

Comparative analyses of (digital) marketing in different lifestyle areas – observing patterns

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NIJZ/WHO Workshop on DIGITAL MARKETING TO CHILDREN
Methodological challenges for linking public health siloses

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Are there **any rules** (regulation, coregulation, selfregulation) for ...

... reducing **marketing pressure** of the products to children?

EXISTENCE OF RULES		WORKING AREA						
		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓	✓	✓		✓		
	COREGULATION			✓				
	SELFREGULATION	✓	✓	✓		✓		✓
NO							✓	



... reducing **digital marketing pressure** of the products to children?

EXISTENCE OF RULES		WORKING AREA						
		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓	✓					
	COREGULATION							
	SELFREGULATION	✓	✓	✓		✓		✓
NO							✓	

Legend: Slovenia ✓

Are there **any rules** (regulation, coregulation, selfregulation) for ...

... reducing **marketing pressure** of the products to children?

EXISTENCE OF RULES		WORKING AREA						
		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓ X	✓ X	✓		✓		
	COREGULATION			✓				
	SELFREGULATION	✓ X	✓ X	✓		✓ X	X	✓
NO				X			✓	X



... reducing **digital marketing pressure** of the products to children?

EXISTENCE OF RULES		WORKING AREA						
		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓ X	✓ X					
	COREGULATION							
	SELFREGULATION	✓ X	✓	✓		✓		✓
NO				X			✓	

Legend: Slovenia ✓ Austria X

Are there **any rules** (regulation, coregulation, selfregulation) for ...

... reducing **marketing pressure** of the products to children?

		WORKING AREA						
EXISTENCE OF RULES		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓ X O	✓ X O	✓		✓		O
	COREGULATION			✓				
	SELFREGULATION	✓ X O	✓ X O	✓ O		✓ X O	X	✓ O
NO				X			✓	X



... reducing **digital marketing pressure** of the products to children?

		WORKING AREA						
EXISTENCE OF RULES		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓ X	✓ X O					O
	COREGULATION							
	SELFREGULATION	✓ X O	✓	✓		✓		✓ O
NO				X O			✓	

Legend: Slovenia ✓ Austria X Slovakia O

Are there **any rules** (regulation, coregulation, selfregulation) for ...

... reducing **marketing pressure** of the products to children?

EXISTENCE OF RULES		WORKING AREA						
		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓ X O	✓ X O	✓		✓		O
	COREGULATION			✓				
	SELFREGULATION	✓ X O	✓ X O	✓ O		✓ X O	X	✓ O
NO				X			✓	X



... reducing **digital marketing pressure** of the products to children?

EXISTENCE OF RULES		WORKING AREA						
		ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
YES	REGULATION	✓ X	✓ X O					O
	COREGULATION							
	SELFREGULATION	✓ X O	✓	✓		✓		✓ O
NO				X O			✓	

Legend: Slovenia ✓ Austria X Slovakia O

If yes, **what kind of rules** exist in the **“real world”**?

KIND OF RULES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
RESTRICTIONS ON PLACING ON THE MARKET / SALES / OFFERS / ORGANISATION / ...							
Permit-based restrictions (sales / offers / organisation / ...)	✓	✓			✓		
Age-based restrictions (sales / offers / organisation / ...)	✓	✓			✓		
Time restrictions (sales / offers / organisation / ...)	✓						
Marketing channels (prohibition of placing on the market / sales / offers through specific marketing channels)	✓	✓	✓				
Ban on specific products (placing on the market / sales)		✓					
Self-exclusion of player					✓		
ADVERTISING RESTRICTIONS							
Full advertising bans	✓	✓					
Promotional bans		✓					
Bans on sponsorship and donorship		✓					
Restrictions on advertising content	✓		✓		✓		
Specified product labelling and packaging	✓	✓	✓				
Restrictions on advertising through specific marketing channels	✓	✓	✓		✓		✓
Age-based advertising restrictions			✓				
Codes of conduct regarding inappropriate audiovisual commercials			✓				

Legend: Slovenia ✓

If yes, what kind of rules exist in the “real world”?

