

# **bridging the gap**

Research Informing Policies & Practices  
for Healthy Youth

## Food Marketing to Children and Youths: Evidence from the Bridging the Gap Program

RESEARCH ROUNDTABLE III: FOOD ADVERTISING AND MARKETING TO CHILDREN AND YOUTH  
Academy for Educational Development, Washington DC, April 5<sup>th</sup> 2011

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University of Illinois at Chicago

# Bridging the Gap is...

- A collaborative effort to assess the impacts of **policies, programs & other environmental factors** on a variety of adolescent health-related behaviors
- An RWJF initiative begun in 1997 with focus on adolescent alcohol, tobacco, and other drug use and related outcomes
- More recently expanded to include youth eating practices, physical activity, and weight outcomes
- Linked to the ongoing, NIDA-funded, *Monitoring the Future* study

YES!

Youth,  
Education,  
& Society

University of Michigan  
Lloyd Johnston, Project Director  
Institute for Social Research

Monitoring the Future  
(MTF)

Youth, Education and  
Society (YES!)

University of Illinois at Chicago  
Frank Chaloupka, Project Director  
Health Policy Center

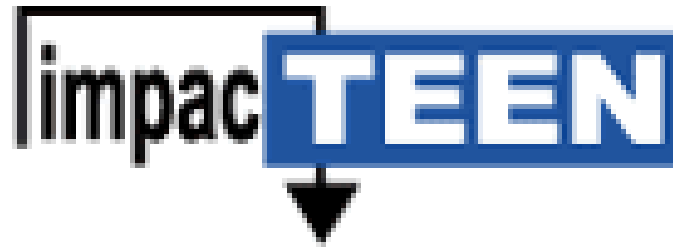
ImpacTeen

Food & Fitness



*A Policy Research Partnership  
for Healthier Youth Behavior*

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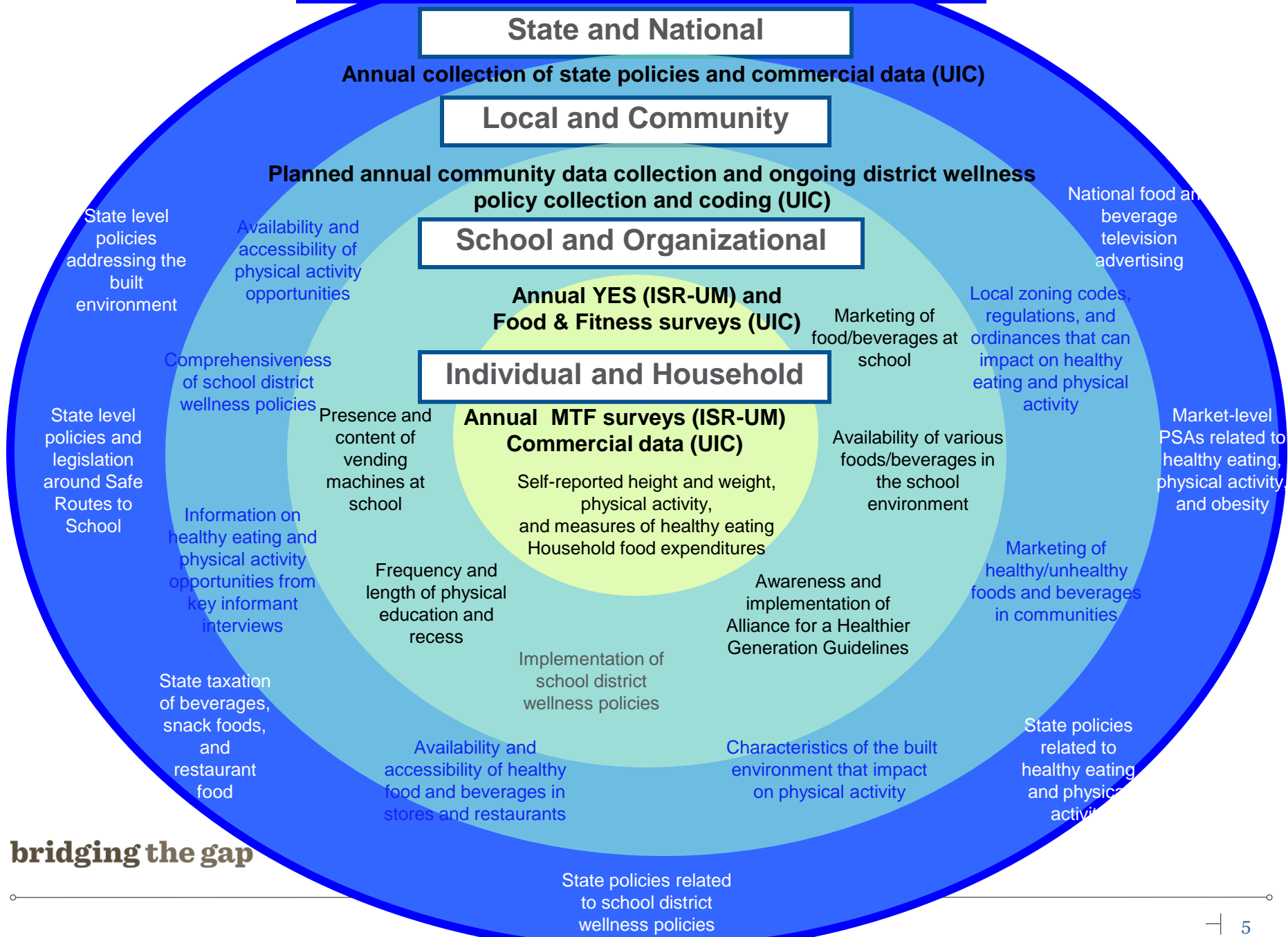
*A Policy Research Partnership  
for Healthier Youth Behavior*

PI: Frank Chaloupka

Co-Investigators and key staff include:

Lisa Powell, Jamie Chriqui, Lindsey Turner,  
Dianne Barker, Leah Rimkus, Sandy Slater  
Sherry Emery, Glen Szczyпка, Lisa Nicholson,  
Dan Taber, Roy Wada, Jidong Huang, Rebecca  
Schermbeck, Anna Sandoval, and others.....

# Bridging the Gap - Obesity



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# Bridging the Gap data include ...

