
Selling a sick future: countering harmful marketing to children and young people across risk factors for NCDs

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Langue Anglais

This report, commissioned to Children in All Policies 2030 (CAP-2030) by the NCD Alliance, shows how to counter harmful commercial marketing towards children and young people across risk factors for noncommunicable diseases.

Documents de politique générale



[Selling_a_sick_future-report-ENG.pdf](#) [1]

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Commercial marketing threatens human rights and is a major factor behind the global rise of NCDs – which cause 41 million deaths annually (74% of global mortality), with rising rates among children and young people in countries of all resource levels. In this policy report, we call on national policymakers to urgently enact comprehensive, robust regulation to protect children and young people from being targeted by and exposed to harmful commercial marketing, ideally extending to banning all forms of marketing of unhealthy products that can reach these groups, including in and outside of child-specific environments.

This policy report was commissioned to Children in All Policies 2030 (CAP-2030) by NCDA. We would like to thank Maria Soraghan and Sarah Dalglish from CAP-2030 for the research, support and leading of the draft process. NCDA developed the concept for the report, guided its production, and provided substantial review and feedback on draft versions of it. We would like to thank Toyib Oladimeji Abdulkareem, Liz Arnanz Daugan and Alison Cox for their ideas, content guidance and review.

An Advisory Group comprised of subject matter experts and young people guided the development process, reviewed and provided input on draft versions of the report.

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How companies are selling you a sick future through harmful marketing

The 'Selling a sick future' report is accompanied by a [explainer](#) [2] which defines the main concepts around harmful marketing to children and young people and serves an introduction to the main report.

Click on the image below to download the explainer:

[2]

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