KIND OF RULES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
RESTRICTIONS ON PLACING ON THE MARKET / SALES / OFFERS / ORGANISATION / ...							
Permit-based restrictions (sales / offers / organisation / ...)	✓ X	✓ X			✓ X	X	
Age-based restrictions (sales / offers / organisation / ...)	✓ X	✓ X			✓ X	X	
Time restrictions (sales / offers / organisation / ...)	✓						
Marketing channels (prohibition of placing on the market / sales / offers through specific marketing channels)	✓ X	✓ X	✓				
Ban on specific products (placing on the market / sales)		✓ X					
Self-exclusion of player					✓ X		
ADVERTISING RESTRICTIONS							
Full advertising bans	✓	✓ X					
Promotional bans		✓ X					
Bans on sponsorship and donorship		✓ X					
Restrictions on advertising content	✓ X	X	✓		✓		
Specified product labelling and packaging	✓	✓ X	✓				
Restrictions on advertising through specific marketing channels	✓ X	✓ X	✓		✓		✓
Age-based advertising restrictions	X		✓				
Codes of conduct regarding inappropriate audiovisual commercials	X		✓				

Legend: Slovenia ✓ Austria X

If yes, what kind of rules exist in the “real world”?

KIND OF RULES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
RESTRICTIONS ON PLACING ON THE MARKET / SALES / OFFERS / ORGANISATION / ...							
Permit-based restrictions (sales / offers / organisation / ...)	✓ X O	✓ X O			✓ X O	X	O
Age-based restrictions (sales / offers / organisation / ...)	✓ X O	✓ X O			✓ X O	X	O
Time restrictions (sales / offers / organisation / ...)	✓ O	O					O
Marketing channels (prohibition of placing on the market / sales / offers through specific marketing channels)	✓ X O	✓ X O	✓				O
Ban on specific products (placing on the market / sales)	O	✓ X O					
Self-exclusion of player					✓ X		
ADVERTISING RESTRICTIONS							
Full advertising bans	✓	✓ X O					
Promotional bans		✓ X O					
Bans on sponsorship and donorship		✓ X O					
Restrictions on advertising content	✓ X O	X O	✓		✓		O
Specified product labelling and packaging	✓	✓ X O	✓ O				
Restrictions on advertising through specific marketing channels	✓ X O	✓ X O	✓		✓		✓ O
Age-based advertising restrictions	X O	O	✓		O		O
Codes of conduct regarding inappropriate audiovisual commercials	X O	O	✓		O		O

Legend: Slovenia ✓ Austria X Slovakia O

If yes, what kind of rules exist in the digital world?

KIND OF RULES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
RESTRICTIONS ON PLACING ON THE MARKET / SALES / OFFERS / ORGANISATION / ...							
Permit-based restrictions (sales / offers / organisation / ...)	✓	✓			✓		
Age-based restrictions (sales / offers / organisation / ...)	✓	✓			✓		
Time restrictions (sales / offers / organisation / ...)							
Marketing channels (prohibition of placing on the market / sales / offers through specific marketing channels)		✓					
Ban on specific products (placing on the market / sales)		✓					
Self-exclusion of player					✓		
ADVERTISING RESTRICTIONS							
Full advertising bans	✓	✓					
Promotional bans		✓					
Bans on sponsorship and donorship		✓					
Restrictions on advertising content	✓		✓		✓		
Specified product labelling and packaging							
Restrictions on advertising through specific marketing channels	✓		✓		✓		✓
Age-based advertising restrictions							
Codes of conduct regarding inappropriate audiovisual commercials							

Legend: Slovenia ✓

If yes, **what kind of rules** exist in the digital world?

KIND OF RULES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
RESTRICTIONS ON PLACING ON THE MARKET / SALES / OFFERS / ORGANISATION / ...							
Permit-based restrictions (sales / offers / organisation / ...)	✓	✓ X			✓ X		
Age-based restrictions (sales / offers / organisation / ...)	✓ X	✓			✓ X	X	
Time restrictions (sales / offers / organisation / ...)							
Marketing channels (prohibition of placing on the market / sales / offers through specific marketing channels)		✓ X					
Ban on specific products (placing on the market / sales)		✓ X			X		
Self-exclusion of player					✓		
ADVERTISING RESTRICTIONS							
Full advertising bans	✓	✓ X					
Promotional bans		✓ X					
Bans on sponsorship and donorship		✓ X					
Restrictions on advertising content	X	X	✓		✓		
Specified product labelling and packaging		X					
Restrictions on advertising through specific marketing channels	✓ X	X	✓		✓		✓
Age-based advertising restrictions	X						
Codes of conduct regarding inappropriate audiovisual commercials	X						

Legend: Slovenia ✓ Austria X

If yes, what kind of rules exist in the digital world?

