

Out of Home and Childhood Obesity

Outsmart represents media owners operating in the Out of Home advertising sector in the UK.

- *Out of Home is an advertising medium aimed at the general public and is typically consumed passively. It encompasses a breadth of advertising formats, predominately posters and digital screens.*
- *Out of Home media owners do not create the products that are advertised, nor design the advertisements. They sell the space in which advertisements are displayed.*
- *Outsmart members collectively operate approximately 95% of all Out of Home sites in the UK.*

Outsmart takes the issue of childhood obesity very seriously, and our members unequivocally support whole-system efforts to reduce childhood obesity, including appropriate and proportionate protections from the marketing of unhealthy foods.

To that end, Outsmart members restrict the advertising of foods High in Fat, Salt or Sugar (HFSS) within 100 metres of any part of a school boundary. (This policy also applies to Gambling, Lotteries, Alcohol and e-cigarette advertising). Outsmart's HFSS Schools Policy came into effect in June 2017, well before government consultations on this topic and in addition to all other existing statutory and legal requirements.

School boundaries, rather than school gates, ensure the travel routes that children take to reach their school are within the scope of the restriction.

HFSS refers to a specific type of food product, identified by the nutrient profiling model. It is not a restriction on brands per se, as long as they have an alternative (non-HFSS) product to advertise.

Outsmart's Schools Policy results in 7.6% of all static poster and screens in the UK being prohibited from displaying HFSS, Gambling, Lotteries, Alcohol, Rolling papers or filters and e-cigarette advertising. The Advertising Standards Authority recognise our Schools Policy and adjudicate any complaints they receive on that basis.

The geolocation of OOH advertising inventory in Britain is held in SPACE, an industry-funded database of all OOH inventory with Lon/Lat co-ordinates. SPACE also contains an Ordnance Survey map file of all Ofsted reported schools (primary, secondary, special needs and further education). The schools dataset is updated annually. SPACE calculates the distance between the Lon/Lat of an OOH frame and the closest point on the school boundary.

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Every major city in the UK is supported in some way by the Out of Home industry, particularly in services like public transport, where Out of Home advertising funds the provision and renewal of bus shelters and help subsidise travel fares. Outsmart members have commitments to pay rentals in the hundreds of millions of pounds to amongst others - TfL, Network Rail, Heathrow Airport, TfGM and other local transport operators and virtually every local authority up and down the UK. Almost all businesses in the Out of Home ecosystem are SMEs.

Given its public and tangible nature, Out of Home prides itself on being a responsible advertising medium. Our members engage with their partners and landlords in constructive discussions to deliver their advertising policy objectives.