

INFORMAS PROTOCOL

PROMOTION – OUTDOOR ADVERTISING
(SCHOOL ZONES)

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Terms and conditions

Use of this protocol is subject to terms and conditions. Please refer to **Annex 1** for these terms and conditions.

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1. Introduction

The World Health Organisation's (WHO) Global Action Plan for the prevention and control of non-communicable diseases 2013-2020 encourages member states to promote a healthy diet (1). One of the mechanisms for achieving the objectives and related targets is to implement the WHO's recommendations on the marketing of food and non-alcoholic beverages to children, including monitoring (2, 3).

Worldwide, the proportion of adults with a body-mass index (BMI) of 25 kg/m² or greater increased from 28.8% to 36.9% in men, and from 29.8% to 38.0% in women between 1980 and 2013 (4). Dietary risk factors increasingly contribute to the surging global burden of obesity and diet-related non-communicable diseases (NCDs) (4, 5). Since unhealthy diets are driven by unhealthy food environments (6), comprehensive actions by major players, such as governments and the food industry, will be needed to improve the healthiness of food environments and achieve the World Health Organisation (WHO)'s targets to halt the rise in obesity and diabetes, and reduce NCDs by 25% by 2025 (7). Achieving WHO's risk factor targets will delay or prevent more than 37 million deaths from the main NCDs (8).

The International Network for Food and Obesity/NCDs Research, Monitoring and Action Support (INFORMAS) is a global network of public-interest organizations and researchers that aims to monitor, benchmark and support public and private sector policies and actions to create healthy food environments and reduce obesity, diet-related NCDs and their related inequalities globally (9, 10). Food environments are defined as the collective physical, economic, policy and socio-cultural surroundings, opportunities and conditions that influence people's food and beverage choices and nutritional status (10). INFORMAS developed 10 modules for which the monitoring frameworks have been designed and the indicators determined (11-20), and which will be translated into detailed measurement protocols. The **process** modules focus on monitoring the implementation of priority policies and actions on food environments by governments (11) and the private sector (12). The **impact** modules focus on monitoring key aspects of food environments, including the nutrient composition of foods (13), food labelling (14), exposure of children to unhealthy food promotion (15), nutritional quality of foods in public sector settings (18), the availability and accessibility of healthy and unhealthy foods in communities (17), food prices and affordability of healthy versus unhealthy diets (16) and aspects of foods in trade and investment agreements (19). The **outcome** modules focus on monitoring population risk factors (including behavioural, physiological and metabolic risk factors), population diet quality (21) and health outcomes. Aspects of these outcome components are being developed by WHO as part of their work on a Global NCD monitoring framework(7).

This protocol details the approach to monitoring outdoor advertising around child-serving institutions (e.g. schools) to establish the level and nature of unhealthy food and non-alcoholic beverage advertising within the surrounding area. Background information relating to this module within INFORMAS and the approach that was initially proposed can be found in Kelly et al, (2013) (15). Some parts of this protocol also link to the retail module of INFORMAS (17), which aims to evaluate density of and proximity to unhealthy outlets within school zones.

Previous research has shown that food and non-alcoholic beverage marketing is an important factor influencing children's food purchases, preferences, and consumption including several systematic and narrative reviews that have shown that exposure to food promotions influences brand recognition, food preference, and consumption patterns, and health status (22-25).

Outdoor advertising around schools has been the subject of some investigation (e.g., (26-29)) and is seen as influencing behaviour by integrating branded messages into daily activities and provides prompts for purchasing particularly when associated with food outlets. This protocol has been developed from the approach taken by studies conducted in Australia and New Zealand and can be further updated with experience from low and middle income countries.

2. Objectives

The objective of this monitoring is to obtain a nationally (or regionally) representative estimate of the rate of unhealthy food advertising within the area surrounding child-serving institutions (with the primary focus on schools).

The primary indicator for this protocol is the rate of unhealthy food advertising per 100m² within 500 metres from the school boundary¹.

Child-serving institutions include mainly primary and secondary schools.

3. Methods

The methods include a survey of the advertising able to be seen from the streets surrounding child-serving institutions to obtain nationally (or regionally) representative estimates of the rate of healthy and unhealthy food advertising within 500 metres of the institution. In case the advertisements are collected using GPS, the zone of 250 metres around the institution can additionally be considered.

Sampling design

Child-serving institutions are to be sampled within selected representative geographical (regional) areas. A multistage sampling design is described below which includes selecting a representative sample of geographical regions. However, the inclusion of regional sampling is part of an 'Optimal' INFORMAS approach in which a random selection of localities representative of the country's/region's population distribution across urban/rural areas and by area level deprivation is used. Other options are described for the minimal and expanded approaches.