KIND OF RULES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
RESTRICTIONS ON PLACING ON THE MARKET / SALES / OFFERS / ORGANISATION / ...							
Permit-based restrictions (sales / offers / organisation / ...)	✓ O	✓* X O			✓ X		
Age-based restrictions (sales / offers / organisation / ...)	✓ X O	✓ O			✓ X	X	
Time restrictions (sales / offers / organisation / ...)							
Marketing channels (prohibition of placing on the market / sales / offers through specific marketing channels)		✓ X					
Ban on specific products (placing on the market / sales)		✓ X			X		
Self-exclusion of player					✓		
ADVERTISING RESTRICTIONS							
Full advertising bans	✓* O	✓ X O					O
Promotional bans		✓ X					
Bans on sponsorship and donorship		✓ X					
Restrictions on advertising content	✓ X	X	✓		✓		
Specified product labelling and packaging		X					
Restrictions on advertising through specific marketing channels	✓** X	X	✓		✓		✓
Age-based advertising restrictions	X O	O					O
Codes of conduct regarding inappropriate audiovisual commercials	X O	O			O		O

Legend: Slovenia ✓ Austria X Slovakia O

What kind of rules exist in the ...

... “real world”?

ADVERTISING RESTRICTIONS	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
Full advertising bans	✓	✓ X O	37				
Promotional bans		✓ X O					
Bans on sponsorship and donorship		✓ X O					
Restrictions on advertising content	✓ X O	X O	✓		✓		O
Specified product labelling and packaging	✓	✓ X O	✓ O				
Restrictions on advertising through specific marketing channels	✓ X O	✓ X O	✓		✓		✓ O
Age-based advertising restrictions	X O	O	✓		O		O
Codes of conduct regarding inappropriate audiovisual commercials	X O	O	✓		O		O

... digital world?

ADVERTISING RESTRICTIONS	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
Full advertising bans	✓ O	✓ X O	24				O
Promotional bans		✓ X					
Bans on sponsorship and donorship		✓ X					
Restrictions on advertising content	✓ X	X	✓		✓		
Specified product labelling and packaging		X					
Restrictions on advertising through specific marketing channels	✓ X	X	✓		✓		✓
Age-based advertising restrictions	X O	O					O
Codes of conduct regarding inappropriate audiovisual commercials	X O	O			O		O

Legend: Slovenia ✓ Austria X Slovakia O

What channels of marketing the existing rules apply to?

MARKETING CHANNELS	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
TRADITIONAL MARKETING CHANNELS							
Newspapers, magazines and other printed publications	✓	✓	✓		✓		✓
Brochures, leaflets, etc.	✓	✓	✓		✓		✓
Radio	✓	✓	✓		✓		✓
Television	✓	✓	✓		✓		✓
Cinemas	✓	✓	✓		✓		✓
Posters and other advertising surfaces and media in public spaces and at publicly visible locations – including moving picturegraphics	✓	✓	✓		✓		✓
Roadside billboards, boards, posters and illuminated signs	✓						
Billboards, boards, posters and illuminated signs located within a 300-metre range from schools	✓						
Buildings and land used for education and healthcare purposes	✓						
Automatic vending machines	✓	✓	✓				
Movable points of sale		✓					
DIGITAL MARKETING CHANNELS							
Electronic and video carriers	✓	✓	✓		✓		✓
E-mail, mobile phones, etc.	✓	✓	✓		✓		✓
Other electronic media (the Internet, using dedicated online advertising space, such as advertising banners, textual advertisements, or non-dedicated online space for sending virtual advertising messages via e-mail or other channels, as well as for sharing video and other advertising content on social portals, including other content not posted on the advertiser's website, but which has clearly been published by the advertiser)	✓	✓	✓		✓		✓
Information society service		✓					

Legend: Slovenia ✓

What channels of marketing the existing rules apply to?

