

Ochrana dětí před reklamou na nezdravé potraviny

1. Bez nutričního profilu nelze určit, co je (ne)vhodná reklama

Metodologie a reference

1. World Health Organization (2023). *WHO Regional Office for Europe nutrient profile model: second edition*. WHO Regional Office for Europe. [LINK](#)
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4. Vyhláška č. 282/2016 Sb. o požadavcích na potraviny, pro které je přípustná reklama a které lze nabízet k prodeji a prodávat ve školách a školských zařízeních (2016). Zákony pro lidi. [LINK](#)
5. Kesaite, V., Chavez-Ugalde, Y., White, M., & Adams, J. (2025). *Overlap between ultra-processed food and food that is high in fat, salt or sugar: analysis of 11 annual waves of the UK National Diet and Nutrition Survey 2008/2009-2018/2019*. *BMJ Nutrition, Prevention & Health*, 8(1), e001035. [LINK](#)
6. Clark, J., Wood, B., Baker, P., & Sacks, G. (2026). *How does the ultra-processed food industry drive consumption through product design and marketing? Mapping a complex commercial system according to expert mental models and evidence review*. *Obesity Reviews*, e70135. [LINK](#)

2. Proč samoregulace reklamy nezdravých potravin nestačí?

Metodologie a reference

1. Landwehr, S. C., & Hartmann, M. (2020). *Industry self-regulation of food advertisement to children: Compliance versus effectiveness of the EU Pledge*. *Food Policy*, 91, 101833. [LINK](#)
2. Huizinga, O., & Kruse, M. (2016). *Food industry self-regulation scheme “EU Pledge” cannot prevent the marketing of unhealthy foods to children*. *Obesity Medicine*, 1, 24–28. [LINK](#)
3. World Health Organization. (2023). *WHO recommends stronger policies to protect children from the harmful impact of food marketing*. World Health Organization. [LINK](#)
4. Harris, J. L., Fleming-Milici, F., Gearhardt, A. N., Grier, S., Montgomery, K., Romo-Palafox, M., & Tatlow-Golden, M. (2025). *Digital Food Marketing and Children’s Health and Well-being*. In D. A. Christakis & L. Hale (Eds.), *Handbook of Children and Screens: Digital Media, Development, and Well-Being from Birth Through Adolescence* (pp. 81-90). Springer Nature Switzerland. [LINK](#)
5. Advertising Standards Authority (ASA) (2024). *Influencer ad disclosure on social media: Instagram and TikTok report 2024*. ASA. [LINK](#)

6. Lafontaine, J., Hanson, I., & Wild, C. (2025). *The impact of the social media industry as a commercial determinant of health on the digital food environment for children and adolescents: a scoping review*. BMJ Global Health, 10(2), e014667. [LINK](#)
7. Haario, P., Koivurinta, E., Mäki, P., Gregório, M. J., Wickramasinghe, K., & Kuusipalo, H. (2026). *Finnish children's exposure to paid-for digital food advertising: the pilot study*. Public Health Nutrition, 29(1), e50. [LINK](#)
8. Boyland, E., Coates, A. E., Green, M., Kelly, B., Russell, S., Savani, R., Viner, R., Evans, R., Burbridge, B., & Jones, A. (2026). *The impact of food advertising on children's daily energy intake: does it differ by advertising content, format, or participant characteristics? A cross-over randomised controlled trial*. Appetite, 223, 108566. [LINK](#)
9. Boyland, E. J., Nolan, S., Kelly, B., Tudur-Smith, C., Jones, A., Halford, J. C., & Robinson, E. (2016). *Advertising as a cue to consume: a systematic review and meta-analysis of the effects of acute exposure to unhealthy food and nonalcoholic beverage advertising on intake in children and adults*. The American journal of clinical nutrition, 103(2), 519–533. [LINK](#)
10. Vergeer, L., Gillis, G., Rynard, V. L., Vanderlee, L., White, C. M., Nieto, C., Hammond, D., & Potvin Kent, M. (2025). *The association between exposure to food marketing and dietary intake among youth in six countries*. The international journal of behavioral nutrition and physical activity, 22(1), 130. [LINK](#)
11. Boyland, E., McGale, L., Maden, M., Hounsborne, J., Boland, A., Angus, K., & Jones, A. (2022). *Association of Food and Nonalcoholic Beverage Marketing With Children and Adolescents' Eating Behaviors and Health: A Systematic Review and Meta-analysis*. JAMA Pediatrics, 176(7), e221037-e221037. [LINK](#)

3. Jak ovlivňuje reklama na nezdravé potraviny chování spotřebitele?

Metodologie a reference

1. Harris, J. L., Fleming-Milici, F., Gearhardt, A. N., Grier, S., Montgomery, K., Romo-Palafox, M., & Tatlow-Golden, M. (2025). *Digital Food Marketing and Children's Health and Well-being*. In D. A. Christakis & L. Hale (Eds.), *Handbook of Children and Screens: Digital Media, Development, and Well-Being from Birth Through Adolescence* (pp. 81-90). Springer Nature Switzerland. [LINK](#)
2. Advertising Standards Authority (ASA) (2024). *Influencer ad disclosure on social media: Instagram and TikTok report 2024*. ASA. [LINK](#)
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9. Boyland, E., McGale, L., Maden, M., Hounsborne, J., Boland, A., Angus, K., & Jones, A. (2022). *Association of Food and Nonalcoholic Beverage Marketing With Children and Adolescents' Eating Behaviors and Health: A Systematic Review and Meta-analysis.* *JAMA Pediatrics*, 176(7), e221037-e221037. [LINK](#)

4. Regulace marketingu nezdravých potravin v zahraničí a porovnání s Českou republikou

Metodologie a reference

1. Figueira, M., Graça, P., Muc, M., & Gregório, M. J. (2026). *Implementing a law restricting unhealthy food advertising in Portugal: a 13-year journey* [Policy Brief]. *Frontiers in Political Science*, Volume 7 - 2025. [LINK](#)
2. Royo-Bordonada, M. Á., Caverro-Esponera, C., & Romero-Fernández, M. M. (2025). *Impact of food advertising restrictions in Portugal on children's exposure to unhealthy foods and beverages: a before-and-after study.* *Archives of Public Health*, 83(1), 287. [LINK](#)
3. Yau, A., Berger, N., Law, C., Cornelsen, L., Greener, R., Adams, J., Boyland, E. J., Burgoine, T., de Vocht, F., Egan, M., Er, V., Lake, A. A., Lock, K., Mytton, O., Petticrew, M., Thompson, C., White, M., & Cummins, S. (2022). *Changes in household food and drink purchases following restrictions on the advertisement of high fat, salt, and sugar products across the Transport for London network: A controlled interrupted time series analysis.* *PLOS Medicine*, 19(2), e1003915. [LINK](#)
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5. Broadcasters' Audience Research Board (2017). *Television audience data: children's viewing patterns and advertising exposure.* [LINK](#)
6. United Kingdom Parliament. (2022). *Health and Care Act 2022.* UK Public General Acts. [LINK](#)
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