

## NOTE

Department of Health guidelines for commercial communications relating to food and drink products to protect children and children's proper nutrition. Extracts translated to English.

[http://www.salute.gov.it/imgs/C\\_17\\_pubblicazioni\\_2427\\_allegato.pdf](http://www.salute.gov.it/imgs/C_17_pubblicazioni_2427_allegato.pdf)

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### 1. Purpose and scope.

- 1.1. Commercial communications relating to the substances or products identified in the following article and which is intended for children, as defined below, or in any case is likely to be received by them, is subject to regulation.
- 1.2. This set of rules has among its purposes that of ensuring the realization of said commercial communication as a service for the public, in the performance of its particularly useful role in the economic process. It is necessary with specific regard to the influence of the aforementioned type of commercial communication on children and their food style, and is provided within the framework of the provisions in general of the Commercial Communication Self-Discipline Code, and in particular of article 11, to which you are referred.

### 2. Definitions

For the purposes of these regulations, the term "commercial communications" includes advertising and any other form of commercial communication, aimed at promoting the sale of food products whatever the means used. By way of example, in addition to the so-called advertising format, promotions, sponsorships, direct marketing, and commercial communications distributed via "new media".

The term "child" includes any natural person in the age group between three and twelve years, to whom the commercial communication is addressed or who is likely to receive it.

The term "food" (or "food product" or "foodstuff") includes any partially processed substance or product processed or unprocessed, intended to be ingested, or of which yes reasonably expects it to be ingested by humans.

This includes drinks, chewing gum and any substance, including water, intentionally incorporated into food during the course of production, preparation or treatment.

The term "message" includes any form of presentation to the public of the food product and is therefore intended to be extended to packing, packaging, labelling and the like.

### 3. Honesty principle

The commercial communication of food products addressed to children, or likely to be received by them must be honest, truthful and correct. It must not contain anything that could harm them mentally, morally or physically and must also not abuse their natural credulity or inexperience, or their sense of loyalty.

### 4. Presentation of food products

The commercial communication of food products intended for children, or likely to be received by them, must avoid any statement or representation that is likely to mislead them, including by way of omissions, ambiguities or exaggerations that are not obviously hyperbolic, especially as regards the nutritional characteristics and effects of the product, the price, the offer, the conditions of sale, the distribution, the identity of the people shown, and any prizes or awards.

Commercial communication must not lead to the belief that failure to own the product means inferiority or failure by parents to carry out their duties.

Nor should commercial communications lead to diminishment of the role of parents and other educators in providing legitimate dietary suggestions.

Commercial communications must not lead to adopting an unbalanced eating behavior habit, or neglect the need to follow a healthy lifestyle.

Educational messages aimed at promoting a restricted consumption of the product, the adoption of a healthy and balanced diet and greater physical activity are encouraged.

## **5. Identification of commercial communications**

The commercial communication of food products intended for children, or likely to be received by them, must always be recognisable as such. In the media in which, in addition to commercial communication, other types of information and content are conveyed, the commercial communication inserted must be clearly distinguished by means of suitable notices.

## **6. Application and monitoring**

- 6.1. The above rules are applied by means of the rules, bodies, procedures and sanctions provided for by the aforementioned Commercial Communication Self-Regulation Code. "10 Recommendations" are appended to this text as an example for the preparation of messages.
- 6.2. It is the right of any interested party to report cases of violation of the rules referenced in the preceding articles to the competent bodies of the Institute of Advertising Self-Regulation (IAP).
- 6.3. The results of the activities referred to in paragraphs 6.1 and 6.2 are communicated to the Ministry of Health to be periodically examined and evaluated within a specific Committee chaired by the Ministry of Health, established among the subscribers to this set of rules.
- 6.4. The Committee referenced in paragraph 6.3, in light of experience, will promote activities and initiatives to be carried out in collaboration with the parties involved in the implementation of this set of rules.

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