



Promotion of Healthy Foods: Effectiveness, Evaluation and Agenda Setting for Examining Intervention Techniques to Improve Dietary Intake

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Message from the Guest Editor

Mounting evidence has shown that food marketing techniques for unhealthy foods are effective in targeting children, adolescents, and adults. As a consequence, children's obesity rates and lifelong negative health consequences have increased during the past few decades. Until now, there has been limited evidence for the effectiveness of healthy food techniques, while national and international health institutes recommend all age-groups to eat more healthy foods, such as fruit, vegetables, legumes, nuts, and whole grains.

Examples of important research questions the Special Issue hopes to address include (but not limited to):

- How do food promotion techniques for healthy foods affect children, adolescents, and adults?
- Are some people more susceptible to influence than others (e.g., health consciousness, food literacy)?
- How have digital and social media, particularly mobile devices and online platforms, affected how healthy food is marketed to children, adolescents, and adults?
- What is the impact of existing government policies to stimulate healthy food marketing, and what is the potential impact of proposed solutions (e.g., pricing, educational programs)?





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Message from the Editor-in-Chief

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