular children's programs)
    - Mean rate or frequency of advertisements per channel per hour
    - Mean rate or frequency of food vs non-food advertisements per channel per hour

    - Mean rate or frequency of unhealthy vs healthy food ads (core vs noncore) advertisements per channel per hour
    - Mean rate or frequency of unhealthy (non-core) food groups
    - Mean rate of (healthy vs unhealthy / core vs noncore) food advertisements per channel per hour with promotional persuasive promotional techniques per unit
    - *Ratio of healthy to unhealthy advertisements*
    - *Number of healthy vs unhealthy advertisements*
    - Proportion of food advertisements by major food categories
- The 'persuasive power' of the content of these promotions (by each hour across day; peak viewing times children 5-12; non-peak viewing times; regulated children's hours (am and pm); popular children's programs)
    - mean rate of promotional characters (food vs non-food; unhealthy vs healthy food)
    - mean rate of premiums (food vs non-food; unhealthy vs healthy food)
    - proportion of nutrition and health claims that are for 'unhealthy' vs 'healthy' food)
    - proportion of food advertisements by major food categories.

Definitions

'**Marketing**' refers to commercial activities designed to increase brand recognition, appeal and ultimately purchase products and services. In the past, it usually related to four classes of activities including 'product', 'price' 'place' and 'promotion' (15). In the context of marketing food and non-alcoholic beverages to children WHO has defined marketing as follows: "*Marketing" refers to any form of commercial communication or message that is designed to, or has the effect of, increasing the recognition, appeal and/ or consumption of particular products and services. It comprises anything that acts to advertise or otherwise promote a product or service*" (24).

'Television advertisements' refers to spot advertisements which are broadcast in between and during programs. It does not cover other types of marketing such as product placement in shows and sponsorship of television shows

'Children' – defined by age group – refers to those aged <12 years, <16 years or < 18 year olds (or close to these age ranges, if audience viewing data age grouping differs slightly). The choice of age group for data collection will be determined by the age group most relevant grouping for each country

'Children's peak viewing time periods' when the number of children watching television (all channels combined) is greater than a quarter of the maximum child audience rating for the day (25).

Food product advertisement – spot advertisements broadcast between and during breaks in programs that include a food item for sale whether from a food retailer or restaurant including quick service outlets.

'Healthy' and 'unhealthy' food product advertisements: There are a number of classification systems that can be used for categorising food products as either 'healthy' or 'unhealthy'. To ensure comparability across countries, it is proposed that all countries code the food products using the 'core'/'noncore'/'miscellaneous' categories detailed in Table 2. A variable is available on the

spreadsheets to recode (from the product description captured in the data collection) into a country specific food categorisation system.

4. Methods – sampling design

Methods are drawn from the approaches outlined in previous studies (15, 26, 27) with modifications to align with INFORMAS objectives and to allow sufficient power to monitor changes over time and across countries.

Sampling design and methods

Sampling is conducted in two stages. The first stage concerns the selection of channels and the second stage the days to be recorded. The hours of recording are standardised across all days.

Sampling channels

The focus of the monitoring is children and therefore, channels are chosen on the basis of their popularity with children.

Channels should be chosen to maximise the percentage coverage of the viewing audience within the age groups of < 12 years, < 16 years or < 18 years during their peak viewing times. If possible, the average viewing audience numbers observed over a period of a year should be used (commercial television audience measurement data) to determine the most popular channels. Alternatively, if this information is not easily available or affordable, then small surveys with the target group could be conducted and/or the views of experts.

If the most 'popular' channels differ substantially across these age groups, then the priority age group should determine the choice of channels. **The priority age group for a country is determined on the basis of a country's regulations on food advertising to children other country-specific criteria**.

Both free-to-air and pay-for-view channels can be included for consideration in the monitoring. However, if channels do not screen commercial advertisements then they should be excluded from consideration.

At minimum, the top 3 most popular channels should be included in the data collection. There is no upper limit on the number of channels as long as all the channels are recorded and coded in the same manner and a full dataset is available for each.

The length of time it takes to code an hour of recording will vary depending on the number of advertisements within any hour and how often the same advertisements are repeated, but might take up to one hour of coding for each hour of television.

Sampling month, days and hours to record

The monitoring approach uses a stratified sampling design with weekdays and weekend days comprising the two strata. The reasons for initially separating weekend days from weekdays are because:

- viewing patterns might differ for week days versus weekend days as most children aged 5 and over will be attending school on weekdays but not at the weekend

- the rates and types of food advertising might vary between weekday school hours and the same hours at weekends (28).

However, in selecting days from two different strata, obtaining a combined estimate (for example, for all peak and non-peak viewing hours) will require the data to be weighted because of the unequal probabilities of selection and the unequal number of days week and weekend hours.

To help ensure comparability over time, the same three month period(s) should be selected for data collection each year excluding public holidays and major events when advertisements might be higher or lower depending on the holiday/event. Seasonal effects are apparent in viewing patterns and might also be apparent in advertising patterns.

The obtained estimates need sufficient precision to support an analysis of changes over time and differences between countries. Four week days and four weekend days are selected from within the three month period.[1]. Given the variance in the mean number of healthy and unhealthy food advertisements across hours, days and seasons then obtaining robust rate estimates (frequency of advertisements per channel per hour) then a reasonable sample size is required.

Before randomly selecting days to record, **exclude** all public holidays and school holiday periods when audience ratings might vary considerably and days when advertising will be affected by special events such as religious festivals and major sporting events.

In subsequent monitoring years, days should be selected within the same three month period to help avoid seasonality effects in the results.

Frequency and timing of data collection

If resources are available, it is recommended that data collection occurs each year (within in the same three months). A regular consistent annual collection will mean that a series of yearly point estimates is developed more quickly allowing monitoring of trend and an assessment of whether change is occurring over time. A minimum of three data points is needed to consider trends over time.

5. Methods data collection: recording and coding advertisements

Record the television broadcast on each of the selected channels (minimum of three) on each of the 8 selected days for 18 hours starting at 6am and finishing at 12am (06.00 to 24.00) simultaneously.