MARKETING CHANNELS	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
TRADITIONAL MARKETING CHANNELS							
Newspapers, magazines and other printed publications	✓ X	✓ X	✓		✓		✓
Brochures, leaflets, etc.	✓ X	✓ X	✓		✓		✓
Radio	✓ X	✓ X	✓		✓		✓
Television	✓ X	✓ X	✓		✓		✓
Cinemas	✓ X	✓ X	✓		✓		✓
Posters and other advertising surfaces and media in public spaces and at publicly visible locations – including moving picturegraphics	✓ X	✓ X	✓		✓		✓
Roadside billboards, boards, posters and illuminated signs	✓ X	X					
Billboards, boards, posters and illuminated signs located within a 300-metre range from schools	✓ X	X					
Buildings and land used for education and healthcare purposes	✓ X	X					
Automatic vending machines	✓	✓	✓				
Movable points of sale	X	✓					
DIGITAL MARKETING CHANNELS							
Electronic and video carriers	✓ X	✓ X	✓		✓		✓
E-mail, mobile phones, etc.	✓ X	✓ X	✓		✓		✓
Other electronic media (the Internet, using dedicated online advertising space, such as advertising banners, textual advertisements, or non-dedicated online space for sending virtual advertising messages via e-mail or other channels, as well as for sharing video and other advertising content on social portals, including other content not posted on the advertiser's website, but which has clearly been published by the advertiser)	✓ X	✓ X	✓		✓		✓
Information society service	X	✓ X					

Legend: Slovenia ✓ Austria X

What channels of marketing the existing rules apply to?

MARKETING CHANNELS	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
TRADITIONAL MARKETING CHANNELS							
Newspapers, magazines and other printed publications	✓ X O	✓ X O	✓		✓		✓ O
Brochures, leaflets, etc.	✓ X O	✓ X O	✓		✓		✓ O
Radio	✓ X O	✓ X O	✓		✓		✓ O
Television	✓ X O	✓ X O	✓		✓		✓ O
Cinemas	✓ X O	✓ X O	✓		✓		✓ O
Posters and other advertising surfaces and media in public spaces and at publicly visible locations – including moving picturegraphics	✓ X O	✓ X O	✓		✓		✓ O
Roadside billboards, boards, posters and illuminated signs	✓ X O	X O					O
Billboards, boards, posters and illuminated signs located within a 300-metre range from schools	✓ X O	X O					O
Buildings and land used for education and healthcare purposes	✓ X O	X O					O
Automatic vending machines	✓	✓	✓ (O Planned)				O
Movable points of sale	X O	✓ O					O
DIGITAL MARKETING CHANNELS							
Electronic and video carriers	✓ X	✓ X	✓		✓		✓ O
E-mail, mobile phones, etc.	✓ X	✓ X	✓		✓		✓ O
Other electronic media (the Internet, using dedicated online advertising space, such as advertising banners, textual advertisements, or non-dedicated online space for sending virtual advertising messages via e-mail or other channels, as well as for sharing video and other advertising content on social portals, including other content not posted on the advertiser's website, but which has clearly been published by the advertiser)	✓ X	✓ X	✓		✓		✓ O
Information society service	X	✓ X					O

Legend: Slovenia ✓ Austria X Slovakia O

What are **the main challenges in implementation of rules** for reducing or restricting pressure in digital marketing (definition of target group, age limitation, criteria, distribution channels, data privacy, tracking, monitoring, ...)?

MAIN CHALLENGES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
TARGET GROUP							
Definition of children and adolescents	✓		✓		✓	✓	
Persons spending much of their time at home with a consequential susceptibility to overuse of digital media (secondary school and university dropouts, unemployed, persons incapable to work)					✓	✓	
DISTRIBUTION CHANNELS							
Regulation of the media aiming primarily at children and adolescents			✓		✓	✓	
Regulation of the Internet, the Virtual World and the new digital media <u>not yet covered by the existing legislation</u>	✓				✓	✓	
Restrictions on <u>advertising within computer and video games</u>					✓	✓	

What are **the main challenges in implementation of rules** for reducing or restricting pressure in digital marketing (definition of target group, age limitation, criteria, distribution channels, data privacy, tracking, monitoring, ...)?

