How can WHO European Office for Prevention and Control of NCDs support the work of youth health initiatives?

Kremlin Wickramasinghe, WHO European Office for Prevention and Control of NCDs

CO-CREATE Final Conference, Brussels

October 12 – 13, 2023
How can WHO European Office for Prevention and Control of NCDs support the work of youth health initiatives?

Dr Kremlin Wickramasinghe

a.i. Head, WHO European Office for Prevention and Control of Noncommunicable Diseases (NCD Office) and Regional Adviser for Nutrition, Physical Activity and Obesity Special Initiative on NCDs and Innovation

WHO Regional Office for Europe
Burden of disease in the WHO European Region attributable to selected risk factors, 2019

- Tobacco: 8% (Both sexes), 14% (Male)
- Alcohol use: 7% (Both sexes), 11% (Male)
- Dietary risks: 10% (Both sexes), 11% (Male)
- High body-mass index: 10% (Both sexes), 11% (Male)
- High systolic blood pressure: 9% (Both sexes), 9% (Male)
- High fasting plasma glucose: 9% (Both sexes), 9% (Male)
- High LDL cholesterol: 6% (Both sexes), 7% (Male)
- Low physical activity: 1% (Both sexes), 1% (Male)
- Air pollution: 3% (Both sexes), 4% (Male)

Source: Global Burden of Disease (GBD 2019) | Institute for Health Metrics and Evaluation
Global action plan for the prevention and control of NCDs 2013-2030

- A 25% relative reduction in risk of premature mortality from cardiovascular diseases, cancer, diabetes, or chronic respiratory diseases
- At least 10% relative reduction in the harmful use of alcohol
- A 10% relative reduction in prevalence of insufficient physical activity
- A 25% relative reduction in the prevalence of raised blood pressure

- Halt the rise in diabetes and obesity
- A 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years
- A 30% relative reduction in mean population intake of salt/sodium
- An 80% availability of the affordable basic technologies and essential medicines, incl. generics, required to treat NCDs
- At least 50% of eligible people receive drug therapy and counselling to prevent heart attacks and strokes
No Excuse Slovenia

- “Always be there”
- Slovenian Youth Tobacco Manifesto
- Strong and productive coalition of national and international partners, including the WHO Country Office
- New comprehensive tobacco control legislation, 2017
- World No Tobacco Day award, 2019
Ireland Comhairle na nÓg

• Promoting a tobacco-free society and encouraging smoking cessation
• Voices behind the initiative led by Limerick City and County Council - “Not Around Us”:
  • protect children and young people from secondhand smoke exposure
  • de-normalization of smoking
  • reduce the environmental impact, cost of cleaning, and damage that tobacco products create
  • post signs about the Health Service Executive Quit services
• World No Tobacco Day Award, 2021
HEPA Europe Early Career Development Programme 2023

- HEPA Europe - European network for the promotion of health-enhancing physical activity
- Development programme was held prior to the 18th annual meeting and 12th conference of HEPA Europe, 11-13 September 2023
- The HEPA Europe 2023 conference focused on “Implementing Health-Enhancing Physical Activity research: from science to policy and practice”
Physical Activity Promotion in extremely rural areas of Bavaria, Germany

• Who is responsible for the promotion of physical activity in rural areas?
• Which facilitators and barriers do stakeholders in rural areas report in implementing the Global Action Plan on Physical Activity 2018-2030 in their community?
The goal of this map is to communicate how different stakeholders can work holistically and benefit from supporting active transport.

The map demonstrates the wide reach of impact of active transport behavior (walking/cycling) as well as its supporting infrastructure.
Umbrella review of the evidence on physical activity and cancer risk

### Introduction

**Meta-analysis evidence:** modifiable risk factors

18 million new cases
10 million deaths

There is the possibility that the inverse association between physical activity and cancer risk is not causal but could rather be the result of biases that are common to observational studies

### Objectives

1. To systematically assess the robustness of the evidence of meta-analyses of observational studies on physical activity and cancer risk
2. To evaluate whether future research is needed or not to change the inferences from existing meta-analyses

### Methodology

**Literature search**
- PubMed
- Embase
- Cochrane library
- Web of science

**Selection process**

**Data synthesis**
- Primary pool analysis
- Heterogeneity
- Small study effects and excess significance bias
- Conditional power and fail-safe number
- Replicability and consistency
- Robustness to unmeasured confounding

**Evidence grading**
- Strong
- Highly suggestive
- Suggestive
- Weak

### Expected impact

Expected results will provide new perspectives and the best scientific evidence on the role of physical activity on cancer risk and will help to underpin evidence-based recommendations for the prevention of cancer
Summer school in Nice, France: A systems approach to the promotion of healthy lifestyles
Meaningful engagement with youth and civil society on reducing alcohol consumption and harms

WHO/Euro SAFER civil society meeting and young people for a SAFER WHO European Region meeting, Oslo, Norway, with participants from ALB, BEL, BIH, CRO, GBR, GEO, DEU, EST, IRE, MDA, MNE, NOR, SER, SVN, SWE, and TUR

In June, a meeting for young people and civil society was carried out to share perspectives on the WHO-led SAFER initiative and discuss implementation challenges, including overcoming industry opposition.
Seminar series for early career researchers

- Network of more than 500 early career researchers across the WHO European Region
- Monthly online seminars on NCDs and public health, 2020-2021
- Online Scientific Writing Programme for non-native English learners, 2022
- Monthly online seminars on NCDs and public health – Early Career Researchers Net, 2023
- Online Scientific Writing Programme for Early Career Researchers in NCDs, 2023
WHO/Europe training course on noncommunicable diseases: surveillance, implementation and evaluation
WHO do you want to be?

WHO/Europe NCD Office – IFMSA capacity-building course
Cross-disciplinary panel on youth advocacy and youth engagement: experiences from research, policy and civil society perspectives

Jóhanna Torfadóttir, Directorate of Health Iceland
Ileana Ene, International Federation of Medical Students Associations (IFMSA)
Alessandro Gallina, European Public Health Alliance
Renske Schouwink, Youth Environmental Council
Katja Cic, WHO Youth Council
Moderator: Hilaire Armstrong, World Health Organization
Impact and concerns on youth health from digital marketing

Mr Lubos Kuklis, DG Connect, European Commission

CO-CREATE Final Conference, Brussels

October 12 – 13, 2023
Central ideas for the DSA

Aims to
- Ensure online safety
- Reduce the spread of illegal and harmful content.
- Promote a more open and transparent internet
- Safeguard freedom of speech
- Improve the protection for minors

How?
- Clear rules on liability and proactive action
- Strong due diligence obligations
- More obligations for larger platforms
- Digital Services Coordinators (DSCs)
- European Commission
More obligations for very large platforms

Online marketplaces, app stores, collaborative economy platforms, social networks...

Internet access providers, domain name registries...

Cloud services, webhosting...

Online platforms and search engines with over 45 million users in the EU.
DSA liability principles

DSA is horizontal
All types of illegal content, civil and criminal liability

DSA is neutral
Illegality is defined by national or EU law

Prohibition of general monitoring obligations
To monitor or to actively seek illegal activity

But injunctive relief always possible
In line with national legislation and the conditions set out in the DSA

DSA harmonises liability exemptions
Does not attribute liability for content
New, self-standing due diligence obligations, exemption from liability unaffected

Providers conducting voluntary-own initiative investigations still benefit from liability exemptions
Due diligence obligations for all types of platforms

<table>
<thead>
<tr>
<th>Transparency reporting</th>
<th>Intermediaries</th>
<th>Hosting services</th>
<th>Online platforms</th>
<th>VLOPs &amp; VLOSEs</th>
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<td>Points of contact &amp; Legal representatives</td>
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Due diligence obligations for Hosting services, Online platforms, VLOPs & VLOSEs

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<td>Reporting criminal offences</td>
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<tr>
<td>Bans on targeted ads to children and special categories of data</td>
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<tr>
<td>Accessibility</td>
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<tr>
<td>Transparency of recommender systems</td>
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<td>Advertising transparency</td>
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<td>Due diligence obligations VLOPs and VLOSEs</td>
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Supervised risk management

- Societal risks and interests are top priorities in design of platforms’ systems
- Dynamic approach to identify and address emerging societal risks
- Covers the core design of a service, from its T&C, to its algorithmic systems and optimisation choices
- Robust oversight with feedback loops:
  - Independent audits
  - Regulatory supervision
  - Public scrutiny: e.g. transparency reports, data access for researchers, consultation on guidelines, involvement in risk assessment & mitigation design
Supervised risk management

- Risk assessment
- Risk mitigation
- Public scrutiny
- Regulatory supervision
- Guidelines, Best practice, Codes of conduct
- Independent audit

ART 34/1/d

- Protection of minors
- Physical and mental well-being
What needs to be assessed

1) design or
2) functioning of the service and
   a. its related systems,
      i. including algorithmic systems
3) the design of the recommender systems and any other relevant algorithmic system
4) content moderation systems
5) the applicable terms and conditions and their enforcement
6) systems for selecting and presenting advertisements
7) data related practices of the provider
Supervised risk management

- Risk assessment
- Risk mitigation
- Independent audit
- Guidelines, Best practice, Codes of conduct
- Regulatory supervision
- Public scrutiny
Supervised risk management

- Risk assessment
- Risk mitigation
- Regulatory supervision
- Independent audit
- Guidelines, Best practice, Codes of conduct
- Public scrutiny

ART 45  Codes of Conduct

ART 46  Codes of Conduct for Online Advertising
Governance of supervising digital services

- **Digital Services Coordinator (National level)**
  - Independent authorities
  - Coordination and exchanges with other national competent authorities
  - Direct supervision and enforcement

- **European Board for Digital Services**
  - Ad-hoc independent advisory group
  - Composed by national Digital Services Coordinators
  - Chaired by the Commission
  - Advises DSCs and COM, issues recommendations

- **European Commission**
  - Direct/primary enforcement powers vis-à-vis VLOPs/VLOSEs
  - Advises on cross border disputes
  - Intervenes following DSC requests
Development of expertise and capabilities—ART 64

Development of expertise

Coordination of assessment of systemic and emerging issues

Support of the assessment of systemic and emerging issues

Cooperation Comm and the MS (via DSCs & other authorities)

Non-binding agreements

Independent experts

DSA Enforcement Network
Timeline DSA

- **December 2022**
  - Entry into force

- **17 February 2023**
  - Publication of number of active users

- **April-May 2023**
  - First designations

- **Sep-Oct 2023**
  - Obligations for VLOPs and VLOSEs enter into force. Must carry out & report 1st risk assessment

- **17 February 2024**
  - DSC appointments, Board & application of all provisions

- **Sep-Oct 2024**
  - Latest date for full risk management cycle, incl. audit implementation

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**Risk management yearly cycle**
Digital marketing of unhealthy products

Olga Zhiteneva, WHO European Office for Prevention and Control of NCDs
WHO Europe priority actions and innovative monitoring tools of unhealthy products marketing to children

Olga Zhiteneva
Technical Officer
WHO European Office for Prevention and Control of NCDs
Digital marketing is linked to a user’s online identity.

Brands target individuals with personalized advertising in real time.

Algorithms can tailor messages to people at times and in specific places at times when they would be most vulnerable.

**Digital Ad Spending Worldwide, 2020-2025**

Billions, % change, and % of total media ad spending.

- **2020**: $380.75 billion, 58.5% of total media ad spending.
- **2021**: $491.70 billion, 63.0%.
- **2022**: $571.16 billion, 65.9%.
- **2023**: $648.15 billion, 68.5%.
- **2024**: $717.44 billion, 70.3%.
- **2025**: $785.08 billion, 72.0%.

Note: Includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS, and P2P messaging-based advertising.

Source: eMarketer, October 2021.
WHO SET OF RECOMMENDATIONS ON THE MARKETING OF FOODS AND NON-ALCOHOLIC BEVERAGES TO CHILDREN (2010)

Rationale
1. Policy aim: to reduce the impact on children of marketing of HFSS foods
2. Objective: to reduce exposure and power

Policy Development
3. Consider different approaches
4. Set clear definitions
5. Make settings where children gather free from marketing
6. Governments as the key stakeholders

Policy Implementation
7. Consider the most effective approach based on resources, benefits and burdens
8. Regulate cross-border marketing
9. Enforcement mechanisms and systems

Monitoring & Evaluation
10. Monitoring system
11. Evaluation system

Research
12. Identify existing information and support further research
MAKING WHO EUROPEAN REGION THE SAFEST PLACE FOR CHILDREN IN TERMS OF UNHEALTHY PRODUCT MARKETING

MAPPING  MONITORING  REGULATING

IMPLEMENTING
Development of reports on:

- Understanding the digital media ecosystem
- Age verification mechanisms
- Online harms
- NCD related online misinformation
- Brand and influencer marketing
- Legal guidance documents
Armenia
Canada
Estonia
Finland
Israel
Norway
Portugal
Russia
Slovenia
Switzerland
Türkiye
United Kingdom
“A set of monitoring tools that capture screenshots and metadata from interactive digital media sources, securely transferring and storing collected data in the cloud”
Investigating exposure of digital food and drink advertisements to Norwegian children

- 47 children
- 5076 advertisements captured
- 1 in 10 advertisements promoted food and drink products
- 8 in 10 advertisements were not permitted to be marketed to children according to WHO’s guidelines
MONITORING TOOLS HELP TO MONITOR ALL UNHEALTHY PRODUCTS MARKETING

We monitor:

Can be monitored:
DEVELOPMENT OF GUIDANCE FOR MEMBER STATES ON DESIGNING A LEGISLATIVE RESPONSE

DEVELOPMENT OF LEGAL NETWORK

DEVELOPMENT OF MODEL LAWS
### WHO Regional Office for Europe Nutrient Profile Model

**Second Edition**

#### Category 4.1 Dairy Products

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Examples</th>
<th>Total fat (g)</th>
<th>Saturated fat (g)</th>
<th>Total sugars (g)</th>
<th>Added sugars (g)</th>
<th>Non-sugar sweeteners (g)</th>
<th>Sodium (mg)</th>
<th>Energy (kJ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>41.1 Milk</td>
<td>Milk, cream, cheese, buttermilk, yoghurt, yogurt, sour cream</td>
<td>0.8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>41.2 Yogurt</td>
<td>Yogurt</td>
<td>0.8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>41.3 Cheese</td>
<td>Cheese, hard cheese, soft cheese, cottage cheese</td>
<td>0.8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
</tbody>
</table>

#### Category 4.2 Beverages

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Examples</th>
<th>Total fat (g)</th>
<th>Saturated fat (g)</th>
<th>Total sugars (g)</th>
<th>Added sugars (g)</th>
<th>Non-sugar sweeteners (g)</th>
<th>Sodium (mg)</th>
<th>Energy (kJ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>42.1 Soft Drinks</td>
<td>Soft drinks, sports drinks, tea, coffee, and other hot drinks</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>42.2 Alcoholic</td>
<td>Alcoholic beverages</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</table>

#### Category 4.3 Preparations

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Examples</th>
<th>Total fat (g)</th>
<th>Saturated fat (g)</th>
<th>Total sugars (g)</th>
<th>Added sugars (g)</th>
<th>Non-sugar sweeteners (g)</th>
<th>Sodium (mg)</th>
<th>Energy (kJ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>43.1 Ready Meals</td>
<td>Ready meals</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

**Marketing is prohibited of any product, regardless of category, that contains > 1 g per 100 g total fat in the form of industrially produced trans fatty acids.**
Self-regulation by industry proven to be ineffective

Stronger legal frameworks and systems are needed
Most action focuses on broadcasting and ‘children’s media’

Children are protected only if they are below a certain age (typically 12 or 13)

No adopted nutrient profile model

Cross-border marketing is not sufficiently regulated

Design and implementation of effective polices

Variety of platforms and marketing strategies (social media, product placement, influencer, gaming, etc.)
Unhealthy food marketing in the digital age: how self-regulation fails children’

Emma Calvert, BEUC Food Team

CO-CREATE CONFERENCE

13th October 2023
Brussels
BEUC is proud of its members
OUR MEMBERS’ WORK

No junkfood 4 kids

Répartition des publicités destinées aux enfants selon leur Nutri-Score

Young and Exposed to unhealthy marketing

The marketing of unhealthy food and beverages in social media
FOOD ENVIRONMENTS NEED TO BE TACKLED

- There is no ‘silver bullet’ to solve all the problems of the food system
- ‘Food environments’ need to enable healthier, more sustainable choices
Why it matters

- The advertised diet for children bears little relation to the recommended diet:
  - OCU survey almost a third of foods and beverages marketed towards adults received a ‘D’ or ‘E’ Nutri-Score for products marketed towards children it as three times that (89%).
  - UFC-Que Choisir (FR) 88% of food marketing to children with ‘D’ or ‘E’ Nutri-Scores compared with 43% of such products marketed towards the general public
  - Test Achats (BE): survey of foods marketed to children found that the biscuits and chocolate category represented over 60% of food adverts alone

- Children are massively exposed to powerful marketing techniques throughout the day
A day in the life of a child
SELF-REGULATION AT EU LEVEL

- The EU Pledge
- Since 2007
- Accountability mechanism since 2018
WHY IS THE PLEDGE SO WEAK?

- Nutritional criteria are too weak
- Commitments only affect children’s TV programmes
- Commitments too weak to address the ecosystem of digital marketing
- No commitments for food packaging
- 13-18 years old not protected
- Loophole for ‘brand marketing’
81 complaints submitted to the EU Pledge Accountability Mechanism

- 7 withdrawn by companies
- 8 upheld (3 only after appeal)
- 66 not upheld
EXAMPLES OF THE TECHNIQUES USED
ADVERGAMES + COMPETITIONS
INFLUENCERS
FUN + ENGAGING CONTENT
RESULTS OF THE ACTION

- Complaint process is **too slow**
- **Minimal consequences** for infringing companies
- **Lack of transparency**
- Panel decisions favour companies on **very weak grounds**
- **Inconsistent** panel decisions
Blueprint for a Future EU Directive

- Ending the marketing of nutritionally poor food between 6am – 11pm on TV
- Ending the marketing of nutritionally poor food on digital media
- Ending the use of marketing techniques appealing to children especially on packaging

Conclusions

Self-regulation has failed to prevent the marketing of unhealthy foods to children.

Binding EU rules are necessary to adequately protect children from the exposure to nutritionally poor food marketing.

Thank you for your attention

www.beuc.eu
food@beuc.eu

This presentation is part of an activity which has received funding under an operating grant from the European Union’s Consumer Programme (2014-2020).
Panel discussion on counteracting digital marketing of unhealthy food and youth from government and civil society perspective

Laurence Doughan, SPF Sante Publique, Belgium
Dev Sharma, Bite Back 2023
Gyrd Gjevestad, Ministry of Health and Care Services, Norway
Runa Neely, MOVENDI International
Eric Carlin, WHO European Office for Prevention and Control of NCDs
Moderator: Maria João Gregório, Portugal

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210
Bridging the dialogue divide between policy and youth

**Alfred M. Rønnestad** - Press - Save the Children Youth Norway

**Pedro Gonçalves** - Youth Task Force

**Samantha Nesrallah** - EAT Forum

**Mafalda Gonçalves** - Youth Task Force

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210
Agenda

• Overview of the session and introduction to youth engagement

• Youth Advocacy Toolkit – promoting youth involvement in policy development

• Dialogue Forum Tool

• Activity and interaction with tools

• Wrap-up and audience Q&A
Defining youth engagement

- Actively involving youth in the design, implementation and evaluation of initiatives that affect them
- Hart’s ladder of youth participation: degrees of participation
- Working with youth, not on their behalf
Youth-led change

A Systems Thinking Activity Toolkit
Objectives

- To inspire youth
- Be a brainstorming and idea-development tool - not scientific
- Be not more than 16 pages long and user-friendly
- Fun
Content

- The Activity Sheet
- Introduction
- Get to know each other
- Visual Voice
- Systems Thinking
- Make Your Own Policy Idea
- Invitation to use Dialogue Forum
Key Features

- Physical tool
- Activity Sheet and Guide book
- 2-3 Hours
- 6 per group
- Youth-Led
The Activity sheet

- A place to put down all of your ideas
- Cooperation
- Teamwork
Draw yourself
Visual Voice
Systems Mapping
Systems Mapping
Youth-led change

A Systems Thinking Activity Toolkit
Welcome to the DIALOGUE FORUM
Objectives

- Develop a **model for youth-led multi-actor Dialogue Forums** that brings together adolescents, businesses and policymakers to co-create and action commitments and policies
- Host 20 Dialogue Forums at local, national and regional levels
- Develop recommendations for successful multi-actor dialogue forums, including on conflicts of interest
Dialogue Forums throughout the years
What is a Dialogue Forum?

- Tool designed to **connect, discuss an idea and collaborate on action**
- **Intergenerational, multi-stakeholder**
- **Equal** number of youth and adults at the table
Key Features

Physical tool

Digital tool
Confronting obesity: Co-creating policy with youth

Dialogue Forum canvas & steps

1. Introduction of the idea
2. What we care about
3. Obstacles & opportunities
4. External factors

Let’s act!

Participant introduction
2023: where are we now?

- 20 Dialogue Forums - participants across 53 countries
- Dialogue Forum package published open-access on our webpages
- Tool translated in 10 languages
- External use and adaptation of the tool
Case studies

Youth consultations on healthier food retail environments

EU School Fruit, Vegetable and Milk Scheme

Confronting obesity: Co-creating policy with youth
I write this e-mail to tell you that I succeeded. I regularly take part in the organization of the school's events, so this time I proposed to principal to organize distributions of free fruits for the students to fight malnutrition. The Schools buy the fruits to a local producer and give it to the students during the morning break. In the beginning, it was very hard to convince them, but I tried so much time that in the end they agreed and told me that they would finance the project. So I did a little more than what the deal asked me to do by doing sensibilization about malnutrition and trying to solve it. But it was worth it.
### Considerations for multi-actor Dialogue Forums

1. Meaningful co-creation means collaborating at every step
2. Diverse, balanced and adequate representation create equal ownership
3. Safe, participatory, and empowering dialogues can take place if appropriate measures are integrated
4. Sufficient time for all to participate
5. Discussion is key, and consensus should not be the goal
6. Dialogues help facilitate debate and new relationships

---

**Confronting Obesity: Co-creating policy with youth**

Meaningful co-creation means collaborating at every step.

Safe, participatory, and empowering dialogues can take place if appropriate measures are integrated.

Discussion is key, and consensus should not be the goal.

Dialogues help facilitate debate and new relationships.

- **Diverse, balanced and adequate representation** create equal ownership.
- **Sufficient time for all to participate**
- **Discussion is key, and consensus should not be the goal**
- **Dialogues help facilitate debate and new relationships**
Key learnings

- Meet young people where they are: organized youth, schools (equity consideration)
- Better-informed childhood obesity prevention policies
- Community building: value physical convening
- Equal representation
Activity description

- **Time:** 30mins
- **Topic:** What is the government's role and responsibility to protect children and adolescents' health from the harms of online marketing?

Youth Advocacy Toolkit

Using the last section of Youth-Led Change, you and your fellow participants will explore the policy topic above.

- **Section 1:** Start with drawing yourself on the Activity Sheet
- **Section 2-3:** These sections are pre-filled for you to work on to do the last activity.
- **Section 4:** Complete “Make Your Own Policy Idea” based on the System Map. Instructions on page 12-13.

Dialogue Forum instructions

Using the Dialogue Forum canvas, discuss the following:

- **Section 3:** What are some **obstacles and opportunities** of the government playing a role to protect children and adolescents’ health from the harms of online marketing?
- **Section 5:** What is an action you or a relevant stakeholder could take to help advance this idea and address this issue?