

G-Regs™

Italy – MH Recs on Children and Food



Full title of law or regulation	Ministry of Health Guidelines for commercial communications relating to food and drinks, in order to protect children and ensure they are properly nourished http://www.salute.gov.it/imgs/C_17_pubblicazioni_2427_allegato.pdf
Title of relevant section	Appendix – 10 Recommendations
Text	<p>"10 Recommendations": the guidelines for commercial communications relating to food and drinks, in order to protect children and properly nourish them, outline the limits within which commercial communications in this sector must remain.</p> <p>The following ten recommendations are given as a non-exhaustive example. They are not intended to form new standards, but rather to clarify the existing ones.</p> <ol style="list-style-type: none">1. Performance claims must have an adequate scientific basis.2. Performance claims must reflect a product's characteristics and advantageous properties. If they fall within the scope of the indications authorised under EC Regulation No. 1924/2006, promotional language should be used carefully.3. There must be no medical approvals, claims, recommendations or testimonies that lead people to attribute health benefits to the products outside of the cases provided for by EC Regulation No. 1924/2006.4. There must be no images of pieces of food, or situations that could suggest excessive consumption contrary to correct eating behaviours.5. There must be no behaviour on the part of adults that endorses incorrect eating behaviours.6. There must be no ridiculing of correct eating behaviours that could lead people to eat poorly or encourage them to get into bad eating habits.7. There must be no suggestions that lead people to believe that a failure to possess or use the product will result in rejection on the part of friends or the community.8. There must be no communications that explicitly encourage excessive or unbalanced consumption in order to obtain a prize or toy, for example as part of a point collection scheme or particular promotion.9. Wherever symbols, designs, or characters linked to minors are used, it must be made clear that this is a commercial communication, so that it is not confused with similar editorial content.10. There must be no communications that encourage people to lead an unhealthy lifestyle or belittle the importance of an active lifestyle.

URL of source: http://www.salute.gov.it/imgs/C_17_pubblicazioni_2427_allegato.pdf

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1 of 1