The sampling design might also include stratification by type and size of child-serving institution.

Sampling geographical regions

To help ensure a representative sample of child-serving institutions nationally or regionally, the sampling design for the optimal approach takes into account the:

¹ The indicator does depend on what definition of school zones is used in the study. This is explained further in the protocol

- locality, whether a location is urban or rural (related to population density and likely density of retail outlets); and
- area level socio-economic deprivation measures of the locality.

For the optimal approach, it is proposed that these are combined into strata (described below). However, if measures of socio-economic deprivation are not available, then consider using the urban-rural locality status only. If it is not feasible to include either of these factors in the sampling approach, then the sampling can be based solely on geographical locations without consideration of the characteristics of those locations. If advertising in rural areas is not considered a problem (e.g. such as is the case in New Zealand), the focus can be on urban or city areas only.

To sample localities using the optimal approach, identify a full list of mutually exclusive geographical units (e.g., local government areas, territorial authority areas) covering the whole of the country (or region/province), excluding areas without populations or with very sparse populations as these are likely to have few child-serving institutions. Determine the urban -rural status and the area level deprivation status of each of these geographical units. Note the size of the population (including children within the relevant age group) and the number of relevant child-serving institutions (by type used to organise strata) within each geographical unit.

Create categories from urban-rural status and area level socio-economic deprivation. The exact number of categories will be determined on a country by country basis. Classify all the local government / local territorial areas within the country/region into one of the categories (e.g., urban locality with high deprivation levels). Randomly select the number of localities within each of categories based on the relative frequency of the locality categories. The aim of this approach is to ensure a representative sampling of localities are included in the sampling of child-serving institution, not to obtain robust estimates for each region.

The total number of categories will depend on the number of categories within the urban-rural status variable and the socio-economic deprivation variable.

Sampling child-serving institutions

As noted above, localities are selected first in a multistage sampling approach to capture the range of urban/rural and deprivation levels across the country / region. The sampling frames comprise all child-serving institutions within each of the localities. Institutions can include all school levels (primary and secondary schools; and elementary, middle and high schools), or other venues (outside the home) where many children spend a large proportion of their time, such as child care centres and public recreation centres.

Assuming that the selected localities are relatively homogeneous in terms of rural/urban status and area level deprivation, the institutions can be stratified in type and size depending on the estimates required for reporting.

For New Zealand, the child-serving institutions comprise primary and secondary schools within selected geographic regions. Within these two strata, schools will be sorted based on the school's roll size and then sampling will be proportional to size of the school.

The sampling design aims to provide representative estimates of advertising around primary schools and another for secondary schools for the country / region of interest. It is not designed to provide within locality estimates.

To select the schools within each strata, organise two separate lists (primary and secondary schools) and within the lists order the schools according to school roll. Determine the sample size based on the power required for an estimate, precision required, likely variance of estimates and feasibility of data collection.

Defining the area around child-serving institutions

The school zones can be defined in several ways dependent on what information and Geographical Information Systems (GIS) skills are available:

1. Radial buffers of 500m around each school, taking the main school entrance (address) as the centre of those buffers
2. Radial buffers of 500m around each school, taking the centre of the school as the centre of those buffers
3. Radial buffers of 250m from the centre of each school adding a school-specific additional buffer proportional to the actual area size of the school (e.g. bigger schools would get a bigger radius)
4. Radial or network buffers of 500m starting from the school polygon boundaries
5. Network buffers of 500m from the main entrance of the school

Method 1 is the most common method used but has some clear limitations as some bigger schools might fall outside of the buffer or the area under investigation might become really small. Method 3 and 4 address those issues but require information to be available on the size of the school parcels or polygons. In the analysis stage, the area of the school can then be subtracted from the school neighbourhood area as determined by the buffers. Method 5 uses road network distance instead of Euclidian distance and looks at advertisements 500 along all the roads connecting to the school entrance. In some cases, schools may have more than one entrance although this information may not be readily available.

For most of these methods, the size of the area will differ from school to school and thus the rate of unhealthy food advertising is best to be expressed by 100m^2 . Additional distances (e.g. 250m and 800m) can be considered in case the pictures of the advertisements are captured with phones or tablets having GPS function or in case electronic maps are available indicating the different buffer distances.

There are two main alternatives for identifying the streets to include in the survey

1. Electronic (digitised maps) can be created and used to identify each school's boundary and the chosen buffer zones and data collectors can zoom in as they go. The University of

Auckland developed an app to capture advertisements around the school, which allows the capture of the exact location of the advertisements.

2. Alternatively, paper maps can be printed but they need to be sufficiently detailed for people to be able to see the boundaries on the map.