MAIN CHALLENGES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
TARGET GROUP							
Definition of children and adolescents	✓		✓ X		✓	✓	X
Persons spending much of their time at home with a consequential susceptibility to overuse of digital media (secondary school and university dropouts, unemployed, persons incapable to work)					✓	✓	
DISTRIBUTION CHANNELS							
Regulation of the media aiming primarily at children and adolescents			✓ X		✓	✓	X
Regulation of the Internet, the Virtual World and the new digital media not yet covered by the existing legislation	✓ X	X	X		✓ X	✓	X
Restrictions on advertising within computer and video games			X		✓	✓	X

What are the main challenges in implementation of rules for reducing or restricting pressure in digital marketing (definition of target group, age limitation, criteria, distribution channels, data privacy, tracking, monitoring, ...)?

MAIN CHALLENGES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
TARGET GROUP							
Definition of children and adolescents	✓	O	✓ X O		✓ O	✓	X
Persons spending much of their time at home with a consequential susceptibility to overuse of digital media (secondary school and university dropouts, unemployed, persons incapable to work)					✓ O	✓ O	
DISTRIBUTION CHANNELS							
Regulation of the media aiming primarily at children and adolescents	O	O	✓ X O		✓ O	✓ O	X
Regulation of the Internet, the Virtual World and the new digital media not yet covered by the existing legislation	✓ X O	X O	X O		✓ X O	✓ O	X
Restrictions on advertising within computer and video games	O	O	X O		✓ O	✓ O	X

Legend: Slovenia ✓ Austria X Slovakia O

MAIN ISSUES	AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
Violations of advertising provisions	✓O	✓O					
Violations of introduced restrictions	✓O	O	✓X				
Monitoring and evaluation violations of introduced restrictions	✓	O	O		O	O	XO
Existence of illegal forms, globalisation and its impact on tools for electronic communication	✓X	X			X		O
Online sales and advertising by companies headquartered in other countries	✓O	XO			X		O
Outdated legislation: (digital) marketing channels not covered by the legislation introducing marketing restrictions simply because they were developed after the adoption of the relevant legislative acts	✓O	O	O				
Marketing self-regulation is not successful	✓	O	✓XO				X
Regulation of online sales (looking, for example, into ways alcohol purchases performed by minors are addressed)	✓O				X	X	O
The industry avails itself of problematic forms of advertising, i.e. surreptitious advertising (e.g. with brand name logos)	✓		X				XO
Introduce a full ban on advertising is missing	✓O		X				X
Ban all sponsorships and donorships aimed at the promotion is missing	✓O		X				
Special attention to be given to a ban on sales promotion activities	✓O						
Establish a system detecting, monitoring and evaluating marketing communication messages in all the media, including the world wide web and mobile applications, to guarantee a better surveillance	✓O	O	✓XO				X
More knowledge and studies of the impact of advertising of product on (mental and physical) health are missing	✓O	O	O				
'Ethical advertising' does not help (addicts cannot be brought to their senses by 'ethical' advertising)					✓	✓	

Legend: Slovenia ✓ Austria X Slovakia O

What are the key obstacles (inhibitory factors) for improvement of the situation? (7-9)

KEY OBSTACLES	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
Omnipresent advertising	O		✓XO				X
Non-existent / inappropriate (outdated) national and EU legislation	✓O		✓XO		✓	✓	X
Inappropriate / inconsistent implementation of the existing legislation	✓	✓					
Low legal penalties	✓						
Need for political will and consensus	✓O	O	✓XO		O		XO
Need for a large societal consensus	✓O	O	✓X				X
Lack of awareness (and/or knowledge) of health impacts	✓		✓XO			✓	X
Poor labelling (without health warnings or a list of ingredients and composition)	✓O						
Product definitions are missing	✓		X				
Advertising panels may be adopting decisions that are perceived as problematic from the point of view of public health	✓		X				X
Indicate the need for the advertising practice of industry for appropriate knowledge, as well as human and financial resources	✓						
In general is profitability more important than regulation		O	✓XO		✓	✓	X
Non-functioning legal restrictions			X		✓		
Difficulties in implementation of legal restrictions	O	O	XO		✓		X
The Internet remains an unregulated territory where advertisements "attack from behind every corner" – on all the websites	X	X	✓XO		✓X	✓	X
Addicts do not respond to logical arguments, their addicted brain works differently, they are incapable of thinking about the consequences of their behaviour – working with them is therefore particularly difficult					✓	✓	
Addicts cannot be 'brought to their senses' by 'ethical' advertising					✓	✓	

Legend: Slovenia ✓ Austria X Slovakia O

What are **the key enablers (facilitating factors)** for improvement of the situation?

