

Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

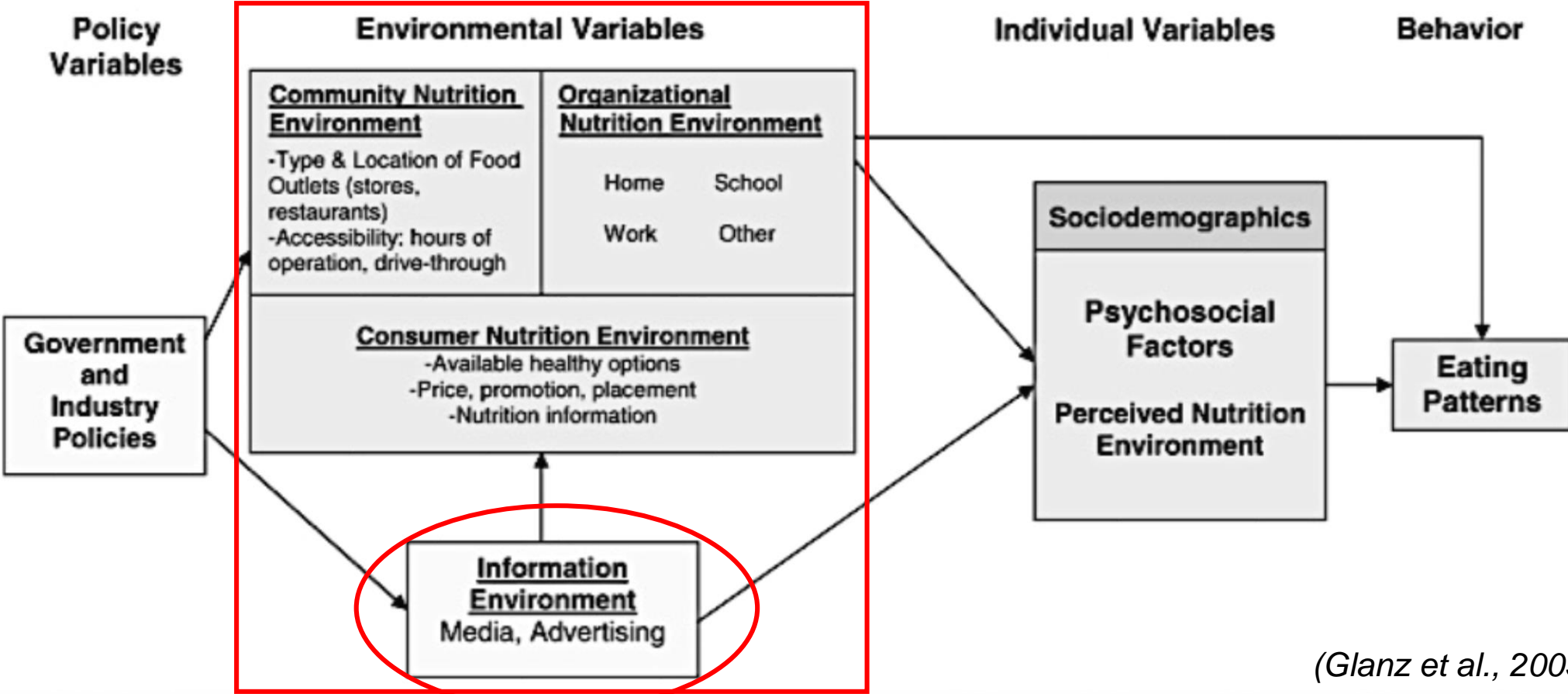
Storefront Marketing to Teens: An Environmental Audit

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Glanz' Food Environment Model

Figure 1
Model of Community Nutrition Environments



(Glanz et al., 2005)


Background

- Diet-related health conditions on the rise
- Fast food vendors near schools
- Diet quality plummets after the age of 14
- Policy restricting food & beverage marketing to children under 13
 - **...Will this lead to increased marketing directed at teenagers?**
- A call for data on exposure & power of food and beverage marketing