Care needs to be taken when school zones overlap as this may happen in city areas. In that case advertisements in the overlapping zone should be included in the analysis for both school zones.

Eligible signs / advertisements

Signage or advertisements that are included in the data collection are those signs with branded information, pictures or logos for food or non-alcoholic beverage products or companies. Any store signage that also has a product logo and serves not just as a store identifier but also as promotional material for a product should be considered as an advertisement. For example, a picture of a cheese burger in a McDonald's window; a Coca-Cola logo on a corner store awning displaying the store name. It is important to also capture advertisements for brands/companies that do not depict specific foods.

Only branded information to be included as an advertisement (not pictures of unbranded restaurant foods).

Ineligible signs / advertisements

Signage or advertisements that are excluded from the data collection covers symbols or words that are used mainly for store identification. For example, McDonald's arches outside of a McDonald's store and, as noted above, unbranded restaurant or other foods.

4. Data collection

Sampled sites should be visited on a single occasion and all data collection should occur within a short time frame, such as across two months. Reliability checks of data collection should occur on the same day so that any changes in signage do not affect reliability estimates.

Data collection can be repeated to coincide with any introduction of policy action in the country related to this type of marketing.

Researchers are required to walk/drive and scan each street within the established perimeters around sites to identify food advertisements. It is not necessary to take one picture per advertisement (in view of time efficiency of data collection), but in case multiple advertisements are included per picture, the type of advertisement, as well as the food and the brand of each advertisement, should be clearly visible. Non-food advertisements and signage (see definition below) should be excluded.

There are two options for data capture:

- i. Concurrently recording all food advertisements using the coding tool.
- ii. Capturing all food advertisements using a digital camera and recording each advertisement's location using geo-positioning systems. Advertisements are then coded using the standard criteria at a later time.

Data should be collected by trained research assistants or students. Ideally, a pair of research assistants should visit each site, to increase safety of walking streets, and to facilitate driving of streets in areas with less dense advertising.

During field work, recording should include for each site the venue name and code, data collector's name and date of visit. For each advertisement identified, record the following information:

- Distance of food/drink advertisement from school (in case no GPS method used for data collection and in case there is interest in multiple distances e.g. 250m, 500m, 800m, otherwise not necessary)
- Size of advertisement
 - 1= small (>A4 but <1.3m x 1.9m)
 - 2 = medium (>1.3m x 1.9m but <2.0m x 2.5m)
 - 3 = large (\geq 2m x 2.5m)
- Setting of the advertisement
 - 1 = food shop (ads within and attached to the premises of the food establishments like stores, eatery and malls. Include ads on the window, in front, above, and attached on the store walls and windows. Exclude ads inside stores)
 - 2 = road (ads seen along roads, hung/posted on utility posts, banners in the street, and on the wall along streets).
 - 3 = building (ads posted on any non-food establishment e.g. houses, buildings, and waiting shades)
 - 4 = bus shelter
 - 5 = train station
 - 6 = mobile cart/stall or vending machine
- Type of advertisement
 - 1 = Billboard
 - 2 = Poster or banner
 - 3 = Free-standing sign (e.g. A-frame board)
 - 4 = Painted building / wall
 - 5 = Digital Signs / LED
 - 6 = Store merchandising (e.g. branded refrigerators, bins, chairs, umbrellas, awning signage)
- Number of food product types depicted in the advertisement -
Note that a single product type (e.g. soft drink) can include multiple varieties of the same product whereas multiple product types should be included, for example soft drink and savoury snacks.

- Foods/drink brand name (e.g. McDonald's, Carrefour, Cadbury)
 - Use a separate row to record the brand name of each product type more than one shown in the advertisement
- Foods/drink product name
 - List all if multiple shown in ad
 - Include the **name** and a **description** of the food/drink advertised. The product needs to be identifiable for the purposes of collecting nutrition information. Include flavour or brand variant (e.g. "Big Mac meal containing a burger, medium fries and medium soft drink" rather than just "Burger meal"; "chocolate coated, cream-filled biscuit/cookie" rather than just "biscuit/cookie"; and "Huiyuan apple juice" rather than just "juice").
 - If no foods or drinks were advertised, describe what the food company advertisement was for (e.g. "competition to win a family holiday, purchase any marked packet and visit website: www... to enter competition" or "Company character Ronald McDonald playing with children in an open playground").
- Food category
 - Refer to **Annex 4** for a suggested food categorisation system. Includes product code and major food category (Core / Healthy food; Non-core / Unhealthy food; and Miscellaneous)
 - Food categorisation should be completed after the field visits. All food coding should be done together by a researcher with an expert in nutrition to ensure coding is accurate and consistent across the sample.
- Promotional characters
 - 0 = no character present
 - 1= Cartoon/Company owned character e.g. M&Ms
 - 2= Licenced character e.g. Dora the explorer
 - 3= Amateur sportsperson e.g. person playing a sport
 - 4= Celebrity (non-sports) e.g. Jamie Oliver
 - 5= Movie tie-in e.g. Shrek
 - 6= Famous sportsperson/team e.g. All Blacks
 - 7= Non-sports/historical events/festivals e.g. Christmas, Anzac Day
 - 8= 'For kids' e.g. image of a child, 'great for school lunches', 'for school lunchboxes'
 - 9= Awards e.g. Best Food Award 2014, 'award winning', 'number one best-selling'
 - 10= Sports event
- Premium offers
 - 0 = no premium present
 - 1 = Game and app downloads
 - 2 = Contests
 - 3 = Pay 2 take 3 or other