- Monitoring the Future Surveys of adolescents
- Household food purchases (HomeScan)
- Surveys of primary and secondary school administrators
- School district wellness policies
- **Community-level observations**
- Community-level ordinances and regulations
- **Market and national level television advertising exposure**
- State-level policies and regulations
- Variety of archival data

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## Children's Exposure to Food-related Advertising on TV

Nielsen Media Research Ratings Data

# Advertising Data

- Targeted Ratings Points (TRPs) data on exposure to ads seen on TV obtained from Nielsen Media Research
- Ratings cover all programming seen by children
- Ratings points measure the reach and frequency of advertising. For example, a commercial with 80 TRPs for 2-5 year olds per month is estimated to have been seen an average of one time by 80% of children 2-5 over the defined period
- Ratings by:
  - Year: 2003, 2005, 2007, and 2009
  - Age Groups: 2-5y, 6-11y, and 12-17y
  - Race: All children, separately by white and black. Study does not include separate ratings for Hispanic children nor does it cover Spanish Language TV
- Food-related advertising categorized as:
  - Cereal, Sweets, Snacks, Beverages, Fast Food Restaurants, Full-service Restaurants, and Other



## Number of Food-Related Ads Per Day, By Year and Age

Food-Related	2003	2005	2007	2009	% Change 2003-2009
Children Age 2-5	13.3	12.1	11.5	10.9	-17.9%
Children Age 6-11	13.6	13.5	13.1	12.7	-6.9%
Adolescents Ages 12-17	13.1	13.4	13.6	14.5	10.4%

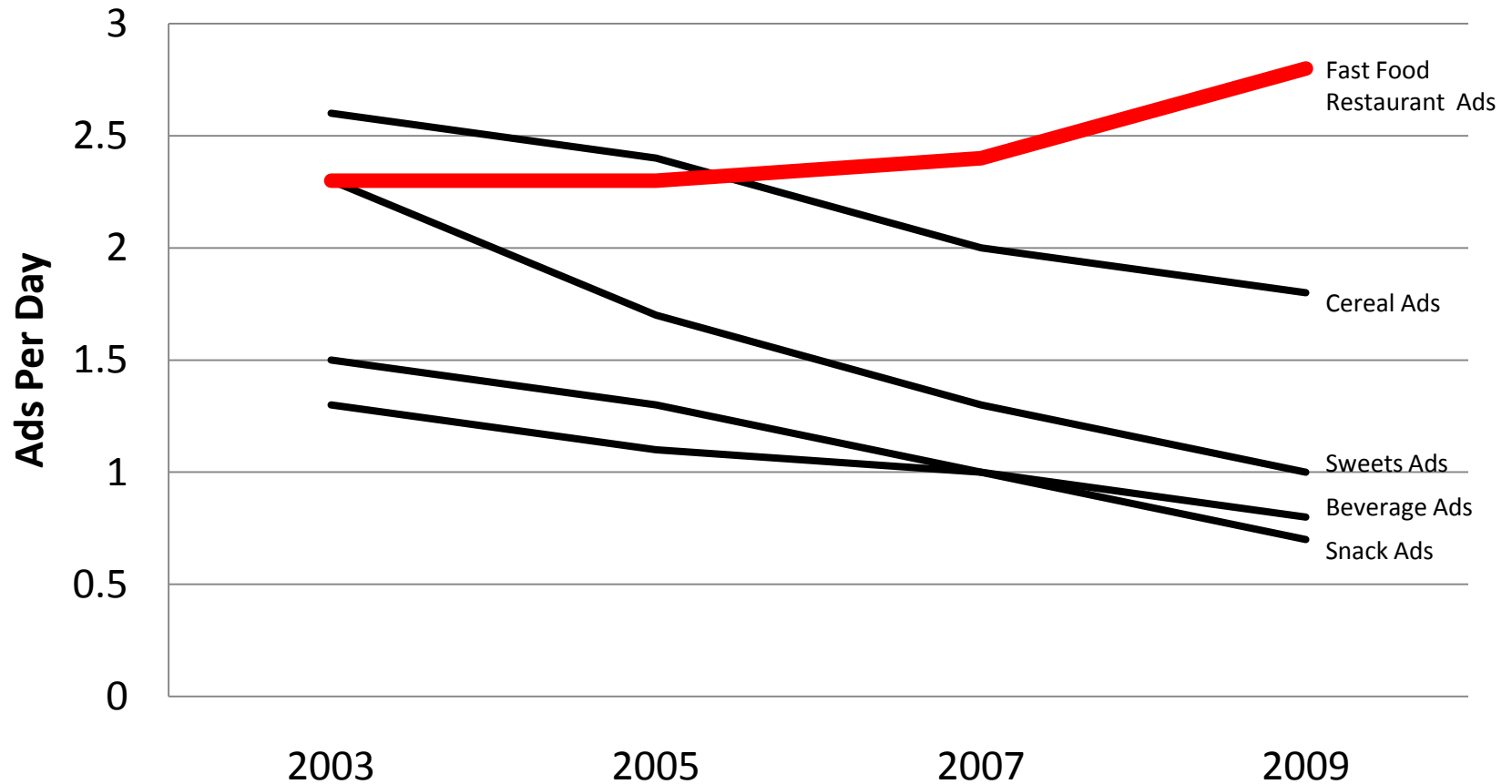
Food & Bev Products	2003	2005	2007	2009	% Change 2003-2009
Children Age 2-5	10.1	8.7	7.9	6.8	-32.5%
Children Age 6-11	10.1	9.7	8.9	7.9	-21.7%
Adolescents Ages 12-17	8.8	8.5	8.2	8.4	-4.4%

Fast Food	2003	2005	2007	2009	% Change 2003-2009
Children Age 2-5	3.2	3.3	3.6	4.1	28.7%
Children Age 6-11	3.5	3.8	4.2	4.8	35.4%
Adolescents Ages 12-17	4.4	4.9	5.5	6.1	40.4%