Each research group should record and analyse a minimum of 144 hours television data per channel (18 hours, over 8 days), for each of the selected channels (a minimum of three channels). In total, this means that at minimum a total of 432 hours of television will be recorded and analysed[2].

[1] The number of days chosen is based on King et al 2012 study which compared estimates over time based on four days or seven days of recording and the Asia Pacific study summary data which indicated that the variance was large for some estimates thereby reducing precision of the estimates.

[2] Note that researchers may wish to record other channels for their own research and comparison.

All three channels should be recorded on the same day to enable an estimate of advertising levels for that day.

There are several options for recording television including through a computer or DVD. Before choosing the device ensure the device has sufficient storage capacity and the recording is easily able to be copied so there is a backup of the recording available.

Once recorded and a copy made as back-up, data coding can start.

Data collection: coding the advertisements

Data coding sheets (excel spreadsheets) are provided as ***Annex 2 (Online)*** within one excel workbook for completion. Three different types of sheets are provided for:

- completing the contextual information,
- coding the advertisements (8 copies for each of the 8 days recorded)
- data quality checks.

For nutrient profiling of the foods and beverages advertised, three different systems are recommended:

- Core/Non Core food classification as explained in Table 2 (food-based system)
- WHO EU Nutrient Profiling System (29) (the preferred system if only one is chosen)
- PAHO Nutrient Profiling System (30) (optional, very restrictive)

The variable description is detailed below and the templates are included as ***Annex 2 (Online)***.

Contextual information – data collection (1)

Variables 1-27 are to be included in the minimal approach to data collection. Variables 28-34 should be included in the optimal approach.

Minimal approach:

Spreadsheet variable	Description of data field	Variable format	Variable name - database
Variable 1:	Country name	Text	Country
Variable 2	Country code	Numeric	Countrycode
Variable 3:	Data collection year	mm/yyyy	Collectyear
Variable 4:	Number of data points in year (If multiple data collections occur in one year in order to obtain two or more representative data points.)	Numeric	Datapoints
Variable 5:	Region covered in the sampling design (This sets the boundaries for the sampling design and could be the country, state, province or local area. The data collection should be representative of television advertisements screened within the selected geographical area.)	Text	Region
Variable 6:	Sampling dates (Month-month)	Text	Samplemonths

Spreadsheet variable	Description of data field	Variable format	Variable name - database
Variable 7:	*Number of geographic strata (if used in sampling design – however this is not likely to be used in the TV sampling)*	*Numeric*	*Numstrata*
Variable 8:	*Number of geographic/area clusters (if used in sampling design – however this is not likely to be used in the TV sampling)*	*Numeric*	*Numclusters*
Variable 9:	Regulations for restricting television advertising to children in region covered by sampling design	Numeric	Regulation
	1=Governmental		
	2=Industry self-regulation		
	3=No regulation		
Variable 10:	Text description of restrictions should include the age groups, channels, hours; and products covered.	Text	Regdescription
Variable 11:	Hours in which television advertising is restricted – lower bound 24 hour format 0-24	Numeric	Reghourlb
Variable 12:	Hours in which television advertising is restricted – upper bound 24 hour format 0-24	Numeric	Reghourub
Variable 13:	Responsibility for enforcing regulations	Numeric	Regenforced
	1=Governmental		
	2=Industry enforces self-regulation		
	3=None		
Variable 14	Number of television channels included in monitoring	Numeric	Numchannels
Variable 15:	Age group used to determine channel inclusion – lower bound (years)	Numeric	Agelb
Variable 16:	Age group used to determine channel inclusion – upper bound (years)	Numeric	Ageub
Variable 17:	Peak viewing hours on <u>weekdays</u> for selected age group – lower bound (24 hour format)	Numeric	Peakweeklb
Variable 18:	Peak viewing hours on <u>weekdays</u> for selected age group – upper bound (24 hour format)	Numeric	Peakweekub
Variable 19:	Peak viewing hours on <u>weekend days</u> for selected age group – lower bound (24 hour format)	Numeric	Peakwendlb
Variable 20:	Peak viewing hours on <u>weekend days</u> for selected age group – upper bound (24 hour format)	Numeric	Peakwenkub
Variable 21:	Total audience share for selected age group on selected channels on <u>weekdays</u> at peak viewing hours (percentage)	Numeric	Audsharewd
Variable 22:	Total audience share for selected age group on selected channels on <u>weekends</u> at peak viewing hours (percentage)	Numeric	Audsharewe
Variable 23	Protocol number	Numeric	Protocol

Advertisement Information (2)

(8 separate sheets for each of the 8 days recorded and coded)

ALL THIS INFORMATION MUST BE RECORDED FOR EACH ADVERTISEMENT TO ALLOW COMPARABLE ANALYSES OVER TIME AND ACROSS COUNTRIES

Spreadsheet variable	Description of data field	Variable format	Variable name - database
Variable 1:	Country name	Text	Country
Variable 2:	Data collection area (country, state, province, local body area)	Text	Region
Variable 3:	Data collection year	yyyy	Datayear
Variable 4:	Channel name and number (e.g. CCTV-children, channel 8)	Text	Channel
Variable 5:	Channel audience share in peak viewing times (percentage)	Numeric	Audsharech
Variable 6:	Date of recording	ddmmyyyy	Daterecord
Variable 7:	Day of the week (Monday/Tuesday/Wednesday/Thursday/Friday/Saturday/Sunday)	Text	Day
Variable 8:	**Program name** in which the advertisement is shown (Text format)	Text	Program
Variable 9:	**Program category**; code as one of the following (using their assigned numbers: 1-15)	Numeric	Progcategory
	1 = News, commentary, political programs **2** = Sport (a specific program or a sport event) **3** = Soap opera **4** = Series (not specifically for children) **5** = Movie (not specifically for children) **6** = Documentary **7** = Reality show **8** = Talk show **9=** Miscellaneous entertainment: e.g. variety, spectacles, contests **10** = Children: cartoon, movies, series or other show for children **11** = Music or music video **12** = Religious **13** = Health related **14**= Other		
Variable 10:	Starting time of programme	Numeric	Progstart
Variable 11:	Ending time of programme	Numeric	Progend
Variable 12:	The **time slot of <u>Advertisement</u>** as shown in Table 1 (Codes: 1-16)	Numeric	Timeslot