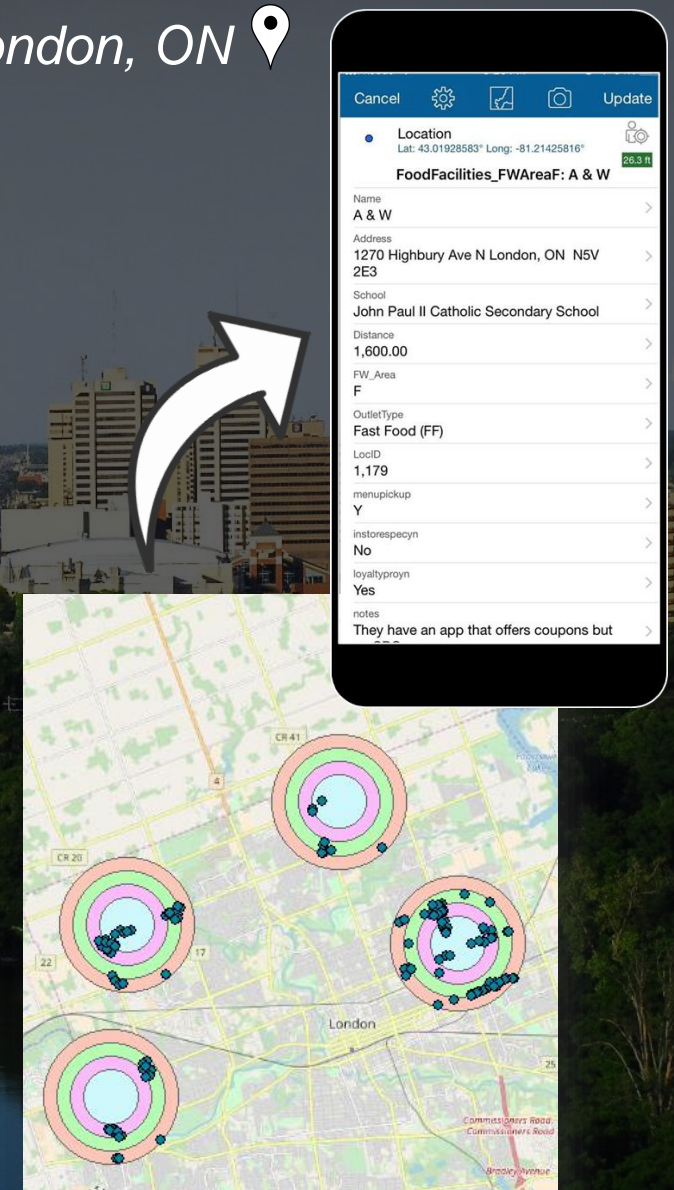
Research Objectives

1. Understand the *food environment* in London, ON from an advertising perspective
2. Investigate how the *information environment* draws teenagers to food vendors
3. Create a *teen-informed tool* to objectively measure the information environment