KEY ENABLERS	WORKING AREA						
	ALCOHOL	TOBACCO	NUTRITION	PHYSICAL ACTIVITY	GAMBLING	GAMING	GENERAL
Mobilisation of Public opinion polls	✓ X O	✓ X O					
Bringing forward consumers' and citizens' rights	✓ X	X	X O				
Raising the awareness of consumers and citizens	✓ X O	X O	X		X		X
Informing the general public about health impacts and their consequences	✓ X O	X	X O	O	X O	O	X O
Better intersectoral cooperation	X O	X	✓ X O	O	X O	O	X O
Better international cooperation	✓ X	X	✓ X		X		
More comprehensive and effective prevention, field work, advisory services	X O	X O	X O	O	✓ O	✓ O	O

LEFT – RIGHT
DIFFERENCE

What are the most promising steps forward for reducing or restricting pressure in digital marketing?

Slovenia

WORKING AREA	RECOMMENDATIONS FOR FURTHER STEPS
GENERAL	<ul style="list-style-type: none"> - uniform definitions of specific areas (using the same denominators) and the upgrading of the existing definitions - defining digital marketing as an integrated health and lifestyle determinant (CNDs); defining possible common starting points and activities - determining the power and scope of marketing channels for all the possible areas - raising the awareness and increasing the knowledge in the expert community - systematic communication about the listed topics with the general population, as well as with different target groups
ALCOHOL	<ul style="list-style-type: none"> - raising the awareness of consumers and citizens - recast of outdated and adoption of new EU directives and regulations - updating poor and inappropriate legislation, as well as adopting new elements of the national legislation when so needed optimising the implementation of the existing legislation - a review of the applications submitted by advertising chambers and panels - cooperation with other EU member states in the field of marketing restrictions - removing alcohol from the list of food products - estimate of the state of affairs and monitoring of the practice within the industry, with a focus on digital advertising - estimate of the response of the population and its subgroups to advertising, with special attention being paid to digital advertising - estimate of the impact of the social media and media marketing on alcohol consumption and related health consequences - the industry's estimate of compliance with self-regulation and legislation (national and in other countries), possible differences in advertising between domestic and foreign industries (e.g. emotionally charged messages, apparent social responsibility) - estimate of short- and long-term marketing impact on public health - raising the awareness of the general public through information about the harmful nature of alcohol consumption (no threshold), particularly in children and adolescents because of the impact on their brain development - raising the awareness of the general public about marketing and its characteristics within the parallel virtual world, together with strategies and tactics needed to understand these messages and develop resilience - special emphasis on programmes promoting lifestyle change (acceptable public image, especially for men) and intergenerational transmission of behavioural patterns - regular monitoring and consideration of the public's stance on arguments advocating restrictions on alcohol consumption and the prevention of (harmful) alcohol use
TOBACCO	<ul style="list-style-type: none"> - optimising the implementation of the existing legislation
NUTRITION	<ul style="list-style-type: none"> - raising the awareness of consumers and citizens, different stakeholder groups and policy-decision makers - intersectoral cooperation with improved multidisciplinary competencies - cooperation with other EU member states and with WHO EURO region and globally with the WHO level in the field of marketing restrictions in all lifestyle areas - developing common understanding of digital marketing injects and particular mechanisms at the individual and societal level - participatory agenda for reducing marketing pressure to children with defined responsibilities of all stakeholder groups - transparent, independent and regular monitoring and evaluation of digital marketing and relevant measures
GAMBLING and GAMING	<ul style="list-style-type: none"> - estimate of the state of affairs - prevention, field work, advisory services - recast of outdated and adoption of new EU directives and regulations

What are the most promising steps forward for reducing or restricting pressure in digital marketing?

Austria

WORKING AREA	RECOMMENDATIONS FOR FURTHER STEPS
TOBACCO	- ban of distance sales - complete ban of advertising, sponsoring, marketing
NUTRITION	- AUT welcomes the revision of the AVM-Directive. The final Directive will be an EU-wide mandatory framework, that will help at implementing national legislatives.