Spreadsheet variable	Description of data field	Variable format	Variable name - database
Variable 13:	Start time of advertisement	Numeric	Adstart
Variable 14:	End time of advertisement	Numeric	Adend
Variable 15:	Moment of advertisement	Numeric	Admoment
	1 = As a pause of a specific programme **2 = Between two programmes**		
Variable 16:	**Advertisement type**; code as one of the following (using their assigned numbers: 1-6)	Numeric	Advertype
	1 = food or drink product- food company/brand **2 =** food or drink product- promoted in advertisement by non-food brand/company/retailer /service/event **3 =** food or drink company or brand (no retailer) without food or drink product **4 =** food or drink retailer (supermarket or convenience store) with food or drink product **5 =** food or drink retailer (supermarket or convenience store) without food or drink product **6** = food or drink retailer (restaurant or takeaway or fast food) with food or drink product **7 =** food or drink retailer (restaurant or takeaway or fast food) without food or drink product **8 =** non-food or drink product **IF ADVERTISEMENT IS CODED AS 8 – A NON-FOOD PRODUCT THEN GO TO NEXT ADVERTISEMENT** **IF ADVERTISEMENT CODED 1-7, THEN THE FOLLOWING CODES ARE TO BE COMPLETED TO DESCRIBE THE FOOD RELATED ADVERTISEMENT IN MORE DETAIL**		
Variable 17:	Company name; (e.g. McDonald's, Carrefour, Cadbury)	Text	Company
Variable 18:	Name and description of product advertised	Text	Productdesc
	The product needs to be identifiable for the purposes of collecting nutrition information. Include flavour or brand variant (e.g. "Big Mac meal containing a burger,		

Spreadsheet variable	Description of data field	Variable format	Variable name - database
	medium fries and medium soft drink" rather than just "Burger meal"; "chocolate coated, cream-filled biscuit/cookie" rather than just "biscuit/cookie"; and "Huiyuan apple juice" rather than just "juice"). If no foods or drinks were advertised, describe what the food company advertisement was for (e.g. "competition to win a family holiday, purchase any marked packet and visit website: www... to enter competition" or "Company character Ronald McDonald playing with children in an open playground"). ***Note that in some instances further detail may need to be sought from company websites and/or product packages to describe the nutritional composition of the advertised product.**		
Variable 19a:	Food product category (See Table 2 below) (1-37)	Numeric	Foodcategory
Variable 19b:	0=Not permitted to be marketed to children by WHO EU 1=Permitted to be marketed to children by WHO EU 2=Not applicable	Numeric	WHO
Variable 19c	0=Not permitted to be marketed to children by PAHO 1=Permitted to be marketed to children by PAHO 2=Not applicable	Numeric	PAHO
Variable 20:	Power of advertising (0/1) (0 = no strategies used, 1= strategy used)	Numeric	Powerad
Variable 21:	Power of advertising strategy		Powerstrategy
	1 = Cartoon/Company owned character e.g. M&Ms 2 = Licenced character e.g. Dora the explorer 3 = Amateur sportsperson e.g. person playing a sport 4 = Celebrity (non-sports) e.g. Jamie Oliver 5 = Movie tie-in e.g. Shrek 6 = Famous sportsperson/team e.g. All Blacks 7 = Non-sports/historical events/festivals e.g. Christmas, Anzac Day 8 = 'For kids' e.g. image of a child, 'great for school lunches', 'for school lunchboxes' 9 = Awards e.g. Best Food Award 2014, award winning, number one best-selling' 10 = Sports event		

Spreadsheet variable	Description of data field	Variable format	Variable name - database
Variable 22:	Power of advertising description	Text	Powerdesc
	If you have coded '1' for the presence of one or more strategies to increase the power of advertising, please describe all strategies in the advertisement, e.g. naming the sporting celebrity (tennis) 'Mark Thompson', or McDonald's Branded Character 'Ronald McDonald'.		
Variable 23:	Premium offers present (0/1)	Numeric	Premium
Variable 24:	Premium offers type	Text	Premiumdesc
	1= Game and app downloads 2= Contests 3= Pay 2 take 3 or other 4= 20% extra or other 5= Limited edition 6= Social charity 7= Gift or collectable 8= Price discount 9= Loyalty programs		
Variable 25:	Optional – Country specific food categorisation system		
Variable 26:	Strata (determined on basis of whether week or weekend day)	**Numeric**	**Strata**
Variable 27:	Weight (derived variable)	**Numeric**	**Weight**

Optimal approach

Spreadsheet variable	Description of data field	Variable format	Variable name - database
Variable 28:	Brand benefit claims used (0/1)	Numeric	Benefitclaims
	1= Sensory based characteristics (taste, texture, appearance, aroma) 2= New brand development 3= Suggested use (e.g great for lunchboxes) 4= Suggested users are children or whole family 5= Emotive claims (fun, feelings, popularity) 6= Puffery (claiming to be advantageous over other products) 7= Convenience 8= Price		
Variable 29:	Marketing partnership with other brand? (1/0)	Numeric	Partnership
Variable 30:	Brand name	Text	Partnershipbrand
Variable 31:	Claim present? (0/1)		
Variable 32:	Claims description (1-7) (multiple ticks)	Numeric	Claimtype
	1= Health related ingredients claims 2= Nutrient content claims (e.g. low fat) 3= Nutrient comparative claims (e.g. reduced fat) 4= General health claims (e.g. healthy diet) 5= Nutrient & other function claim (e.g. calcium good for bone) 6= Reduction of disease risk claims (e.g. HF tick) 7= Other claims (e.g. organic)		
Variable 33:	Advercation present (0/1)	Numeric	Advercation
Variable 34:	Advercation type (1-5)	Numeric	Advercationtype
	1= Historical facts 2= General nutrition 3= Sports information 4= Details on product ingredients (e.g. cocoa production for chocolate) 5 = Other		