- 4 = 20% extra or other
- 5 = Limited edition
- 6 = Social charity
- 7 = Gift or collectable
- 8 = Price discount
- 9 = Loyalty programs

Refer to Annex 2 for an example of a hard copy data collection form, although it could be made electronic.

5. Coding of advertisements

All pictures collected can be coded according to area, school and number of advertisement. Some advertisements can contain more than one food and there are two options here:

- Coding all the foods visible in the ad
- Considering the advertisement “unhealthy” or “noncore” from the moment that at least one food in the advertisement is unhealthy or noncore

All pictures collected can be analysed as core/noncore (Table 1) and using the WHO European nutrient profiling system for which the details can be found online (30). In addition, any other country specific systems to classify foods as healthy or unhealthy (e.g. in the frame of existing regulations) can also be used. In addition to classifying the foods as restricted to be marketed or not restricted to be marketed to children according to the WHO, it is important to also have a few additional categories:

- Companies/brands: This can be used when there is no food depicted in the advertisement, but just the brand or the company is mentioned.
- Non-applicable: This can be used for particular foods for which the WHO system is not applicable
- Non-specified: This can be used when there is insufficient information to be able to classify the advertisement as healthy or unhealthy

Variables for inclusion in the database

The variables to be included cover:

- Contextual information
- Advertisement data for each site
- Quality control sites

Contextual information – data collection (1)

Spreadsheet Variable	Description of data field	Variable format	Variable name - database
Variable	Country name	Text	Country
Variable	Country code	Numeric	Countrycode
Variable	Data collection month/year	mm/yyyy	Collectyear
Variable	Number of data points in year <i>(If multiple data collections occur in one year in order to obtain two or more representative data points.)</i>	Numeric	Datapoints
Variable	Region covered in the sampling design <i>(This sets the boundaries for the sampling design and could be the country, state, province or local area. The data collection should be representative of television advertisements screened within the selected geographical area.)</i>	Text	Region
Variable	Sampling dates (Month-month)	Text	Samplemonths
Variable	<i>Number of geographic strata (if used in sampling design)</i>	<i>Numeric</i>	<i>Numstrata</i>
Variable	<i>Number of geographic/area clusters (if used in sampling design)</i>	<i>Numeric</i>	<i>Numclusters</i>
Variable	Regulations for restricting outdoor advertising around child-serving institutions in region covered by sampling design	Numeric	Regulation
	1=Governmental (national) 2=Governmental (regional / local) 3=Industry self-regulation 4=None		
Variable	Text description of restrictions should include the age groups, areas; and products covered.	Text	Regdescription
Variable	Responsibility for enforcing regulations	Numeric	Regenforced
	1=Governmental (national) 2=Government (regional / local) 3=Industry enforces self-regulation 4=None		
Variable	Child-serving institutions included in monitoring	Numeric	Institype
	1=Early childhood or equivalent (~ <5 years) 2=Primary / intermediate schools (~ 5 <13 years) 3=Secondary school (~ 13 < 18 years) 4=Other		

Advertising data (2)

	Description of data field	Variable format	Variable name for database
Variable	Country Code		
Variable	State/province (if more than 1 sampled)		
Variable	School name		
Variable	School code		
Variable	School type		
	1=Early childhood or equivalent 2=Primary / intermediate schools 3=Secondary school 4=Other		
Variable	SES of school area (e.g. high, medium low SES)		
	Add country-specific codes		
Variable	Urban vs rural		
	Add country-specific codes		
Variable	Distance from school (if applicable in case more than 1 distance is chosen, 500m is preferred)		
	1 = within 250m of school boundary 2 = between 250-500m of school boundary 3 = between 500-800m of school boundary		
Variable	Advertisement ID		
	Code of the advertisement		
Variable	Size of advertisement		
	1 = small (>A4 but <1.3m x 1.9m) 2 = medium (>1.3m x 1.9m but <2.0m x 2.5m) 3 = large (\geq 2m x 2.5m)		
Variable	Setting of advertisement		
	1 = food shop 2 = road 3 = building 4 = bus shelter 5 = train station 6 = mobile cart/stall or vending machine		
Variable	Type of advertisement		
	1 = Billboard 2 = Poster or banner 3 = Free-standing sign		