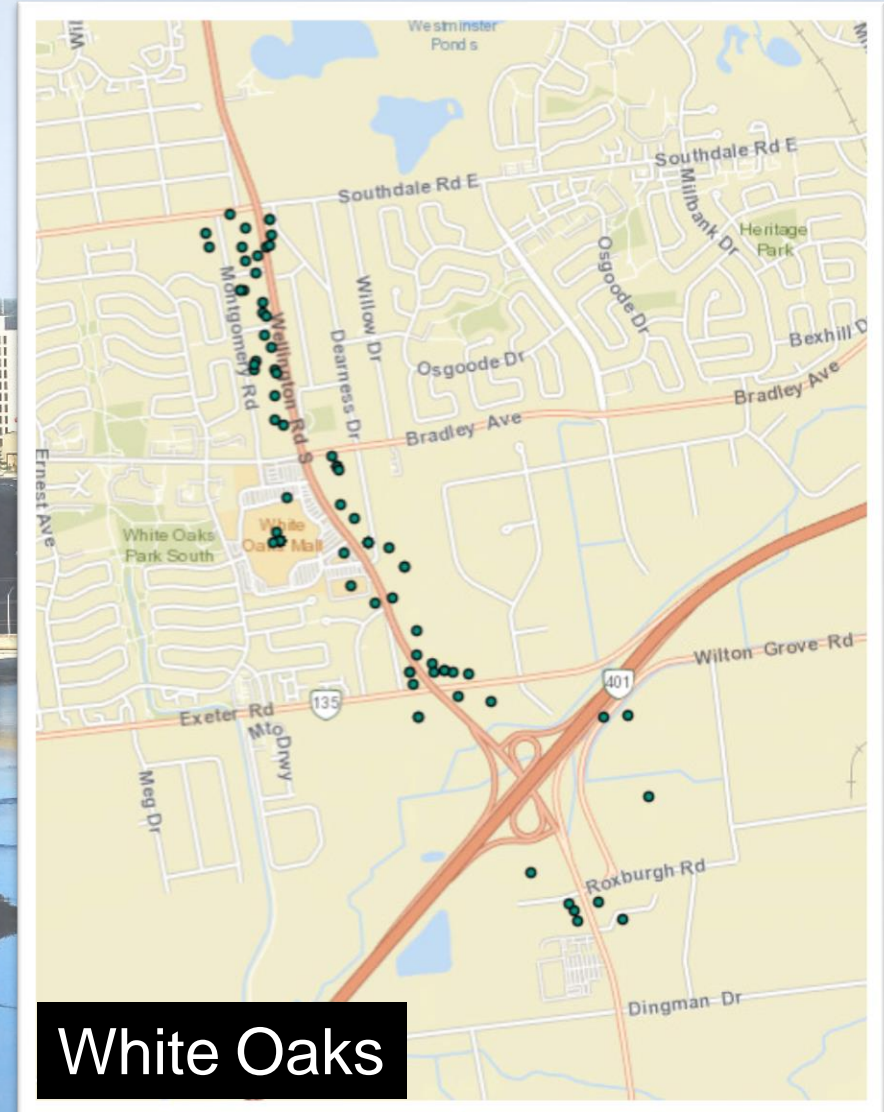