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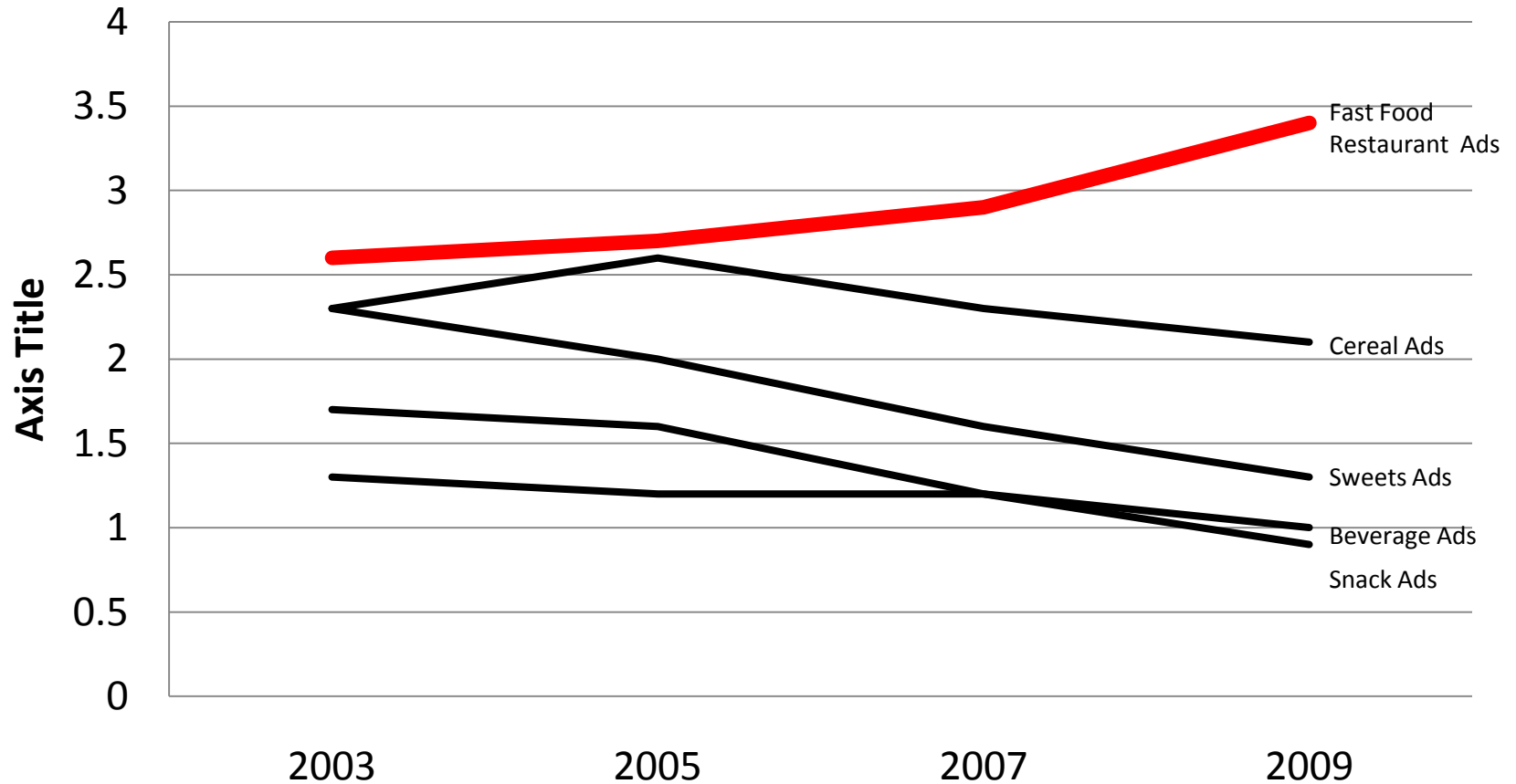
# Exposure to Food Advertisements per Day for Children by Year

## Children Ages 2-5 Years



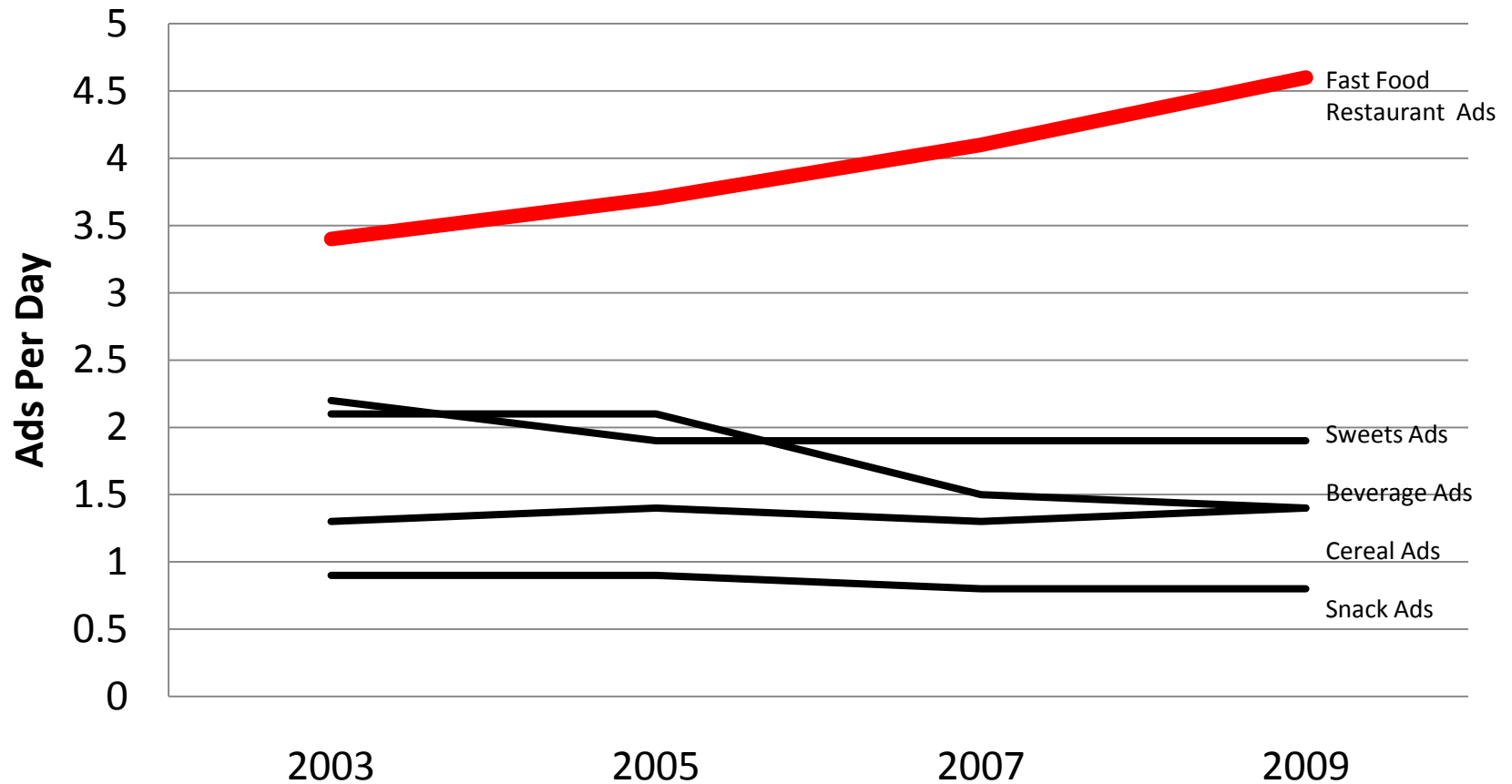
# Exposure to Food Advertisements per Day for Children by Year