Table 1: The timeslots, per 60-minute period

Time (24-hour format)	*Code Timeslot*
6:00-6:59	1
7:00-7:59:	2
8:00-8:59	3
9:00-9:59	4
10:00-10:59	5
11:00-11:59	6
12:00-12:59	7
13:00-13:59	8
14:00-14:59	9
15:00-15:59	10
16:00-16:59	11
17:00-17:59	12
18:00-18:59	13
19:00-19:59	14
20:00-20:59	15
21:00-21:59	16
22:00-22:59	17
23:00-24:00	18

Table 2: Food category coding

FOOD CATEGORY	**CODE**
CORE AND HEALTHY FOOD CATEGORIES	
Breads, rice and rice products without added fat, sugar or salt, noodles (exclude fried), plain starch products (e.g. starch balls), plain biscuits and crackers	1
Low sugar and high fibre breakfast cereals (<20g sugar /100g *and* >5g dietary fibre /100g)	2
Fruits and fruit products without added fats, sugars or salt (include fresh, tinned in natural juice, and dried), include fruit juices containing ≥98% fruit	3
Vegetables and vegetable products without added fats, sugars or salt (include fresh, tinned, and dried), including plain seaweed	4
Milks and yoghurts (≤3g fat /100g), cheese (≤15g fat /100g) and their alternatives e.g. Soy (include probiotic drinks).	5
Meat and meat alternatives - include meat, poultry, fish, legumes, tofu, eggs and raw unsalted nuts	6

Oils high in mono- or polyunsaturated fats, (olive oil, sunflower oil, soyabean oil, plant based margarines and spreads), and low fat savoury sauces (<10g fat /100g).	7
Low fat/salt meals - include frozen or packaged meals (≤6g saturated fat /serve, ≤900mg sodium /serve), soups (<2g fat /100g, exclude dehydrated), sandwiches, mixed salads. Also include steamed buns (exclude sweet buns), wontons and dumplings ***not*** *usually fried before consumption.*	8
Healthy Snacks – must be based on **core foods** (i.e. fruit, vegetables, grains, dairy, soy, meats or alternatives) **and contain** < 600kJ / serve, <3g saturated fat /serve and <200mg sodium /serve	9
Baby foods (exclude milk formulae)	10
Bottled water (include unflavoured mineral and soda waters)	11
NON-CORE AND UNHEALTHY FOOD CATEGORIES	
High sugar and/or low fibre breakfast cereals (>20g sugars /100g *or* <5g dietary fibre /100g)	12
Flavoured/fried instant rice and noodle products	13
Sweet breads, cakes, muffins, sweet buns (e.g. lotus seed, custard, red bean), sweet biscuits (include egg rolls), sweet glutinous rice balls or cakes, high fat savoury biscuits, pies and pastries, sweet sticky rice or rice pudding.	14
Meat and meat alternatives processed or preserved in salt – include frankfurts, seafood sticks, jellyfish salad, tinned meats, and all preserved ready to eat meats, poultry, fish, tofu and egg products.	15
Sweet snack foods - include jelly, sugar-coated dried fruits or nuts, nut or seed based bars and slices, sweet rice bars, and tinned fruit in syrup	16
Savoury snack foods (added salt or fat) - includes chips, dried spicy peas, fruit chips, savoury crisps, extruded snacks, popcorn (exclude plain), salted or coated nuts, other fried snacks (e.g. shrimp crackers)	17
Fruit juice/drinks (<98% fruit)	18
Full cream milks and yoghurts (> 3g fat /100g) and cheese (>15g fat /100g, and high salt cheeses, including haloumi and feta) and their alternatives e.g. Soy	19
Ice cream, iced confection and desserts	20
Chocolate and candy - includes marshmallows, sugar (all types), and chewing gums (exclude sugar free varieties)	21
Fast food (**not only** healthier options advertised), e.g. burgers, fries, soft drinks *Include if some but not all the foods/drinks advertised are healthier options*	22

High fat/salt meals - frozen or packaged meals (>6g saturated fat /serve, >900mg sodium /serve). Also include steamed buns (exclude sweet buns), wontons and dumplings *usually fried before consumption*.	23
Other high fat/salt products – include meat/fish/bean pastes, XO sauce, butter and animal fats, high fat savoury sauces (>10g fat /100), soups (>2g fat /100g and all dehydrated).	24
Sugar sweetened drinks - include soft drinks, sweetened tea drinks, sports/electrolyte drinks, powdered flavour additions (e.g. Nesquik, sweetened tea or coffee powders).	25
Alcohol	26
MISCELLANEOUS	
Recipe additions (including soup cubes, oils, dried herbs and seasonings) *Note: these foods are not usually consumed alone. They are added to flavour meals.*	27
Vitamin/mineral or other dietary supplements, and sugar-free chewing gum	28
Tea and coffee (excluding sweetened powder-based teas or coffees)	29
Baby and toddler milk formulae	30
Fast food (**only** healthier options advertised), e.g. grilled chicken wrap, water, fruit slices	31
Fast food (**not only** healthier options advertised), e.g. burgers, fries, soft drinks *Include if some but not all the foods/drinks advertised are healthier options*	32
Fast-food restaurant (**NO** foods or drinks advertised)	33
Local restaurant	34
Supermarkets (**only** core and healthy foods advertised)	35
Supermarkets (**not only** core and healthy foods advertised)	36
Supermarkets (**NO** foods or drinks advertised)	37

*Note: palm oil classified as veg oil (code 7) despite higher SFA ratio. This is the main oil used in some Asian countries.