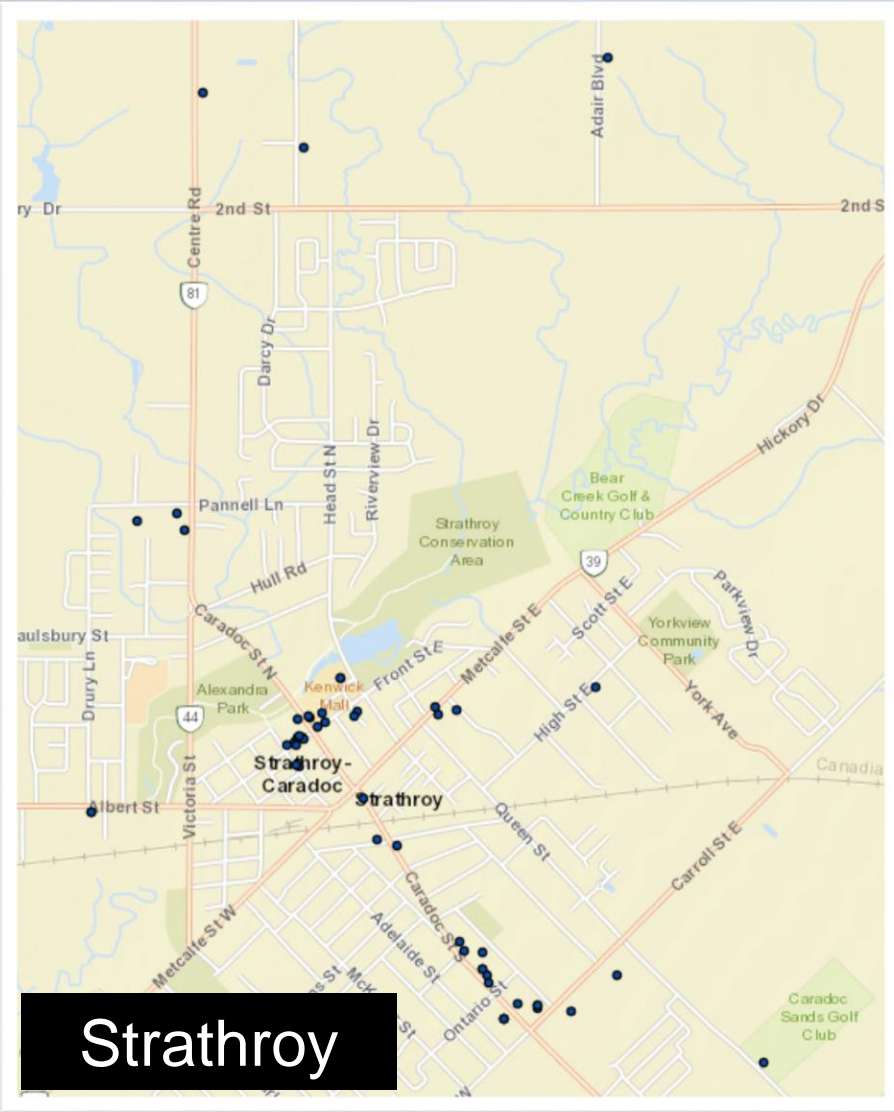
Methods