## Children Ages 6-11 Years



# Exposure to Food Advertisements per Day for Adolescents by Year

## Adolescents Ages 12-17 Years

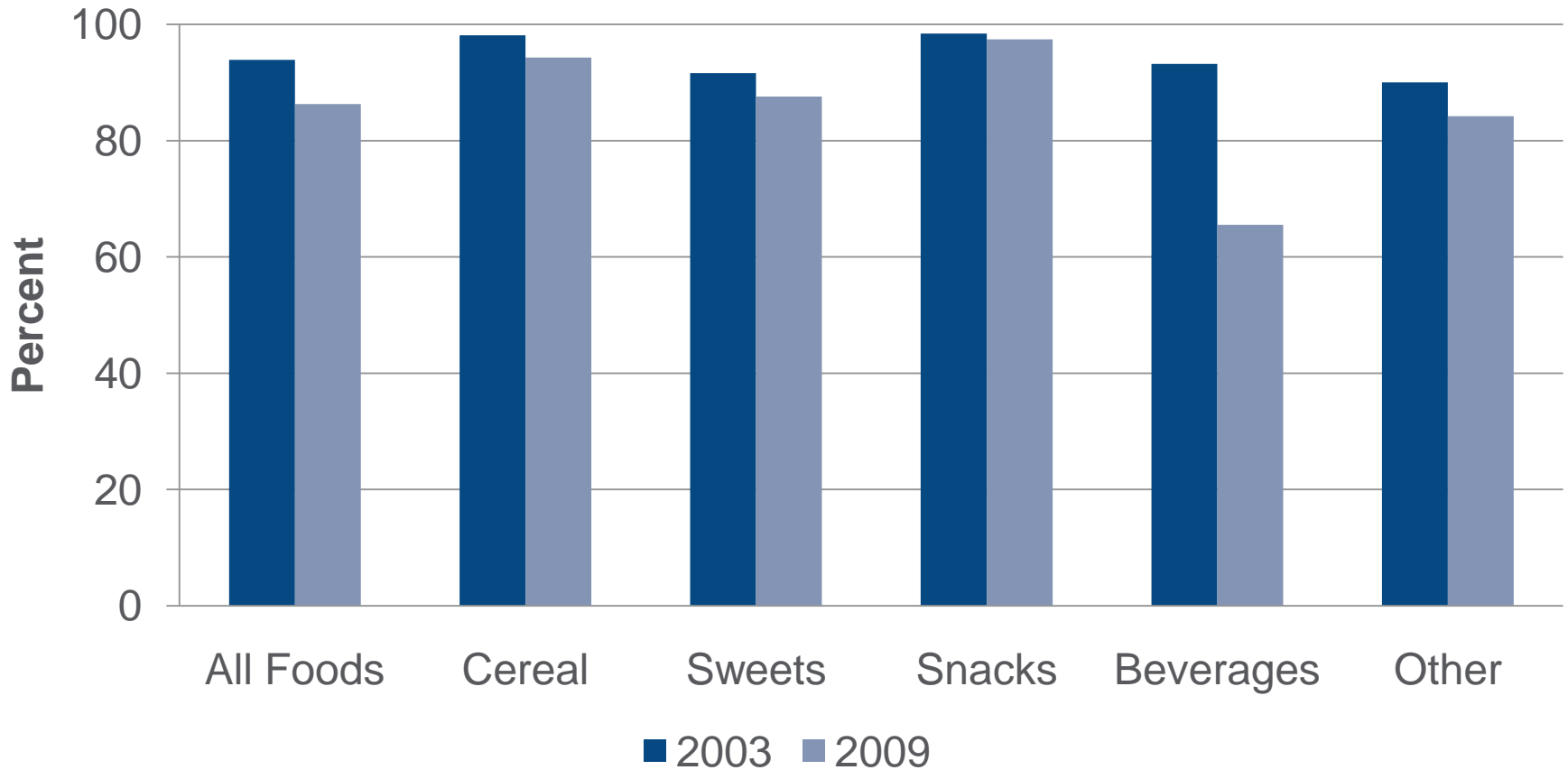


## Nutritional Content Analysis

- Food and beverage advertisements were assessed on the basis of:
  - **Saturated Fat** (% Kcal): High >10% Kcal from saturated fat
  - **Sugar** (%Kcal): High >25% Kcal from sugar
  - **Sodium** (mg per 50g portion): High >200mg of sodium per 50g portion
  - **Fiber** (g per 50g portion): Low <1.15g of fiber per 50g portion
- Nutritional Content was weighted by the ratings data to provide estimates of exposure to nutritional content