Quality control coding checks (3)

Spreadsheet variable	Description of data field
Variable 1:	Percentage of data coding checked – within country
Variable 2:	Percentage of data coding checked – within country
Variable 3:	Inter-rater reliability score for coding check – within country
Variable 4:	Inter-rater reliability score for coding check – within country
Variable 5:	Inter-rater reliability score for coding check – within country
Variable 6:	Inter-rater reliability score for coding check – within country
Variable 10:	Percentage of data coding checked – between countries
Variable 11:	Inter-rater reliability score for coding check – between countries
Variable 12:	Inter-rater reliability score for coding check – between countries
Variable 13:	Inter-rater reliability score for coding check – between countries
Variable 14:	Inter-rater reliability score for coding check – between countries

Data coding and entry process

All the recorded television hours must be reviewed so that all broadcast advertisements are identified, coded and entered into the spreadsheets. This involves viewing the television recordings (forwarding through the program content) and performing the necessary categorisation of the advertisements.

Data should be entered directly into the Microsoft Excel spreadsheets while the television data is being viewed, either by:

1. Using two computers simultaneously (one to watch the DVD and another to enter data), or
2. Watching the television data on television/DVD player and using one computer to enter the data.

The INFORMAS secretariat Project Management Team will be available to resolve any discrepancies that may arise during this coding period and ensure that food coding is consistent across and within countries.

Reliability testing

For good reliability and comparability of results, research assistants who are involved in data analysis must be provided with training for viewing and coding food advertisements.

Reliability both between researchers in each country and between countries will also be tested based on:

- The number of food ads recorded
- The food code recorded

To calculate inter-coder reliability, the following formula should be used:

Number of agreements / (Number of agreements + number of disagreements) x 100

Within country inter-coder reliability

For countries where more than one person is coding the data, inter-coder reliability *within* countries must be established. Prior to beginning the data analysis, each research assistant who will be coding the data must code an identical random sample of television data (n = 1 hour), determine the correlation between the results and resolve any discrepancies in the coding. This will determine the correlation between one person's results with another (person 1/person 2). If more than two research assistants are being used, then a range for reliability results should be given.

Previous research indicates that high inter-coder reliability is expected (90% to 100%). If this minimum level is not achieved *within* countries then coding discrepancies must be discussed and further training given to research assistants if required. Remember that the reliability testing must be conducted at the START of the data analysis period.

Between country inter-coder reliability

Inter-coder correlation *between* countries will also be conducted. One person from the INFORMAS secretariat will code a random sample of television data (n=1 hour) from each country and compare these results with those from the original coding (INFORMAS secretariat/other country's coding).

NOTE: Each partnering country will be required to provide a randomly selected one-hour sample of television data, to be sent to the INFORMAS secretariat for analysis.

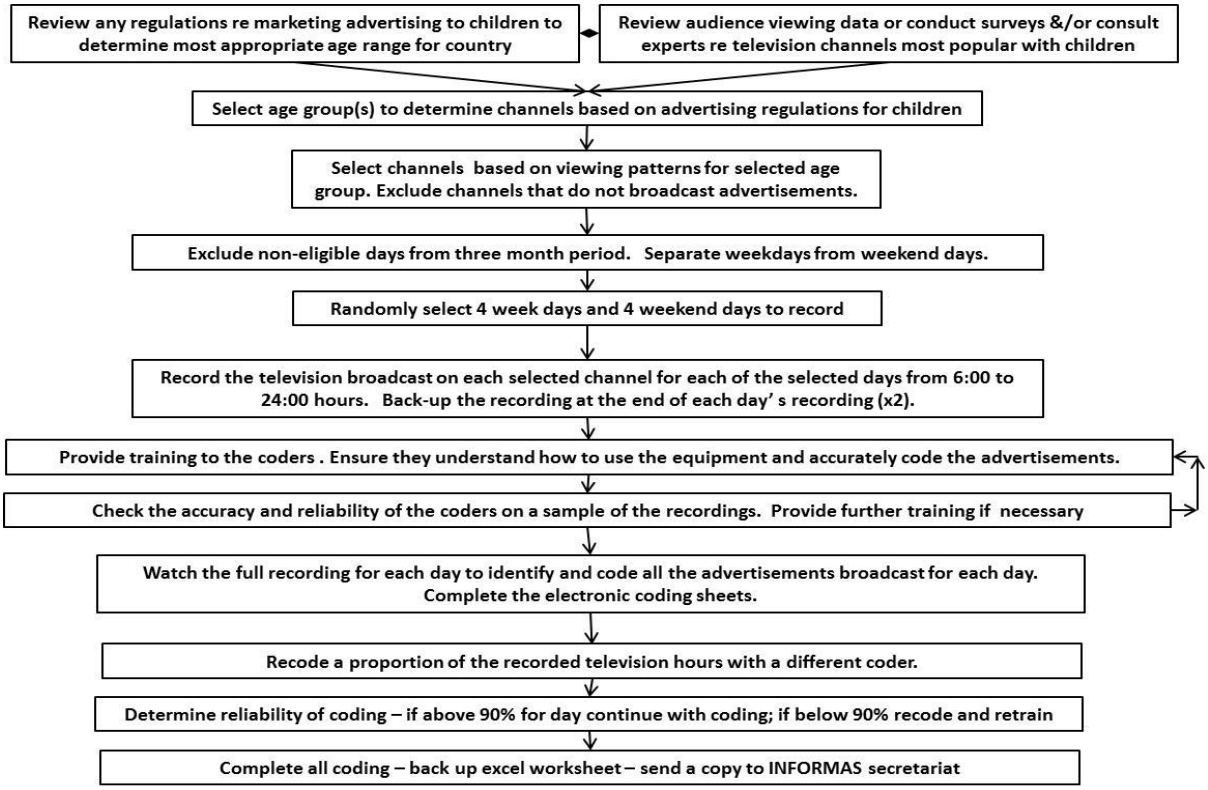
Inter-coder reliability *between* countries is likely to be lower, due to the difficulties in coding advertisements in other languages and for unknown food products. An appropriate reliability level would be between 80% and 100%. A lower reliability level will not result in disqualification of the data from results, but may result in further consultation between the researcher and the INFORMAS secretariat.

