**IMPACT OF FOOD PRODUCTS MARKETING ON THE DEVELOPMENT OF OBESITY IN CHILDREN AND TEENAGERS.**

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Children are vulnerable to the effects of commercial marketing of food products. This impact includes a wide range of techniques beyond TV advertising, and can escape from parental control. As for adults, and children healthy lifestyle choices depend on a number of external factors, including price, availability of food and sufficient information about them, as well as personal preferences and cultural values of the people. Food marketing in their turn can affect these factors.

In a survey conducted by the US Institute of Medicine [1],revealed strong evidence of the link between television advertising and obesity in children 2-11 years and adolescents 12-18 years. Promotion of food products, the ability to undermine the healthy food choices - such as energy-dense, nutrient-poor food products sweetened beverages is a significant threat to the choice of healthy lifestyles and the emergence of excessive body weight. Thus, when analyzing the factors that affect nutrition of adolescents, focusing on marketing, is focused on children. Since it can be argued that adults are competent enough to make decisions for the benefit of a healthy lifestyle in those cases where there is a possibility of such a choice, and have the potential to resist the marketing, if it can affect their health; however, children, supposedly possess neither a professional nor such potential. Promotion of food products aimed at children, is carried out in many ways and in different conditions. Parents are among the first from whom comes about food, and it retains its value throughout the period of childhood. The information provided in schools is also important and has cultural significance, since in fact discouraged workers and management of schools and education authorities. As the expanding social contacts they acquire children and friends and enter into a relationship of group loyalty, all become more influential information received from peers. Some European countries have taken initiatives to combat obesity and promote healthy eating and physical activity, but only a few of them directly addresses the issue of marketing Today, the use of advertising techniques for the benefit of society (social marketing) is a growing interest in connection with the publication data that such approaches can successfully promote increased consumption of fruit and vegetables by schoolchildren [2-3].According to the most general definition, social marketing provides information related to health, using traditional methods of advertising. It is aimed at the general population or targeted risk groups, based on the assumption that the call will convince its recipients to change their lifestyle and make healthier choices.

**Conclusions:** Educating children, allowing them to become well-informed, critically-minded consumers is an important educational goal for families, schools, and health care workers. Children are particularly prone to the effects of advertising, offering them to consume attractive products. The competent authorities should be closely monitored advertisements on food products and, where possible, to prohibit messages aimed at children. Advertisements must not mislead as to the potential benefits to be derived from the product ion of consumption should not harm the role of parents and other appropriate adult role models as a valuable source of nutrition guidance.

1. McGinnis JM et al., eds. Food marketing to children and youth: threat or opportunity? Washington, DC, National Academies Press, 2006.

2. Obesity in childhood: report of an expert committee. Kobe, Japan, June 2005. Geneva, World Health Organization (in press).

3. World Health Assembly resolution WHA57.17 on the Global strategy on diet, physical activity and health. Geneva, World Health Organization, 2004 (http://www.who.int/gb/ebwha/pdf\_files/WHA57/A57\_R17-en.pdf, accessed 20 April 2007).