Slovakia

WORKING AREA	RECOMMENDATIONS FOR FURTHER STEPS
GENERAL - plus Mental Health	<p><u>Interdisciplinary character</u> of efforts to reduce pressure in digital marketing and more generally harmful effects, extremism and violence on internet. With reference to the questionnaire we have consulted Ministries of agriculture, economy, culture, interior and Public Health Authority.</p> <p>Example: ongoing efforts in the area of prevention of risky behavior Ministry of Health together with Ministry of Interior and other involved stakeholders will organize in January 2018 a joint workshop within the process of creating common interdisciplinary standards for the protection of young people's health.</p> <p>Ministry of Interior (Mental Health and risky behavior prevention), example - the collection of data on hate speech/ extremism In 2015, out of the 30 cases detected, up to 15 cases were committed within the virtual space, that is, they were committed in connection with activities on the Internet and various social networks (especially Facebook). - In the year 2016, 58 cases of extremism crimes were detected within the Slovak Republic, out of which 21 were cleared up. The method of committing this type of crime was also shifted in 2016 from a "street" to the Internet and social networks. Criminal activities committed in the virtual environment were characterized by hate speech, assertions, and sympathy for various faulty individuals or objects. The Slovak Republic sees extremism and hate speech as a modern phenomenon that needs to be addressed adequately. In June 2016, The Committee for the Prevention and Elimination of Racism, Xenophobia, Anti-Semitism and Other Forms of Intolerance has set up a working group on internet hate speech, which is also working to create a specific data collection system in this area. The source of information is the possibility to report such cases to the public either by email: extrem@minv.sk (NAKA operator) or http://digiq.sk/nahlas-to</p> <p>Ministry of Economy: As a challenge for the future and a step forward, we see scope for setting up rules on cooperation between supervisory authorities and the social media. The problem may be that of spreading inappropriate advertising through social networks, as the supervisory authorities do not have any means of tracking the dissemination of such advertising. Therefore, we consider it appropriate to adopt measures that would allow the blocking of illegal advertising on social networks.</p>

What are the most promising steps forward for reducing or restricting pressure in digital marketing?

Slovakia

WORKING AREA	RECOMMENDATIONS FOR FURTHER STEPS
<p>GENERAL - plus Mental Health</p>	<p>Ministry of Agriculture and Rural Development: Current challenges of the impact of advertising and marketing on the child population are likely to be the responsibility of several sectors, and the tasks arising from these challenges also need to be addressed in the context of wider inter-agency cooperation. From the point of view of substance, we identified the potentially problematic impact of advertising and marketing, especially in the area of eating the under-served population, such as failing to respect the need to reduce total salt, sugar, or increase in fruit and vegetable consumption.</p> <p>The agriculture sector has long been developing a wide range of activities in this area. A good example is the "Talks about eating" project, whose primary task is to raise awareness of food security and healthy nutrition. We also consider the School Fruit and Vegetables School and School Milk Program, which since 1 August 2017 have been integrated into one legal framework to increase efficiency. The aim is, above all, to improve the eating habits of children. In the framework of future steps, the Ministry of Agriculture and Rural Development is ready to cooperate with involved stakeholders at the level of professional discussion in order to solve new challenges in this area.</p> <p>Ministry of Culture The limitations introduced by the Broadcasting and Retransmission Act for the protection of minors are, as mentioned above, taken from the Audiovisual Media Services Directive. The directive is currently under intense negotiations on its review. Since the Audiovisual Media Services Directive on the Protection of Minors in Audiovisual Media Services establishes a primary regulatory framework at European Union level, which will be applied with the greatest possible likelihood to video sharing platforms in the near future, it will be necessary to transpose changes that the revised text in the area of protection of minors.</p>
<p>ALCOHOL</p>	<p>Ministry of Health/ Public Health Authority: - need for stricter advertising rules</p>
<p>TOBACCO</p>	<ul style="list-style-type: none"> - to update legislation for new marketing channels - to ensure the controllability of violation of rules in the digital world
<p>NUTRITION</p>	<ul style="list-style-type: none"> - to increase number of studies of the impact of product advertising on health - raise the awareness of citizens' rights concerning advertising - consistent prosecution of violations of rules <p>An effective instrument would be a single EU restrictive legislation with regard to digital marketing targeting the child population</p>
<p>GAMBLING</p>	<ul style="list-style-type: none"> - prevention, field work, advisory services
<p>GAMING</p>	<ul style="list-style-type: none"> - prevention, field work, advisory services

Let's join public health capacities
and do something together 😊