	Description of data field	Variable format	Variable name for database
	4 = Painted building / wall 5 = Digital Signs / LED 6 = Store merchandising		
Variable	Number of products in the ad	Numeric	
	0 = None (only company/brand mentioned) 1 = single food product type 2 = two food product types 3 = three food product types etc	Numeric	
FOR EACH FOOD PRODUCT TYPE IN THE ADVERTISEMENT			
Variable	Brand name1		
Variable	Product name1	Text	
Variable	Product description	Text	
Variable	Product code	Code	
	(Reference code within country)		
Variable	Food category 1 (major)		
	<i>Depends on classification system</i>		
Variable	Food category minor food category1		
	<i>Depends on classification system</i>		
Variable	Promotional characters1		
	0 = no character present 1= Cartoon/Company owned character e.g. M&Ms 2= Licenced character e.g. Dora the explorer 3= Amateur sportsperson e.g. person playing a sport 4= Celebrity (non-sports) e.g. Jamie Oliver 5= Movie tie-in e.g. Shrek 6= Famous sportsperson/team e.g. All Blacks 7= Non-sports/historical events/festivals e.g. Christmas, Anzac Day 8= 'For kids' e.g. image of a child, 'great for school lunches', 'for school lunchboxes' 9= Awards e.g. Best Food Award 2014, 'award winning', 'number one best-selling' 10= Sports event		
Variable	Premium offers1		
	1 = Game and app downloads 2 = Contests 3 = Pay 2 take 3 or other 4 = 20% extra or other 5 = Limited edition		

	Description of data field	Variable format	Variable name for database
	6 = Social charity 7 = Gift or collectable 8 = Price discount 9 = Loyalty programs		
Variable	Brand name2		
Variable	Product name2	Text	
Variable	Product description2	Text	
Variable	Product code2	Code	
	(Reference code within country)		
Variable	Food category (major)2		
	<i>Depends on classification system</i>		
Variable	Food category minor food category2		
	<i>Depends on classification system</i>		
Variable	Promotional characters2		
	See characters1		
Variable	Premium offers2		
	See premium offers1		
Variable	Brand name3		
Variable	Product name3	Text	
Variable	Product description3	Text	
Variable	Product code3	Code	
	(Reference code within country)		
Variable	Food category (major)3		
	<i>Depends on classification system</i>		
Variable	Food category minor food category3		
	<i>Depends on classification system</i>		
Variable	Promotional characters3		
	See characters1		
Variable	Premium offers3		
	See premium offers1		

(Add columns if there are ads with multiple product types shown. I.e. Company name2, 3...n;
Product name2, 3...n; Major food category2, 3...n; Minor food category2, 3...n)

Quality control coding checks (3)

Column 1:	Percentage of data coding checked – within country
Column 2:	Percentage of data coding checked – within country
Column 3:	Inter-rater reliability score for coding check – within country
Column 4:	Inter-rater reliability score for coding check – within country
Column 5:	Inter-rater reliability score for coding check – within country
Column 6:	Inter-rater reliability score for coding check – within country

Training and reliability

Research assistants should be given training in the use of the data collection tool. Particular attention should be given to the definition of advertising (vs. signage) and what should be captured as an 'advertisement'.

A pilot should be conducted as part of the training and to check coding reliability. The principal researcher and all research assistants should code an identical area around one site independently. Coding should then be compared between the research assistants (for inter-rater reliability) and between the principal researcher ('gold standard') and research assistants for validity. The number of food advertisements identified in the sample area should be compared, and can be calculated using the formula:

$$\frac{\text{Number of agreements}}{\text{Number of agreements} + \text{number of disagreements}} \times 100$$

A minimum of 80% inter-coder reliability is expected. If this minimum level is not achieved then coding discrepancies must be discussed and further training given to research assistants if required.