London, ON 

- **Food Environment Audits (FEAs)**
 - Vendors within 2000m of 6 local high schools
 - Food hubs (n=442)
 - Transit shelters & billboards (n=740)
- **Outlet types:**
 - Fast food, Slow food, Convenience, Grocery, School cafeteria
- **Collected:**
 - Menu & pricing
 - **Photos of all food advertisements & signage**
 - Daily specials
 - Loyalty/rewards



ArcGIS Collector



\$1 NHL TRADING CARDS
*With beverage purchase.
 Tim Hortons

TAYLOR
 SIDNEY CROSBY
 PRICE

UNLIMITED MEDIUM 2-TOPPING PIZZAS
 (ORDER 2 OR MORE)
\$7.99 EACH
 ORDER ONLINE DOMINOS.CA

128 JB

PATTISON

CRISPY BASIL
Drunken Noodles
 [PAD KEE MAO]
 NEW

Thai express

Waffles?
 Yes. Waffles.
 Tim Hortons

1680A

PATTISON

OUTFRONT
 JAMESON
 IRISH WHISKEY
 IF ONLY YOUR EXAMS WERE THIS SMOOTH.
Please enjoy our products responsibly.

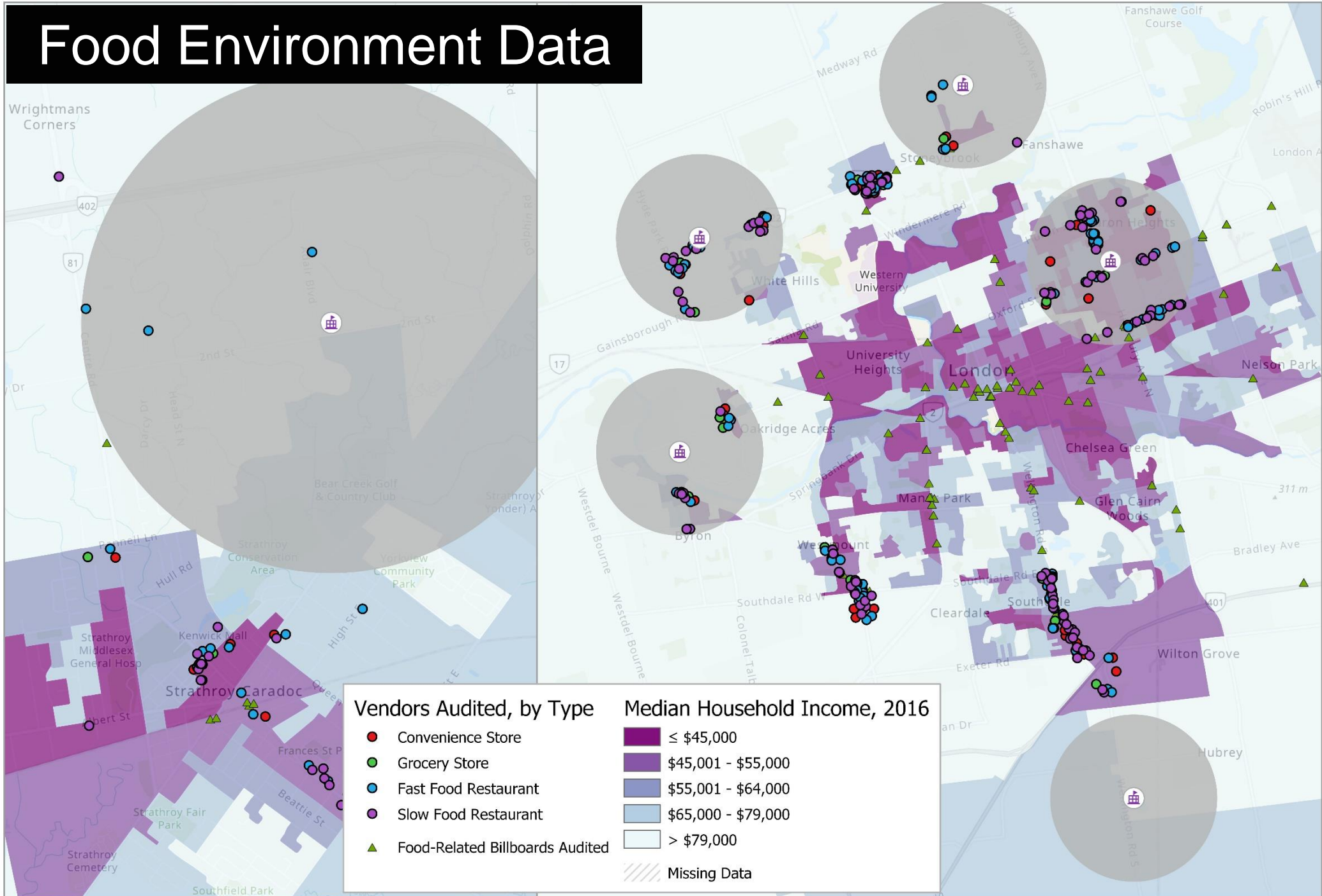


Focus of this paper: external vendor signage

An aerial night view of a city skyline. In the foreground, a large brick church with a prominent green copper spire is visible. To its left is a curved, multi-story red brick apartment building. To the right is a large, classical-style building with a green roof. In the background, several high-rise buildings are lit up against a dark blue twilight sky. A semi-transparent white rectangular box is centered over the image, containing the text "Preliminary Geographic Findings".