Data cleaning

Each research team is asked to clean their data before forwarding a copy to the INFORMAS secretariat. This will involve:

- conducting coding checks
    - checking expertise and accuracy of coders at the start the coding process
    - determining the level of inter-coder reliability
- ensuring all codes sit within the specified ranges and in cases where they do not reviewing and recoding that section of recording
- ensuring all text information is meaningful and within the cell limits
- ensuring all 432 hours have been coded and correctly entered into the excel spreadsheets.

Figure 1: Flow chart of data collection steps



6. Methods – data analysis

Sample design features

The sampling has been designed to obtain data on levels of food advertising data that is representative of the usual levels of food advertising on television on weekdays and on weekend days. The sample excludes public holiday, special event, or religious occasions where the food advertising levels might vary considerably from usual levels.

Weekday and weekend day estimates are derived separately. To derive estimates from combined weekday and weekend day data, then the data will need to be weighted to take account of the unequal probabilities of selection and the number of weekdays and weekend days in the sample frame.

To help ensure that estimates have reasonable precision, recording and coding for a minimum of 4 weekdays and 4 weekend days for 18 hours per day is recommended. *However, the inclusion of additional days within the three months period to increase precision is optional.*

Random selection within two strata (weekdays and weekend days) has been used to increase the representativeness of the selected days within the three month period. The three month period may or may not be representative of the levels of remaining 9 months in a year. Therefore, to reduce seasonality effects when comparing across years, data should be collected in the same season for each year of monitoring. Exclusion of days with potentially dramatically higher or lower

advertising levels due to a public holiday, special event, or religious occasion helps ensure that the obtained estimates are representative of usual levels of food advertising on weekdays and weekend days.

Weighting the data

When calculating estimates with data from both week and weekend days then sample design variables and weights will need to be incorporated into the analysis, as the week and weekend days were selected from different strata across three months and have unequal probabilities of selection. Four weekdays and four weekend days were selected but because the total number of weekdays differs from the total number of weekend days the probability of selection is not the same. For example, in New Zealand, for the period 1 March to 31 May 2015, excluding days associated with religious, national observances and school holiday periods, a total of 53 week and 22 weekend days are available for selection and incorporated into the weekday and weekend day strata respectively.

Weights are determined by the inverse probability of selection (*and the relative proportion of weekdays to weekend days within the selected period*).

Indicators

The primary indicators that are to be derived from the data include those relating to levels of advertising and those relating to the persuasive power of the advertisements.

Levels of advertising

The main indicators are the mean rates or frequency of advertising for each category of advertising:

- Mean rate or frequency of advertisements (all advertisements) per channel per hour
- Mean rate or frequency of food vs non-food advertisements per channel per hour
- Mean rate or frequency of core vs noncore food advertisements per channel per hour
- Proportion of food advertisements by major food categories.

Estimates can be produced for weekday and weekend days and peak and non-peak audience viewing times. For example, to calculate the mean rate or frequency of food vs non-food advertisements per channel per hour by weekday or weekend day in SAS, you can use the first set of code detailed below.

You might want to compare peak versus nonpeak hours or to consider only peak hours. To do this you will need to add a new variable to the dataset based on the identified peak and non-peak hours captured in the 'country-channel spreadsheet'.[3] To analyse by peak and nonpeak viewing hours, first code the 'timeslot' into peak and nonpeak and then either use this as a new variable in the analysis or include only peak hours in the data set for analysis[4].

Although the code has been tested with current data (which used simple random sampling) it will need to be customised for new data collections as it does not use the SAS survey package (or the equivalent in other statistical packages such as SPSS and STATA) which is needed for more complex

[3] For example, if the peak hours were identified as 6-9am and 4-9pm on weekdays and 7-9am and 4-10pm on weekend days then the code for peak versus non-peak hours will need to take this into account.
[4] The variable names may need to be changed depending on the variable names used in your data set.

sampling designs. The proposed design includes two strata (week days and weekend days) with unequal probabilities of selection. If data are combined to calculate an overall estimate of number of advertisements per channel per hour then the SAS survey package (or equivalent), with the design variable STRATA, and the WEIGHT variable is required. The appropriate procedures in this instance are surveyfreq and surveymeans.

Summarising data for analysis

Organise the data set according to the following protocol.

Process: Step 1:

In the original dataset create the variables: NonFoodAd_YesNo; FoodAd_YesNo; CoreFoodAd_YesNo; NonCoreFoodAd_YesNo; MiscFoodAd_YesNo; PeakViewingTime_YesNo; ONEhourTimeslot (in original each timeslot = ½ hour)

Note that each row of the original dataset represents 1 ad

Process: Step 2

Aggregate the dataset to create a new dataset where each row = 1 hour

>> Data >> Aggregate >> Break variables = research group/year; channel; day; ONEhourTimeslot >> Summaries of variables = NonFoodAd_YesNo (function = sum); FoodAd_YesNo (function = sum); CoreFoodAd_YesNo (function = sum); NonCoreFoodAd_YesNo (function = sum); MiscFoodAd_YesNo (function = sum); PeakViewingTime_YesNo (function = mean)

Each row gives the sum of each type of ad in one hour, in one channel, in one day

Trouble shooting:

- If recording for 192 hours per dataset (country/year), there should be 192 rows for each country/year in the aggregated dataset (i.e. 1 row for each hour). If there is less, check that all timeslots have at least one ad and are represented. If there are timeslots with no ads, add these in manually and put 0 for all ad types.
- Make sure there are no blank cells – all cells need to be counted (e.g. as zero) for the mean
- Make sure that spelling for day, channel, country etc are all the same (otherwise will aggregate separately for different spelling)

Process: Step 3 (for cross-country comparisons)

Explore function by country/year >> gives mean number of ads per hour (represented by rows) for each country/year

Process: Step 4: Regression

If data are normally distributed then analyse using ANOVA or linear regression

But if there are lots of zeros (i.e. many hours where there is no food advertising) >> need to run a **zero inflated Poisson regression** model (SAS or Stata). This is referred to as a ZIP model. Report the Wald chi-square for the Group (predictor).