6. Data analysis

The following indicators should be calculated from the data:

- Rate of total food and non-core (and/or unhealthy) food advertisements per 100m² (in the area from the school boundary to 500m)
- Rates of total food and non-core (and/or unhealthy) food advertising by size of advertisement per 100m² (from the school boundary to 500m)
- Rates of advertising per 100m² in high/medium and low SES areas (from the school boundary to 500m)
- Rates of advertising per 100m² in high and low density population areas (from the school boundary to 500m)
- Mean rate of (healthy vs unhealthy / core vs noncore) food advertisements with promotional persuasive promotional techniques
- Mean rate of (healthy vs unhealthy / core vs noncore) food advertisements with premium offers
- Proportion of food advertisements by major food categories

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Annex 1: INFORMAS PROTOCOLS

Terms and Conditions v1.1 May 2017

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The undersigned:

INFORMAS Secretariat (represented by Prof Boyd Swinburn) at the University of Auckland, New Zealand (hereinafter referred to as **INFORMAS Secretariat**).

And

Party interested in using the INFORMAS protocols, hereinafter referred to as **INFORMAS party**.
INFORMAS party can be an institution, department, group or individual researcher.

INFORMAS party becomes an **INFORMAS user** after signing this document.

A. Definitions

INFORMAS (International Network for Food and Obesity / non-communicable Diseases Research, Monitoring and Action Support) is a global network of public-interest organisations and researchers that aims to monitor, benchmark and support public and private sector actions to create healthy food environments and reduce obesity and non-communicable diseases (NCDs) and their related inequalities. INFORMAS serves as a capacity building platform for sharing tools, methods, experiences, support and data for monitoring and benchmarking food environments and policies globally and is supported by/seeking support from a wide range of different funding sources.

INFORMAS Secretariat is the INFORMAS core team at the University of Auckland coordinating the INFORMAS globally represented by Professor Boyd Swinburn, INFORMAS Research Fellows and senior secretariat members

INFORMAS Module leader teams are assigned INFORMAS researchers to lead one of the 10 modules within INFORMAS.

INFORMAS researcher is a researcher who belongs to the INFORMAS network, providing input through module leadership or data and analysis contributions and signed the INFORMAS data use and sharing Terms and Conditions.

INFORMAS users are researchers linked to INFORMAS who use INFORMAS protocols and materials and who signed this INFORMAS Protocols Terms and Conditions form.

INFORMAS group is INFORMAS Secretariat and INFORMAS researchers and INFORMAS Module leader teams.

INFORMAS research is projects using (any of) the available INFORMAS resources, methods and / or protocols for data collection and analysis.

INFORMAS resources is the protocols and data collection methods as available on the INFORMAS website (www.informas.org), published in peer reviewed journals and accessible on the INFORMAS Google Drive (where INFORMAS party will receive access to after signing this agreement). This does not cover INFORMAS data which is part of a separate agreement.

INFORMAS user is parties who signed this document and are using INFORMAS protocols or resources, but are not necessarily contributing to or making use of INFORMAS data (this is part of a separate agreement).

B. Aims of the document

Large collaborative projects that include many participants can have unique challenges to determine levels of ownership and contribution. This document therefore aims outline the terms and conditions (i.e., expectations) with regard to the use and sharing of INFORMAS resources. The goal is to facilitate collaboration between researchers (not between institutions).

This is not a legally binding agreement between institutions, but merely a mutual understanding between researchers outlining the expectations relating to INFORMAS. The INFORMAS party can add additional conditions to this agreement as appropriate (see section C).

After signing this document, the INFORMAS party will become an INFORMAS user and will receive full access to the latest INFORMAS resources as hosted on the INFORMAS Google Drive.

In the first instance, INFORMAS Secretariat aims to work with one contact person for each INFORMAS party. This agreement will need to be signed by that contact person, but please also provide contact details for other researchers in your INFORMAS party so we contact you in case the contact person leaves.

The main goals of this agreement are to:

- Safeguard consistency of INFORMAS resources (e.g., protocols and data collection methods) within and between different countries (for example to allow multi-country analysis)
- Safeguard the quality of INFORMAS resources (e.g., protocols and the collected data)
- Safeguard version management for INFORMAS resources (e.g., protocols, databases and publications)
- Encourage collaboration between INFORMAS researchers who are using INFORMAS resources.

1. General Principles

- **Copyleft:** The INFORMAS research follows the principle of 'copyleft' where INFORMAS researchers receiving INFORMAS resources have the same rights for using and sharing INFORMAS resources as the authors of the original documents and INFORMAS Secretariat, with the condition that they follow the same copyleft principles when distributing the work
- **Reciprocity:** The INFORMAS research follows the principle of 'reciprocity' where there is expected mutual benefits from contributing and sharing to INFORMAS research. Here it is expected that when the INFORMAS party or INFORMAS researcher benefits from the INFORMAS resources, they repay by contributing resources and skills of their own.