# Food Ads High in Saturated Fat, Sugar or Sodium

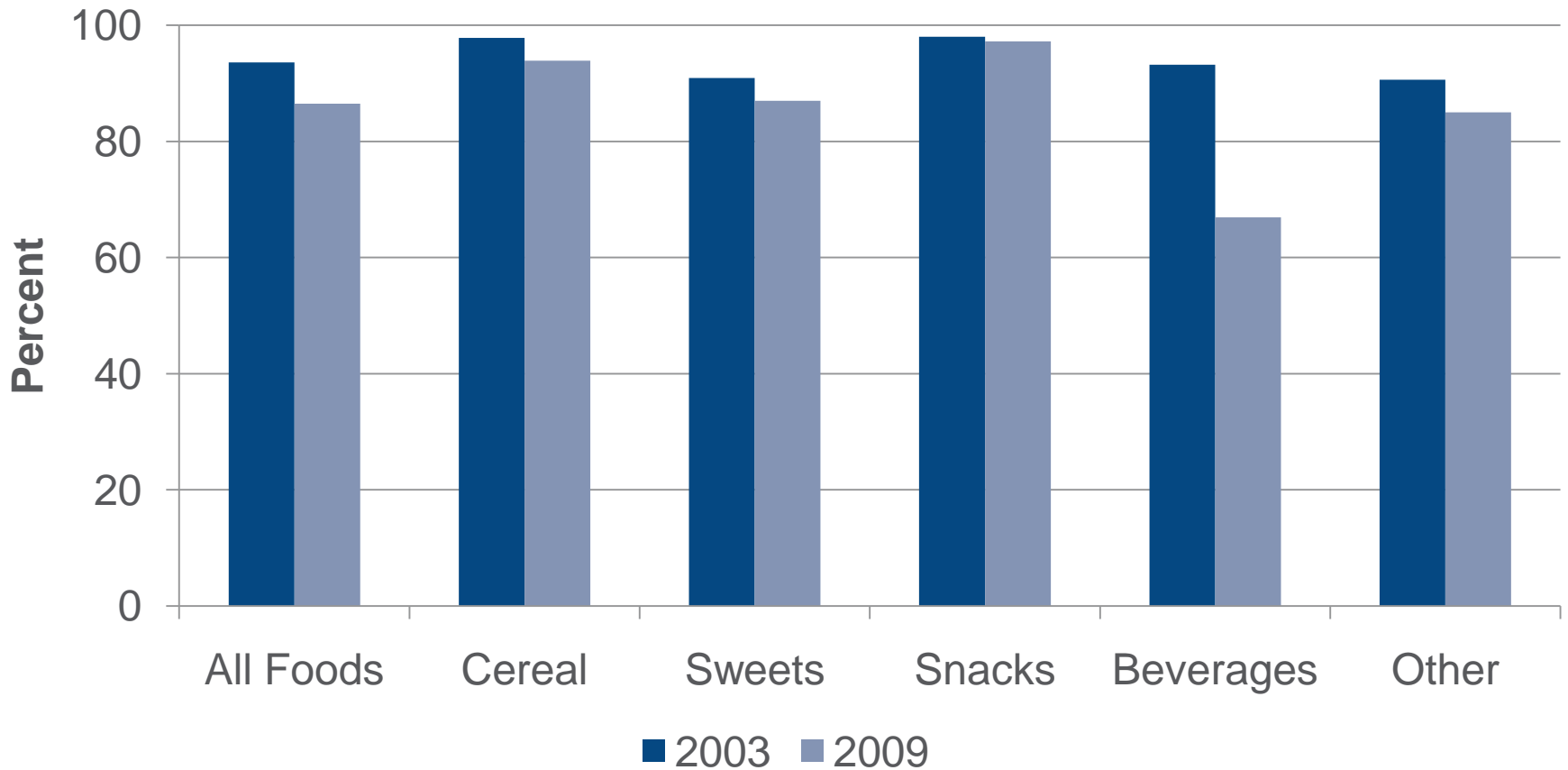
## Children Ages 2-5 Years



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# Food Ads High in Saturated Fat, Sugar or Sodium

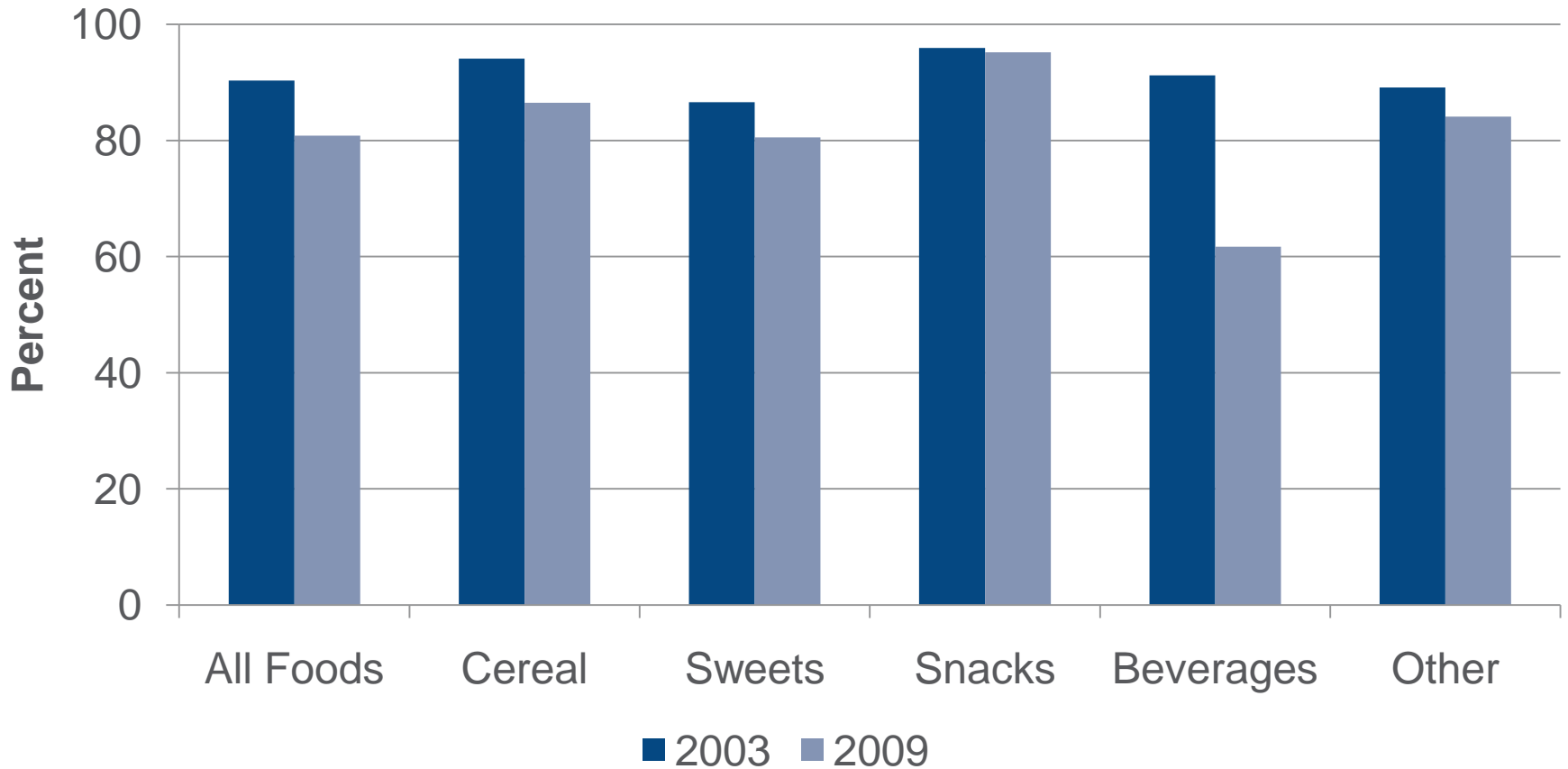
## Children Ages 6-11 Years



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# Food Ads High in Saturated Fat, Sugar or Sodium