NB: in zero-inflated models, the 0s can occur by chance. I.e. with TV data, 0s occur due to their being no food ads in a sample of ads, rather than there being an issue with no food ads allowed to be shown (this would be a structural restriction and a 'hurdle' model would be needed).

NB2: For other types of promotions where there is cluster sampling (e.g. outdoor advertising) GEEs and similar are needed as the samples aren't independent. In the outdoor advertising paper, there were several areas, with several sampling tracts in each (and these weren't independent of each other) so SE needed adjustment.

To obtain means and estimates from zero inflated poisson regression

```
*TITLE: Regression Modelling of APFMS data;

PROC IMPORT DATAFILE='Z:\Prevention Research Collaboration\PANORG\TV FOOD
MARKETING\Asia Pacific Food Marketing Study\DATA\SAS Analysis\apfms.xlsx'
OUT=apfms
DBMS=excel;
GETNAMES=YES;
RUN;

TITLE "Zero-Inflated Poisson Regression";
PROC MEANS DATA=apfms n mean std;
      BY group;
      VAR total food noncore core misc;
RUN;

*ZIP model for total advertisements with group as predictor;
PROC GENMOD DATA=apfms;
      MODEL total = group / dist=zip;
      ZEROMODEL timeslot / link=logit;
RUN;

*ZIP null model for total advertisements;
PROC GENMOD DATA=apfms;
      MODEL total = / dist=zip;
      ZEROMODEL / link=logit;
RUN;

*Chi-squared test for difference in full log-likelihood estimates (2* [-
9294.9643 - -9343.3112] = 96.6938) df=1 p-value <0.0001;
*ZIP model with group as predictor fits the data better than the null
model;

*ZIP model for food advertisements with group as predictor;
PROC GENMOD DATA=apfms;
      MODEL food = group / dist=zip;
      ZEROMODEL timeslot / link=logit;
RUN;

*ZIP null model for food advertisements;
PROC GENMOD DATA=apfms;
      MODEL food = / dist=zip;
      ZEROMODEL / link=logit;
RUN;

*Chi-squared test for difference in full log-likelihood estimates (2* [-
5253.7035 - -5338.6489] = 169.8908) df=1  p-value <0.0001;
*ZIP model with group as predictor fits the data better than the null
model;
```

```
*ZIP model for non-core food advertisements with group as predictor;
PROC GENMOD DATA=apfms;
      MODEL noncore = group / dist=zip;
      ZEROMODEL timeslot / link=logit;
RUN;

*ZIP null model for non-core food advertisements;
PROC GENMOD DATA=apfms;
      MODEL noncore = / dist=zip;
      ZEROMODEL / link=logit;
RUN;

*Chi-squared test for difference in full log-likelihood estimates (2* [-
4623.6090 - -4773.9486] = 300.6792) df=1  p-value <0.0001;
*ZIP model with group as predictor fits the data better than the null
model;

*ZIP model for core food advertisements with group as predictor;
PROC GENMOD DATA=apfms;
      MODEL core = group / dist=zip;
      ZEROMODEL timeslot / link=logit;
RUN;

*ZIP null model for core food advertisements;
PROC GENMOD DATA=apfms;
      MODEL core = / dist=zip;
      ZEROMODEL / link=logit;
RUN;

*Chi-squared test for difference in full log-likelihood estimates (2* [-
1867.3988 - -1918.2628] = 101.728) df=1  p-value <0.0001;
*ZIP model with group as predictor fits the data better than the null
model;

*ZIP model for miscellaneous food advertisements with group as predictor;
PROC GENMOD DATA=apfms;
      MODEL misc = group / dist=zip;
      ZEROMODEL timeslot / link=logit;
RUN;

*ZIP null model for miscellaneous food advertisements;
PROC GENMOD DATA=apfms;
      MODEL misc = / dist=zip;
      ZEROMODEL / link=logit;
RUN;

*Chi-squared test for difference in full log-likelihood estimates (2* [-
1819.5406 - -1874.1210] = 109.1608) df=1 p-value <0.0001;
*ZIP model with group as predictor fits the data better than the null
model;
```

Persuasive Power

These indicators can be analysed in relation to:

- Mean rate of promotional characters food vs non-food per channel per hour

- Mean rate of premiums (food vs non-food and core vs noncore foods advertisements) per channel per hour
- Mean rate of core vs noncore food advertisements per channel per hour with promotional persuasive promotional techniques
- proportion of nutrition and health claims that are for core and noncore foods)
    - proportion of food advertisements by major food categories

Data analysis – estimating change over time

The approach should provide point estimates which can be compared over time. A minimum of three data points is needed to consider trends over time.

If resources are available, it is recommended that data collection occurs each year (within in the same three months). A regular consistent annual collection will mean that the number of comparable data points are collected more quickly allowing monitoring of trend and whether change is occurring over time.

Establishing the level of variance in each of the indicators within each country will allow adjustment in the sampling to strengthen precision, if necessary.

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ANNEX 1: INFORMAS PROTOCOLS

Terms and Conditions v1.1 May 2017

8. Contents

The undersigned:

INFORMAS Secretariat (represented by Prof Boyd Swinburn) at the University of Auckland, New Zealand (hereinafter referred to as **INFORMAS Secretariat**).

And

Party interested in using the INFORMAS protocols, hereinafter referred to as **INFORMAS party**. INFORMAS party can be an institution, department, group or individual researcher.

INFORMAS party becomes an **INFORMAS user** after signing this document.

A. Definitions

INFORMAS (International Network for Food and Obesity / non-communicable Diseases Research, Monitoring and Action Support) is a global network of public-interest organisations and researchers that aims to monitor, benchmark and support public and private sector actions to create healthy food environments and reduce obesity and non-communicable diseases (NCDs) and their related inequalities. INFORMAS serves as a capacity building platform for sharing tools, methods, experiences, support and data for monitoring and benchmarking food environments and policies globally and is supported by/seeking support from a wide range of different funding sources.