This document does *not* relate to any financial agreements between institutions (e.g., when you pay or get paid to use particular INFORMAS resources) which will need to be covered in separate agreements.

2. General terms and conditions

By signing this document, you agree to:

- Adhere to the INFORMAS resources as outlined in each document
- The INFORMAS party communicates with INFORMAS Secretariat about any changes they (are planning to) make to the INFORMAS resources (e.g., when they adapt a protocol for their own country or for a specific setting) and share the final protocol within the INFORMAS group (which can be in the INFORMAS party's own language)
 - o INFORMAS party is free to publish their (adapted versions of the) protocol, following the INFORMAS Publications and Authorship Terms and Conditions. Publication can be in an open access or regular journal as long as the INFORMAS party shares the protocol within the INFORMAS group.
- The data the INFORMAS party collects using the INFORMAS resources will be owned by the INFORMAS party. However, there is an expectation that the INFORMAS party shares the cleaned data with the INFORMAS group (i.e., copyleft principle). For further details please refer to the INFORMAS Data Use & Sharing Terms & Conditions.
- Not share INFORMAS resources outside your INFORMAS party without informing the INFORMAS group.
- Agree to the principles as outlined in the INFORMAS Publications and Authorship Terms and Conditions

- Not directly or indirectly exploit the INFORMAS resources in any way for the INFORMAS party his/her own or any other person's benefit, profit or advantage.
- Have in place adequate security measures to protect any Personal Information and Confidential Information against unauthorised access, modification, use, disclosure or loss.
- Agree to the copyleft principles.

C. Additional conditions

INFORMAS party can specific terms and conditions here for use of their data by INFORMAS if applicable.

D. Please provide the following details:

- a. INFORMAS party contact person name:
- b. Institution:
- c. Country:
- d. Email address:
- e. IFORMAS party involved researchers
 - i. Researcher name 1:
 - ii. Researcher institution 1:
 - iii. Researcher email 1:
 - iv. Researcher name 2:
 - v. Researcher institution 2:
 - vi. Researcher email 2:
 - vii. Researcher name 3:
 - viii. Researcher institution 3:
 - ix. Researcher email 3:
 - x. Please expand as necessary
- f. INFORMAS modules you are most interested in:
 - Public sector policies and actions
 - Private sector policies and actions
 - Food composition
 - Food labelling
 - Food promotion
 - Food provision
 - Food retail
 - Food prices
 - Food trade and investment
 - Population diet

E. Signatures

INFORMAS Secretariat

Prof Boyd Swinburn

Date:

Signature:

INFORMAS party

Name:

Date:

Signature:

Annex 2: Outdoor advertising data collection tool (hard copy or electronic)

School name: _____

Data collector names: _____

Date: _____

School type _____

Advert number	Distance	Size 1= small 2 = medium 3 = large	Setting 1 = food shop 2 = road 3 = building 4 = bus shelter 5 = train station 6 = cart/stall	Type of ad 1 = Billboard 2 = Poster/banner 3 = Free-standing 4 = Painted 5 = Digital/LED 6 = Store merch.	Number of food products shown (Numeric) <i>If more than one food product use multiple rows one row per food product</i>	Brand name	Product name	Promo character	Premium offers

Annex 3: Scope of the ‘optimal’ monitoring approach

The ‘optimal’ dataset includes measures of both extent of advertising and power of promotions and across a range of time points. A more thorough evaluation of the content of promotions and persuasive techniques should also be conducted. The level, and appeal of, promotions to a range of age and ethnic groups should be determined. Indicators should be used to measure trends over time.

Media type and promotional aspect assessed:

- Measures of level of promotions
- Measures of *power* across multiple promotional techniques. Content analyses of promotions to identify the content, aims and themes embedded in the messages.

Time/site sampling:

- Collect data at multiple representative time periods/locations/sites across a broad range of occasions/seasons/weekdays/school and non-school days.

Target demographic group:

- Focus on younger and older children, and racial and ethnic groups’ exposure.

Food classification:

- Use standardised approach to food product classification based on dietary guidelines and particularly distinguishing energy-dense, nutrient poor foods (non-core foods) and nutritious foods. Also compare with local policy-relevant food classification such as already-existing classification for health claims regulations, school food policies etc.

Analyses:

- Analyses of patterns of healthy/unhealthy food and non-alcoholic beverage promotions overall and for specific time periods/locations/sites.
- Comparison of patterns of promotions to existing policies on food marketing, including products promoted, time periods/channels/sites/locations where promotions are identified, and the persuasive techniques used in promotions.

Annex 4: Suggested food categorisation

FOOD CATEGORY	CODE
CORE AND HEALTHY FOOD CATEGORIES	
Breads, rice and rice products without added fat, sugar or salt, noodles (exclude fried), plain starch products (e.g. starch balls), plain biscuits and crackers	1
Low sugar and high fibre breakfast cereals (<20g sugar /100g and >5g dietary fibre /100g)	2
Fruits and fruit products without added fats, sugars or salt (include fresh, tinned in natural juice, and dried), include fruit juices containing ≥98% fruit	3
Vegetables and vegetable products without added fats, sugars or salt (include fresh, tinned, and dried), including plain seaweed	4
Milks and yoghurts (≤3g fat /100g), cheese (≤15g fat /100g) and their alternatives e.g. Soy (include probiotic drinks).	5
Meat and meat alternatives - include meat, poultry, fish, legumes, tofu, eggs and raw unsalted nuts	6
Oils high in mono- or polyunsaturated fats, (olive oil, sunflower oil, soyabean oil, plant based margarines and spreads), and low fat savoury sauces (<10g fat /100g).	7
Low fat/salt meals - include frozen or packaged meals (≤6g saturated fat /serve, ≤900mg sodium /serve), soups (<2g fat /100g, exclude dehydrated), sandwiches, mixed salads. Also include steamed buns (exclude sweet buns), wontons and dumplings not usually fried before consumption.	8
Healthy Snacks – must be based on core foods (i.e. fruit, vegetables, grains, dairy, soy, meats or alternatives) and contain < 600kJ / serve, <3g saturated fat /serve and <200mg sodium /serve	9
Baby foods (exclude milk formulae)	10
Bottled water (include unflavoured mineral and soda waters)	11
NON-CORE AND UNHEALTHY FOOD CATEGORIES	
High sugar and/or low fibre breakfast cereals (>20g sugars /100g or <5g dietary fibre /100g)	12
Flavoured/fried instant rice and noodle products	13
Sweet breads, cakes, muffins, sweet buns (e.g. lotus seed, custard, red bean), sweet biscuits (include egg rolls), sweet glutinous rice balls or cakes, high fat savoury biscuits, pies and pastries, sweet sticky rice or rice pudding.	14
Meat and meat alternatives processed or preserved in salt – include frankfurts, seafood sticks, jellyfish salad, tinned meats, and all preserved ready to eat meats, poultry, fish, tofu and egg products.	15

Sweet snack foods - include jelly, sugar-coated dried fruits or nuts, nut or seed based bars and slices, sweet rice bars, and tinned fruit in syrup	16
Savoury snack foods (added salt or fat) - include chips, dried spicy peas, fruit chips, savoury crisps, extruded snacks, popcorn (exclude plain), salted or coated nuts, other fried snacks (e.g. shrimp crackers)	17
Fruit juice/drinks (<98% fruit)	18
Full cream milks and yoghurts (> 3g fat /100g) and cheese (>15g fat /100g, and high salt cheeses, including haloumi and feta) and their alternatives e.g. Soy	19
Ice cream, iced confection and desserts	20
Chocolate and candy - includes marshmallows, sugar (all types), and chewing gums (exclude sugar free varieties)	21
Fast food (not only healthier options advertised), e.g. burgers, fries, soft drinks Include if some but not all the foods/drinks advertised are healthier options	22
High fat/salt meals - frozen or packaged meals (>6g saturated fat /serve, >900mg sodium /serve). Also include steamed buns (exclude sweet buns), wontons and dumplings usually fried before consumption.	23
Other high fat/salt products – include meat/fish/bean pastes, XO sauce, butter and animal fats, high fat savoury sauces (>10g fat /100g), soups (>2g fat /100g and all dehydrated).	24
Sugar sweetened drinks - include soft drinks, sweetened tea drinks, sports/electrolyte drinks, powdered flavour additions (e.g. Nesquik, sweetened tea or coffee powders).	25
Alcohol	26
MISCELLANEOUS	
Recipe additions (including soup cubes, oils, dried herbs and seasonings) Note: these foods are not usually consumed alone. They are added to flavour meals.	27
Vitamin/mineral or other dietary supplements, and sugar-free chewing gum	28
Tea and coffee (excluding sweetened powder-based teas or coffees)	29
Baby and toddler milk formulae	30
Fast food (only healthier options advertised), e.g. grilled chicken wrap, water, fruit slices	31
Fast food (not only healthier options advertised), e.g. burgers, fries, soft drinks Include if some but not all the foods/drinks advertised are healthier options	32
Fast-food restaurant (NO foods or drinks advertised)	33
Local restaurant	34
Supermarkets (only core and healthy foods advertised)	35
Supermarkets (not only core and healthy foods advertised)	36
Supermarkets (NO foods or drinks advertised)	37