Adolescents Ages 12-17 Years



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# Number of Ads Seen and Nutritional Content (%) of Ads for CFBAI vs. Non CFBAI Companies

	# of Ads per Day			% of Ads High in SFSUSO		
	2003	2009	% Change 03-09	2003	2009	% Change 03-09
<b>Age 2-5</b>						
CFBAI Companies Food and Beverage Products Subtotal	8.7	5.4	-37.5%	94.0%	88.2%	-6.2%
Non CFBAI Companies Food and Beverage Products Subtotal	1.4	1.4	-1.3%	93.3%	79.0%	-15.3%
CFBAI Fast Food Companies Subtotal	1.2	1.3	4.9%	NA	NA	NA
Non CFBAI Fast Food Companies Subtotals	1.1	1.5	38.8%	NA	NA	NA
<b>Age 6-11</b>						
CFBAI Companies Food and Beverage Products Subtotal	8.6	6.4	-25.2%	93.6%	88.2%	-5.8%
Non CFBAI Companies Food and Beverage Products Subtotal	1.6	1.5	-2.2%	93.6%	79.4%	-15.2%
CFBAI Fast Food Companies Subtotal	1.2	1.5	27.9%	NA	NA	NA
Non CFBAI Fast Food Companies Subtotals	1.5	1.9	33.1%	NA	NA	NA

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## Summary: Results of CFBAI Companies

- General Mills remains the largest advertiser; moderate reduction in ads seen by 2-5y (-16%) and an increase for 6-11y (6%). 97% of ads seen are for unhealthy products.
- Kellogg and Kraft ads are both down by about 40-50% for children, but about 9/10 ads still seen are for unhealthy products.
- Coke ads are down substantially (-57%), only company other than Cadbury with less than 50% of ads for unhealthy products.
- Pepsi ads down substantially (-70%), although 82% remain for unhealthy products.
- Overall, there were significantly fewer food and beverage product ads seen by children from CFBAI companies (-38%) compared to the 1% reduction in non-CFBAI food companies. But that the vast majority of the CFBAI company ads (**88%**) seen, in 2009, continued to be for products that were high in either saturated fat, sugar or sodium.

## General Summary of Trends in Ad Content

- Positive reductions in exposure to food and beverage ads from 2003-09:
  - -33%, -22% and -4% for 2-5y, 6-11y and 12-17y olds, respectively
    - Cereal: -30% for 2-5y; -11% for 6-11y
    - Sweets: -55% for 2-5y; -44% for 6-11y
    - Snacks: -43% for 2-5y; -32% % for 6-11y
    - Beverages: -43% for 2-5y; -41% for 6-11y
- But fast food ad exposure up substantially between 2003 and 2009:
  - +21%, +31% and +37% for 2-5y, 6-11y and 12-17y olds, respectively
- The vast majority of ads seen in 2009 continue to be for products that are either high in saturated fat, sugar, or sodium:
  - 86%, 87% and 81% of ads seen by 2-5y, 6-11y and 12-17y olds, respectively

## Policy Implications of Trends in Ad Content

- Children, on average, continue to see more than 10 food-related ads on TV every day (teens see almost 15 ads per day)
- Children and teens continue to be exposed mainly to food and beverage ads for products that are high in saturated fat, sugar or sodium
- Study results suggest that industry self-regulation is limited in its effectiveness to substantially improve food-related advertising seen by children on TV
- Key issues of concern for policymakers regarding CFBAI self-regulation:
  - No uniform nutritional standards
  - No uniform definition of child audiences
  - Does not address reach of ads in non-child programming
  - Does not apply to children age 12 and over

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## Community Obesity Measures Project: Food Marketing Measures

**BTG-COMP - FAST FOOD OBSERVATION FORM - 2010**

BUSINESS ID: \_\_\_\_\_  
 BUSINESS NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 DATE: \_\_\_\_/\_\_\_\_/2010  
 START TIME: \_\_\_\_:\_\_\_\_:\_\_\_\_ AM/PM END TIME: \_\_\_\_:\_\_\_\_:\_\_\_\_ AM/PM  
 STAFF 1: \_\_\_\_\_ STAFF 2: \_\_\_\_\_

**A. GENERAL**

**A1. Is the restaurant ...?**

a. In a Food Court or a Mall  
 IF YES, CODE A3 AND SKIP TO SECTION D.

b. In a shared space with a Grocery or Department Store  
 IF YES, COMPLETE A2

c. In a shared space with a Gas Station or Convenience Store  
 IF YES, COMPLETE A2

d. In a shared space with another Restaurant  
 IF YES, COMPLETE A2

**A3. Restaurant Type** CODE ALL THAT APPLY FOR MULTI-BRAND

Burger and Fries  
 Mexican / Latin American  
 Fried Chicken / Fried Fish  
 Sandwich or Sub Shop  
 Sandwich/Pastry (e.g., Panera, Cosi, Au Bon Pain)  
 Pizzeria  
 Chinese / Pan-Asian  
 Other, SPECIFY: \_\_\_\_\_

**A4. Number of exterior walls visible from parking lot or street** IF 4+, WRITE

\_\_\_\_\_  
 \_\_\_\_\_

**BTG-COMP FOOD STORE OBSERVATION FORM - 2010**

BUSINESS ID: \_\_\_\_\_  
 BUSINESS NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 DATE: \_\_\_\_/\_\_\_\_/2010  
 START TIME: \_\_\_\_:\_\_\_\_:\_\_\_\_ AM/PM END TIME: \_\_\_\_:\_\_\_\_:\_\_\_\_ AM/PM  
 STAFF 1: \_\_\_\_\_ STAFF 2: \_\_\_\_\_

**A. GENERAL**

**A1. TYPE OF STORE**

Supermarket (Jewel-Osco, Kroger, Safeway)  
 Grocery (Aldi, Trader Joe's, "mom & pop")  
 Limited Service CODE A1a  
**A1a. TYPE OF LIMITED SERVICE - CODE ONLY IF A1=3**  
 Convenience Store (7-11, White Hen, Royal Farms)  
 Small Discount Store (Dollar General, 99 ¢ Store)  
 Drug Store/Pharmacy (CVS, Rite Aid, Walgreens)  
 Other (Specify): \_\_\_\_\_