INFORMAS Secretariat is the INFORMAS core team at the University of Auckland coordinating the INFORMAS globally represented by Professor Boyd Swinburn, INFORMAS Research Fellows and senior secretariat members

INFORMAS Module leader teams are assigned INFORMAS researchers to lead one of the 10 modules within INFORMAS.

INFORMAS researcher is a researcher who belongs to the INFORMAS network, providing input through module leadership or data and analysis contributions and signed the INFORMAS data use and sharing Terms and Conditions.

INFORMAS users are researchers linked to INFORMAS who use INFORMAS protocols and materials and who signed this INFORMAS Protocols Terms and Conditions form.

INFORMAS group is INFORMAS Secretariat and INFORMAS researchers and INFORMAS Module leader teams.

INFORMAS research is projects using (any of) the available INFORMAS resources, methods and / or protocols for data collection and analysis.

INFORMAS resources is the protocols and data collection methods as available on the INFORMAS website (www.informas.org), published in peer reviewed journals and accessible on the INFORMAS Google Drive (where INFORMAS party will receive access to after signing this agreement). This does not cover INFORMAS data which is part of a separate agreement.

INFORMAS user is parties who signed this document and are using INFORMAS protocols or resources, but are not necessarily contributing to or making use of INFORMAS data (this is part of a separate agreement).

B. Aims of the document

Large collaborative projects that include many participants can have unique challenges to determine levels of ownership and contribution. This document therefore aims outline the terms and conditions (i.e., expectations) with regard to the use and sharing of INFORMAS resources. The goal is to facilitate collaboration between researchers (not between institutions).

This is not a legally binding agreement between institutions, but merely a mutual understanding between researchers outlining the expectations relating to INFORMAS. The INFORMAS party can add additional conditions to this agreement as appropriate (see section C).

After signing this document, the INFORMAS party will become an INFORMAS user and will receive full access to the latest INFORMAS resources as hosted on the INFORMAS Google Drive.

In the first instance, INFORMAS Secretariat aims to work with one contact person for each INFORMAS party. This agreement will need to be signed by that contact person, but please also provide contact details for other researchers in your INFORMAS party so we contact you in case the contact person leaves.

The main goals of this agreement are to:

- Safeguard consistency of INFORMAS resources (e.g., protocols and data collection method)s within and between different countries (for example to allow multi-country analysis)
- Safeguard the quality of INFORMAS resources (e.g., protocols and the collected data)
- Safeguard version management for INFORMAS resources (e.g., protocols, databases and publications)
- Encourage collaboration between INFORMAS researchers who are using INFORMAS resources.

1. General Principles

- **Copyleft**: The INFORMAS research follows the principle of 'copyleft' where INFORMAS researchers receiving INFORMAS resources have the same rights for using and sharing INFORMAS resources as the authors of the original documents and INFORMAS Secretariat, with the condition that they follow the same copyleft principles when distributing the work
- **Reciprocity:** The INFORMAS research follows the principle of 'reciprocity' where there is expected mutual benefits from contributing and sharing to INFORMAS research. Here it is expected that when the INFORMAS party or INFORMAS researcher benefits from the INFORMAS resources, they repay by contributing resources and skills of their own.

This document does *not* relate to any financial agreements between institutions (e.g., when you pay or get paid to use particular INFORMAS resources) which will need to be covered in separate agreements.

2. General terms and conditions

By signing this document, you agree to:

- Adhere to the INFORMAS resources as outlined in each document
- The INFORMAS party communicates with INFORMAS Secretariat about any changes they (are planning to) make to the INFORMAS resources (e.g., when they adapt a protocol for their own country or for a specific setting) and share the final protocol within the INFORMAS group (which can be in the INFORMAS party's own language)
    - INFORMAS party is free to publish their (adapted versions of the) protocol, following the INFORMAS Publications and Authorship Terms and Conditions. Publication can be in an open access or regular journal as long as the INFORMAS party shares the protocol within the INFORMAS group.
- The data the INFORMAS party collects using the INFORMAS resources will be owned by the INFORMAS party. However, there is an expectation that the INFORMAS party

shares the cleaned data with the INFORMAS group (i.e., copyleft principle). For further details please refer to the INFORMAS Data Use & Sharing Terms & Conditions.

- Not share INFORMAS resources outside your INFORMAS party without informing the INFORMAS group.
- Agree to the principles as outlined in the INFORMAS Publications and Authorship Terms and Conditions
- Not directly or indirectly exploit the INFORMAS resources in any way for the INFORMAS party his/her own or any other person's benefit, profit or advantage.
- Have in place adequate security measures to protect any Personal Information and Confidential Information against unauthorised access, modification, use, disclosure or loss.
- Agree to the copyleft principles.

C. Additional conditions

INFORMAS party can specific terms and conditions here for use of their data by INFORMAS if applicable.

D. Please provide the following details:

a. INFORMAS party contact person name:
b. Institution:
c. Country:
d. Email address:
e. IFORMAS party involved researchers
    i. Researcher name 1:
    ii. Researcher institution 1:
    iii. Researcher email 1:
    iv. Researcher name 2:
    v. Researcher institution 2:
    vi. Researcher email 2:
    vii. Researcher name 3:
    viii. Researcher institution 3:
    ix. Researcher email 3:
    x. Please expand as necessary
f. INFORMAS modules you are most interested in:
    ☐ Public sector policies and actions
    ☐ Private sector policies and actions
    ☐ Food composition

- ☐ Food labelling
- ☐ Food promotion
- ☐ Food provision
- ☐ Food retail
- ☐ Food prices
- ☐ Food trade and investment
- ☐ Population diet

E. Signatures

INFORMAS Secretariat

Prof Boyd Swinburn

Date:

Signature:

INFORMAS party

Name:

Date:

Signature: