

Fact Sheet on CFBAI and CARU

BBB Children’s Self-Regulation Programs

Two separate industry self-regulation programs working together to foster trust in the marketplace by promoting balance in food and beverage marketing and truthful, responsible advertising to children under 12 years old.

	Children’s Food and Beverage Advertising Initiative (CFBAI)	Children’s Advertising Review Unit (CARU)
About the Programs	<p>The Initiative addresses what food and beverages are advertised to children under 12 years old. It aims to shift the mix of child-directed advertising to include healthier dietary choices and promote healthy lifestyles.</p>	<p>CARU addresses how all products—including food and beverages—are advertised to children under 12 years old. Taking into account their special vulnerabilities, CARU sets high standards to assure that advertising directed to children is truthful, not misleading, unfair or inappropriate for its intended audience.</p>
The Programs in Action	<p>The Initiative is currently comprised of 15 food and beverage industry leaders. Under the Initiative, participants commit—or pledge—to devote at least half of their TV, radio, print, and Internet advertising primarily directed to children under 12 years old to better-for-you products and/or to messages that encourage good nutrition or healthy lifestyles.</p> <p>Ten members—Burger King Corporation, Campbell Soup Company, The Dannon Company, General Mills Inc., Kellogg Company, Kraft Foods Global Inc., McDonald’s USA, LLC, Nestlé USA, PepsiCo, Inc. and Unilever United States—have pledged that, going forward, 100 percent of their child-directed advertising will be for food and beverages that meet the company’s nutritional standards.</p> <p>ConAgra Foods has pledged that 100 percent of its advertising will be for healthier products or include healthy lifestyle messages, with its focus on healthier products.</p> <p>Four members—Cadbury Adams USA, The Coca-Cola Company, The Hershey Company, and Mars, Inc.—have pledged to cease advertising primarily directed to children under 12 years old.</p>	<p>CARU reviews and evaluates child-directed advertising in all media and online privacy practices as they affect children. CARU scrutinizes thousands of television commercials and advertisements in print, radio and online media annually.</p> <p>CARU’s Self-Regulatory Guidelines for Children’s Advertising provide detailed guidance to children’s advertisers on how to deal sensitively and honestly with children. These guidelines are designed to go beyond the issues of truthfulness and accuracy to take into account the uniquely impressionable and vulnerable child audience.</p> <p>When CARU finds advertising to be misleading, inaccurate, or inconsistent with CARU’s standards, it seeks change through the voluntary cooperation of advertisers. CARU publishes its decisions to provide guidance to all advertisers. CARU also offers an ad pre-screening service for CARU supporters to help advertisers spot and correct problems before the ads are disseminated.</p> <p>In 2006, CARU Guidelines were comprehensively revised to:</p> <ul style="list-style-type: none"> Authorize CARU to take action on “unfair advertising”;

	Children’s Food and Beverage Advertising Initiative (CFBAI) cont.	Children’s Advertising Review Unit (CARU) cont.
The Programs in Action cont.	<p>The Initiative requires its participants, as it pertains to their marketing efforts primarily directed to children under 12 years old, to:</p> <ul style="list-style-type: none"> ▪ Reduce the use of third-party licensed characters in ads; ▪ Cease paying for or actively seeking placement of foods and beverages in editorial/programming content; ▪ Stop advertising foods and beverages in elementary schools; and ▪ Change company-owned Web sites and interactive games to incorporate better-for-you foods and encourage a healthy lifestyle. <p>Initiative staff reviews the company pledges to ensure they comply with the Initiative requirements. The companies’ nutritional standards are subject to the approval of the Initiative and must be based on, for example, USDA dietary guidelines or FDA-established definitions for “healthy,” “low” or “reduced” products. The Initiative staff is monitoring the participants’ commitments to ensure they are met as they are implemented over time and will report publicly on the companies’ compliance.</p>	<p>Address explicitly “blurring” or advertising that obscures the line between editorial content and advertising messages;</p> <ul style="list-style-type: none"> ▪ Address explicitly the use of commercial messages in online interactive games; ▪ Provide additional guidance on food and beverage marketing including: ▪ Requiring that any depiction of food being consumed must be tied to the labeled serving size ▪ Prohibiting the disparagement of healthy foods or lifestyles, and ▪ Requiring that mealtime depictions of foods be shown in the context of a nutritionally balanced meal.
History	<p>The Initiative was established in November 2006 as a voluntary self-regulation program to address concerns about advertising and childhood obesity. It is administered by the Council of Better Business Bureaus.</p> <p>Founded in 1912, Better Business Bureau is supported by over 300,000 businesses and is dedicated to fostering fair and honest relationships between businesses and consumers, and contributing to an ethical business environment.</p>	<p>The National Advertising Review Council (NARC) established CARU in 1974 to promote responsible children’s advertising. NARC is administered by the Council of Better Business Bureaus. The National Advertising Review Council was formed in 1971 by the Association of National Advertisers, the American Advertising Federation, the American Association of Advertising Agencies and the Council of Better Business Bureaus. Its purpose is to foster truth and accuracy in national advertising through self-regulation.</p>
For More Information	<p>Visit www.bbb.us.org/advertisers4healthykids or contact Elaine D. Kolish at 703-247-9382 or ekolish@council.bbb.org. Comments and questions about the program or any pledges can be sent to kidsinitiative@council.bbb.org. Media Contact: Alison Preszler 703-247-9376 or apreszler@council.bbb.org.</p>	<p>Visit www.caru.org or contact Wayne Keeley at 212-705-0112 or wkeeley@caru.bbb.org. To file a complaint regarding an advertisement that you feel violates CARU Guidelines, go to www.caru.org/complaint. Media Contact: Linda Bean 212-705-0129 or lbean@narc.bbb.org.</p>