**A2. Are these available at CHECK-OUT?** NO YES

a. Candy	<input type="radio"/>	<input type="radio"/>
b. Refrigerated beverages	<input type="radio"/>	<input type="radio"/>
c. Bottled water	<input type="radio"/>	<input type="radio"/>
d. Sweetened beverages (soda, etc.)	<input type="radio"/>	<input type="radio"/>

SITE ID: \_\_\_\_\_

SITE ID: \_\_\_\_\_

SITE ID: \_\_\_\_\_

**BTG-COMP - STREET SEGMENT OBSERVATION FORM - 2010** SEG ID: \_\_\_\_\_

SEGMENT ID: \_\_\_\_\_  
 ADDRESS RANGE: \_\_\_\_\_  
 DATE: \_\_\_\_/\_\_\_\_/2010  
 START TIME: \_\_\_\_:\_\_\_\_:\_\_\_\_ AM/PM END TIME: \_\_\_\_:\_\_\_\_:\_\_\_\_ AM/PM  
 STAFF 1: \_\_\_\_\_ STAFF 2: \_\_\_\_\_

COMPLETION CODE	
COMPLETED - CODE MODE	<input type="radio"/>
PARTIALLY COMPLETED - CODE MODE AND DISP	<input type="radio"/>
NOT STARTED - CODE DISPOSITION	<input type="radio"/>
NOT ELIGIBLE - No such segment/address	<input type="radio"/>
MODE OF COMPLETION - CODES 01, 02 ONLY	
Completed by Walking	<input type="radio"/>
Completed by Driving	<input type="radio"/>
Completed by Walking and Driving	<input type="radio"/>
DISPOSITION CODE - CODES 02, 03 ONLY	
Segment has relevant ads and Section E is filled out	<input type="radio"/>
Segment has no ads at all - NO SECTION E	<input type="radio"/>
Segment has other, irrelevant ads - NO SECTION E	<input type="radio"/>
NOTES:	
Temporarily not accessible	<input type="radio"/>
Not safe	<input type="radio"/>
Asked to leave	<input type="radio"/>
Ran out of time	<input type="radio"/>
Other (SPECIFY):	<input type="radio"/>

**A. LAND USES**

A1. Scan both sides of the street for presence of:	NO	YES, ONE SIDE	YES, BOTH SIDES	A3. Natural Features	
				NO	YES
a. Housing - Single family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	a. Large body of water - lake, river, ocean	<input type="radio"/> <input type="radio"/>
b. Housing - Multifamily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	b. Small body of water - pond, stream	<input type="radio"/> <input type="radio"/>
c. Housing - Mobile homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	c. Mountain or canyon	<input type="radio"/> <input type="radio"/>
d. Public/Civic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A4. Physical Activity Venues	
e. Office/Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	a. Indoor commercial PA facility	<input type="radio"/> <input type="radio"/>
f. Institutional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	b. Park with exercise/sport facilities/equip	<input type="radio"/> <input type="radio"/>
g. Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	c. Park with sign, no equipment	<input type="radio"/> <input type="radio"/>
h. Retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	d. Stand-alone playing court	<input type="radio"/> <input type="radio"/>
i. Industrial/Manufacturing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	e. Stand-alone playing field	<input type="radio"/> <input type="radio"/>
j. Recreation/Leisure/Fitness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	f. School/school yard (K through University)	<input type="radio"/> <input type="radio"/>
k. Public Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	g. Golf Course	<input type="radio"/> <input type="radio"/>
l. Public Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	h. Beach	<input type="radio"/> <input type="radio"/>
m. Agricultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	i. Outdoor pool	<input type="radio"/> <input type="radio"/>
n. Undeveloped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	j. Off-road trail	<input type="radio"/> <input type="radio"/>
o. Vacant Building or Lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A5. Do any buildings have...?	
p. Other, describe below	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	a. Bars on windows	<input type="radio"/> <input type="radio"/>
A2. Parking facilities		NO	YES	b. Broken/boarded up windows	<input type="radio"/> <input type="radio"/>
a. On-street angled or parallel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	c. Graffiti/tagging	<input type="radio"/> <input type="radio"/>
b. Small lot (30 or fewer spaces)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	d. Yard debris	<input type="radio"/> <input type="radio"/>
c. Medium to large lot/garage/structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	DESCRIBE A1p:	

# Food Environment Measures

- Observational data collection
  - Food stores (supermarkets, grocery stores, convenience stores, gas stations, drug stores, dollar stores)
  - Fast food restaurants
- Measures and indices constructed
  - Availability, placement, pricing and quality of select food and beverage products and tobacco products
  - **Food/beverage and tobacco advertising**
  - Nutrition information

# Physical Activity Environment Measures

- Observational data collection
  - Fitness centers (YMCA, B&G Clubs, JCCs, Commercial)
  - Community recreation centers and parks
  - PA Instructional schools (e.g., karate, dance)
  - **Street segments**
- Measures and indices constructed
  - Availability and quality of facilities; pricing
  - Safety, amenities, aesthetics
  - Walkability, bikability



# Policy Environment Measures

- Local policy collection and coding:
  - Local ordinances and codes
  - Local zoning policies
  - Community master plans
  - Local taxes on soda and candy
  - School district wellness policies and joint use agreements
  - Menu labeling requirements
  - Restrictions on fast food, formula restaurants