Preliminary Geographic Findings

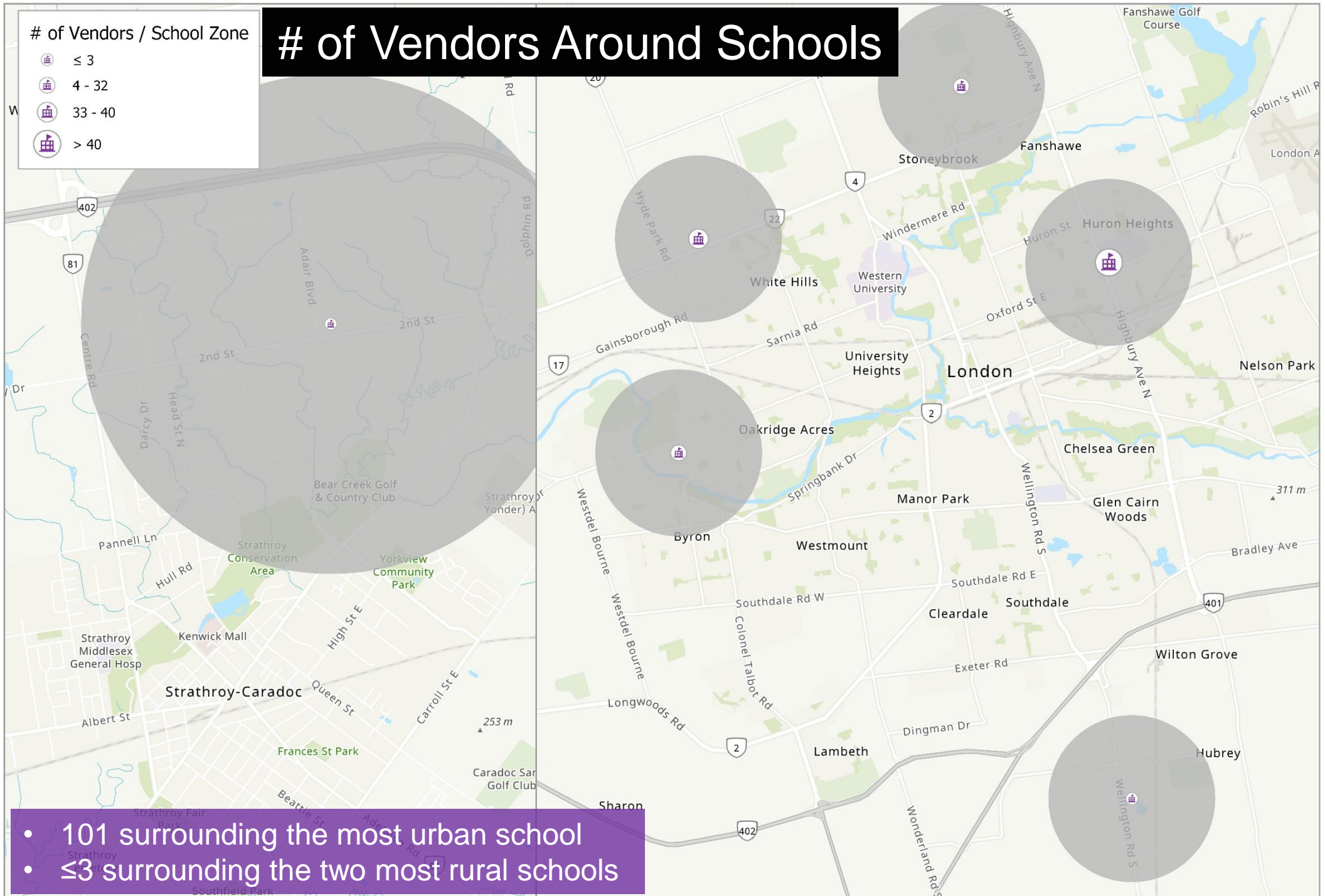
Food Environment Data



of Vendors Around Schools

of Vendors / School Zone

- ≤ 3
- 4 - 32
- 33 - 40
- > 40

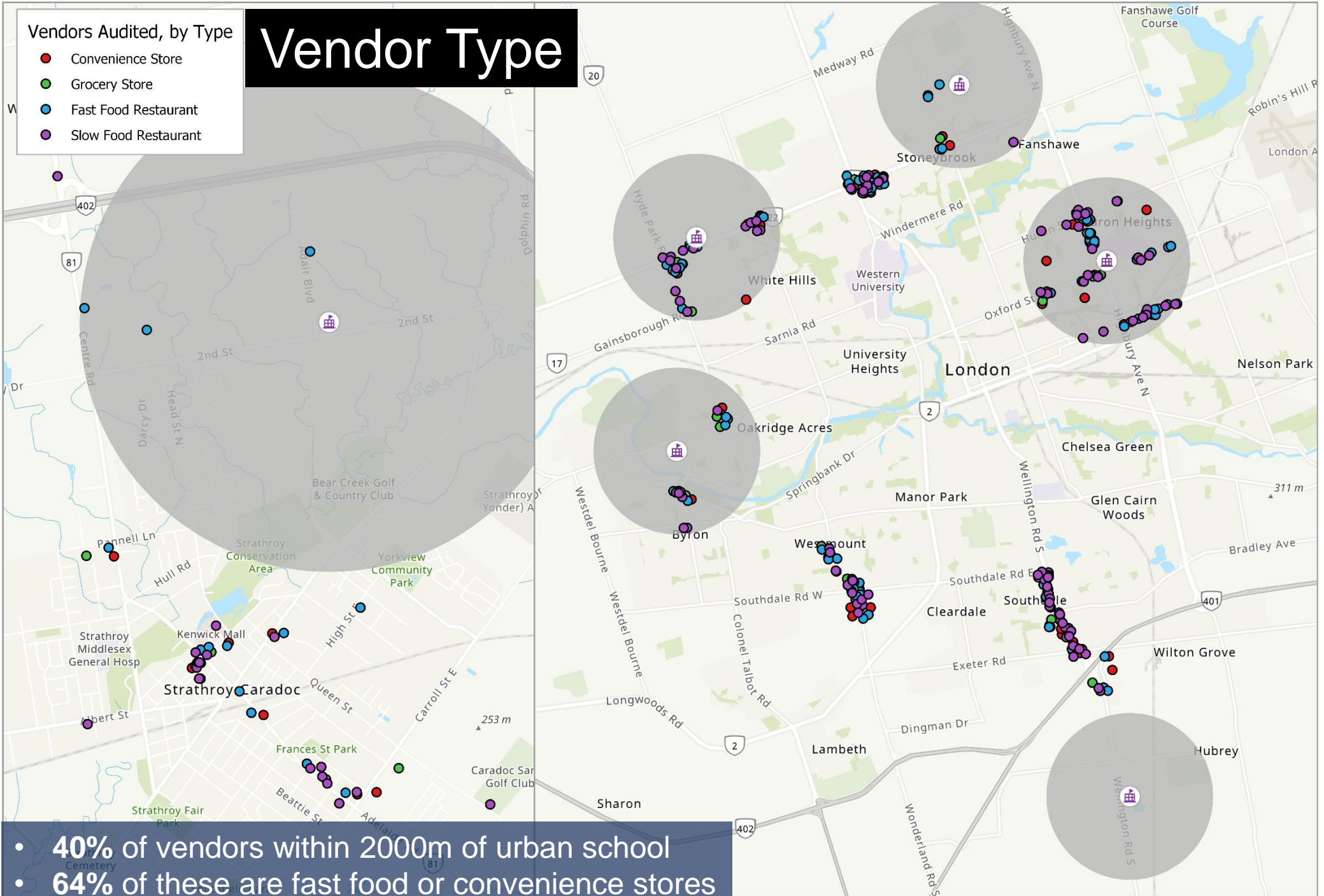


• 101 surrounding the most urban school
• ≤ 3 surrounding the two most rural schools

Vendors Audited, by Type

- Convenience Store
- Grocery Store
- Fast Food Restaurant
- Slow Food Restaurant