# BTG-Comp: Fast Food Observation Form 2011

B. EXTERIOR MARKETING			1 3 - 1 1 - - - - -			
COUNT THE NUMBER OF ...	B1. on Building Exterior		B2. on Property			
	TALLY	TOTAL	TALLY	TOTAL		
a. All Advertisements		_ _ _		_ _ _		
1. Ads that include a Price Promotion		_ _ _		_ _ _		
2. Ads that include a Food		_ _ _		_ _ _		
3. Ads that include a Beverage		_ _ _		_ _ _		
a. Ads that include a Soda		_ _ _		_ _ _		
B3. Are there any ads with a ...?	NO	YES	B4. Does the Restaurant have a/an ...?	NO	YES	
a. Dollar menu promotion	<input type="checkbox"/> 0	<input type="checkbox"/> 1	a. Exterior play area	<input type="checkbox"/> 0	<input type="checkbox"/> 1	
b. Health claim	<input type="checkbox"/> 0	<input type="checkbox"/> 1	b. Indoor play area visible from outside	<input type="checkbox"/> 0	<input type="checkbox"/> 1	
1. IF YES, RECORD HEALTH CLAIM WORDING:			c. 3-D cartoon character outside	<input type="checkbox"/> 0	<input type="checkbox"/> 1	
			C. DRIVE-THRU			
c. Cartoon character(s)	<input type="checkbox"/> 0	<input type="checkbox"/> 1	C1. Does the restaurant have a Drive-Thru? <i>IF NO, SKIP C2-C4</i>	NO	YES	
d. TV or movie star or sports figure	<input type="checkbox"/> 0	<input type="checkbox"/> 1		<input type="checkbox"/> 0	<input type="checkbox"/> 1	
e. Kids' meal toy	<input type="checkbox"/> 0	<input type="checkbox"/> 1	C2. Does menu board provide Calorie Info for menu items?	NO ITEMS	SOME ITEMS	ALL ITEMS
f. Other child-targeted marketing	<input type="checkbox"/> 0	<input type="checkbox"/> 1		<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2
SPECIFY:			C3. Does menu board list Suggested Daily Calories?	NO		YES
				<input type="checkbox"/> 0	<input type="checkbox"/> 1	
			C4. Does menu board state "Nutrition Information Available on Request"?	<input type="checkbox"/> 0	<input type="checkbox"/> 1	

# Preliminary Results: 2010 Data

## BTG-Comp: Fast Food Observation

B. EXTERIOR MARKETING		
<i>COUNT THE NUMBER OF ...</i>	B1. % of Outlets with Advertisements on Building Exterior	B2.% of Outlets with Advertisements on Property
a. All Advertisements	72.7%	37.6%
1. Ads that include a Price Promotion	49.9%	26.0%
2. Ads that include a Food	67.8%	31.3%
3. Ads that include a Beverage	41.0%	17.2%
a. Ads that include a Soda	20.4%	9.0%
B3. Are there any ads with a ...?	YES	
a. Dollar menu promotion	9.0%	
b. Health claim (grams of fat, # of calories)	7.3%	
c. Cartoon character(s)	5.3%	
d. TV or movie star or sports figure	2.8%	
e. Kids' meal toy	5.6%	
f. Other child-targeted marketing	4.2%	

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# BTG-Comp Food Store Observation Form 2011

<b>K. OUTDOOR ADVERTISING</b>		1 4 - 1 1 -      -		
<i>COUNT THE NUMBER OF...</i>	K1. on Building Exterior		K2. on Property	
	TALLY	TOTAL	TALLY	TOTAL
b. All Food and/or Beverage Advertisements <i>(IF 20+, CODE 20)</i>		□□		□□
1. Ads that include a Price Promotion		□□		□□
2. Ads that include a Food		□□		□□
a. Ads that include Fresh Produce (Salad, fruit, vegetables)		□□		□□
3. Ads that include a Beverage		□□		□□
a. Ads that include Regular Soda		□□		□□
a1. Ads that include Diet Soda		□□		□□
b. Ads that include Regular Energy Drink		□□		□□

## Preliminary Results: 2010 Data

### BTG-Comp Food Store Observation

K. OUTDOOR ADVERTISING		
<i>COUNT THE NUMBER OF...</i>	K1. % of Outlets with Advertisements on Building Exterior	K2. % of Outlets with Advertisements on Property
b. All Food and/or Beverage Advertisements <i>(IF 20+, CODE 20)</i>	55.7%	30.2%
1. Ads that include a Price Promotion	36.6%	23.5%
2. Ads that include a Food	37.6%	13.2%
a. Ads that include Fresh Produce (Salad, fruit, vegetables)	6.2%	1.8%
3. Ads that include a Beverage	42.9%	24.3%
a. Ads that include Regular Soda	21.3%	17.3%
a1. Ads that include Diet Soda	New variable for 2011 Form	
b. Ads that include Regular Energy Drink	11.5%	4.4%

# BTG-Comp: Street Advertising Grid 2011

E. STREET ADVERTISING GRID 2011 – STREET SEGMENT																SEG ID: <u>  1  0  </u> - <u>  1  1  </u> - <u>    </u> - <u>    </u>					
Ad Number	E1. Content of Ad – CODE ALL THAT APPLY <i>FOR BEVERAGES, RECORD BRAND(S) AND PRODUCT(S). FOR HEALTH or ANTI-TAX MESSAGE, RECORD SPONSOR(S).</i>															E2. Ad Placement			E3. Ad Size		
	Beverages				d. Quick Service Restaurant	e. Food Store (w/food/bev)	f. PA Product or Brand	g. PA Service, Facility or Participatory Event	Health or Anti-Tax Message				k. Screen Entertainment	l. Cell Phone	m. Person(s) Being Active	n. Includes a Price Promo	Free-standing	Attached to a wall	Attached to something else	Billboard or larger	Smaller than a billboard <72 sq feet
	a. Regular Soda	a1. Diet Soda	b. Regular Energy Drink	c. Other Non-alcoholic					h. Nutrition, Healthy Eating, Healthy Weight	i. Exercise, Physical Activity	j. Tobacco-free Lifestyle	j1. Anti-tax Message (food/bev/tobacco)									
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BRAND and PRODUCT (a-c) or SPONSOR (h-j1):															CODE PLACEMENT			CODE SIZE		
NOTES:																					

# BTG-Comp: Street Advertising Grid 2011

E1. Content of Ad	E2. Ad Placement	E3. Ad Size
<b>Beverages</b> a. Regular Soda a1. Diet Soda b. Regular Energy Drink c. Other Non-alcoholic	Free-standing	Billboard or larger
d. Quick Service Restaurant	Attached to a wall	Smaller than a billboard <72 sq feet
e. Food Store (w/food/bev)	Attached to something else	
f. PA Product or Brand		
g. PA Service, Facility or Participatory Event		
<b>Health of Anti-Tax Message</b> h. Nutrition, Healthy Eating, Healthy Weight i. Exercise, Physical Activity j. Tobacco-free Lifestyle j1. Anti-tax Message (food/bev/tobacco)		
Screen Entertainment		
Cell Phone		

**bridging the gap**

**Lisa Powell**  
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**ImpacTeen**  
<http://www.impacteen.org>

**Bridging the Gap**  
<http://www.bridgingthegapresearch.org>