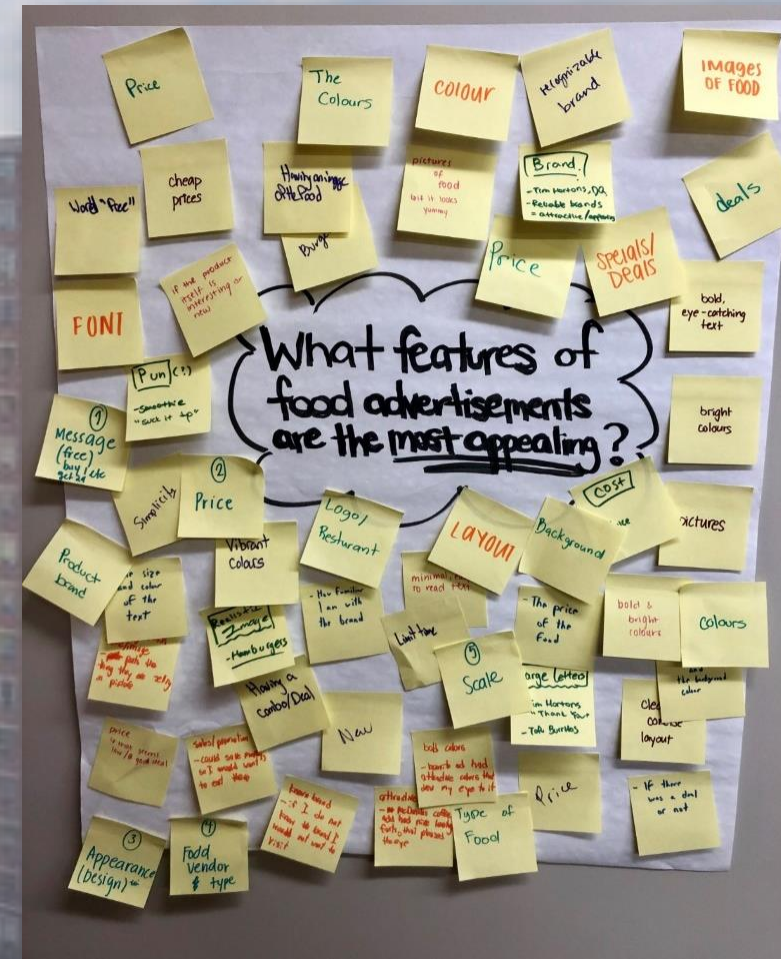
Vendor Type



- 40% of vendors within 2000m of urban school
- 64% of these are fast food or convenience stores

YAC Consultations

- Consulted the HEALab's Youth Advisory Council
 - How do ads draw teens into food vendors?
- Developed a teen-informed coding tool to objectively measure the information environment
- Tool will be applied to analyze food advertisements



So gooey. So fresh.
SO IRRESISTIBLE.

ICE CREAM SANDWICH
\$3.75

FRESH-BAKED COOKIES
1 - \$0.85
2 - \$1.50

IT'S TOFU GOOD!

NEW

TRY OUR NEW TOFU BURRITO!

GET COZY.

GRILLED CHEESE PANINI & ANY 8 OZ. SOUP COMBO: 550-650 Cals

5.99

Noodle Soup 10 Cals

Back to school NEVER TASTED SO GOOD

TEEN BURGER & ONION RINGS COMBO

AT THE USE OF OR STEROIDS

HOT SPOTS

CHEDDAR & ROASTED GARLIC Teen Burger Combo

Because delicious loves company.

RAISED WITHOUT the use of HORMONES OR STEROIDS

BRING HOME THE NEW FAN FAVOURITES

Coca-Cola

NEW Timmies Minis kids' meals.

Tim Hortons apple juice

Tim Hortons

“Teen-Directed Marketing”

1

Price (29.11)

2

Image of Food/Beverage (20.80)

3

Taste Description (11.73)

4

Sale/Deal/Special Offer (9.98)

5

Slogan/Item Description (8.52)

6

Logo/Company (6.93)

7

Direction/Location (4.27)

8

Gamification (3.84)

9

Loyalty Points/Rewards (3.30)

10

Character/Celebrity
or TV/Movie tie-in (1.52)

Conclusions & Next Steps

- Teens are uniquely influenced by marketing
- Pinpointed key “teen-directed” advertising techniques
- The **power** of ads will be determined
 - Teen-developed weights
 - Tool will be applied to code all advertisements



Implications For Policy & Practice

- Restrict the advertising of ultra-processed foods surrounding schools
- Consider the implications of food/beverage advertising to teens when designing healthy communities
- Call for data on exposure and power of marketing
 - Federal Bill S-228 & WHO
- Offers a coding tool for measuring the 'information environment'
- Informs behavioural interventions for teens



Healthy behaviours + Healthy Environment = Healthy Communities

Questions?

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More Information:

<http://www.theheal.ca>



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Conseil de recherches en
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CIHR IRSC
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Health Research Institut de recherche
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