

# X118/13/01

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NATIONAL THURSDAY, 7 MAY  
QUALIFICATIONS 1.00 PM – 3.20 PM  
2015

HOME ECONOMICS  
HEALTH AND FOOD  
TECHNOLOGY  
ADVANCED HIGHER

75 marks are allocated to this paper.

This paper consists of **two** sections.

Candidates should answer the following:

**Section A**—All questions

**Section B**—Question 1 and any **one** other question.



**SECTION A**

*Marks*

*You should spend approximately 1 hour in total on this section.*

**Read the report carefully.**

**Using the information in the report and your own knowledge, answer the questions below.**

- |  |             |
|--|-------------|
| (a) Outline the main issues of the report.   | <b>5</b>    |
| (b) Discuss the implications for children's health of a diet high in "junk food".        | <b>10</b>   |
| (c) Critically discuss how promotional techniques may influence children's food choices. | <b>10</b>   |
|  | <b>(25)</b> |

**SECTION B**

*Marks*

**Answer TWO questions from this section: Question 1 and any ONE other question.**

*You should spend approximately 40 minutes on each question.*

1. (a) Discuss the ways in which current dietary advice may lead to a reduction in coronary heart disease (CHD). **10**  
(b) Critically discuss how food and drink manufacturers and retailers may contribute to improving the Scottish diet. **15**  
**(25)**
2. Discuss the role of micronutrients in an elderly person's diet. **(25)**
3. Discuss how the properties of eggs can be used in the manufacture of food products. **(25)**
4. Discuss the stages involved in the product development process of a chilled ready meal. **(25)**
5. Discuss the contribution of functional foods to diet and health. **(25)**

*[END OF QUESTION PAPER]*

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# X118/13/11

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HOME ECONOMICS  
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Report

## REPORT

**For use with SECTION A.**

Read the following report carefully and then answer the questions in SECTION A of the accompanying question paper.

You should spend approximately 1 hour in total on Section A.



## CHILDREN TEMPTED BY “JUNK FOOD” ADVERTS

Children are still being exposed to “junk food” advertising on television, despite regulations which were brought in to stop this practice. TV advertising restrictions are in place so that foods high in fat, sugar and salt cannot be advertised during programmes of particular appeal to children.

However children do not just watch programmes like cartoons, to which the regulations apply. The advertising of “junk foods” during programmes aimed at families has increased since the restrictions came into force, with approximately 70% of the television that children watch being outside the hours of “children’s TV”. For example they are likely to watch “soap operas” and Saturday night entertainment shows, and, during this time, food advertising is still taking place. This is undermining the point of the broadcasting restrictions, which were put in place to protect children’s health. This has led to campaigners calling for a 9pm watershed to help reduce exposure to such adverts. Will this really work as children become more “tech-savvy”? Having adverts restricted to a particular time of day does not seem relevant as many TV programmes are viewed on catch-up or on-demand.

A study carried out by Newcastle University found that before the restrictions were put in place, 6.1% of the adverts seen by youngsters were about “junk food”, this increased after the restrictions. This proves there are loopholes which need to be addressed.

Scientists at Liverpool University have found that children who are exposed to unhealthy food through television food adverts are more likely to choose high fat, high sugar or salty foods rather than nutritious alternatives. Parents have backed this by saying “what they see is what they want”. As children are more likely to believe everything that they see in adverts, they may then adopt “pester power”, which is more effective than targeting parents directly.

It is thought that nine out of ten food adverts which are seen by Scottish children are promoting unhealthy produce, with the most common types of foods advertised being soft drinks, sweetened breakfast cereals, biscuits, confectionery, snack foods and ready meals along with fast food outlets. This contradicts the healthy eating messages which children are given through education. It is extremely important that children develop healthy eating habits at a young age which should then become habit into adulthood.

A report by the International Association for the Study of Obesity (IASO) has raised concerns that exposure to advertising for “junk food” is not decreasing and has claimed that “‘Junk food’ manufacturers are still bypassing these rules on advertising unhealthy products to children and fuelling the UK’s obesity epidemic.” It stated that for every £1 spent by the World Health Organisation (WHO) on preventing diseases caused by unhealthy eating, £500 was used to promote high calorie, low nutrient foods.

Celebrities appearing in television adverts to promote a food product have shown to be a very effective method of “creating value, recognition and credibility for a brand”. This is why many celebrities are used for advertising and research has shown that children seeing a well-known celebrity promoting a product on television are encouraged to eat more of it. It has been suggested by health campaigners that celebrities, especially sports stars, should not be allowed to promote “junk food” as they consider that this sends out the wrong message and may be a contributing factor to childhood obesity.

Manufacturers are increasingly using their own websites and other free space online to market their products. Given its interactive nature, and popularity amongst young people, it is not surprising that the internet is an attractive means for industry to communicate with children.

There is strong evidence to suggest that high fat, high sugar and salty foods are being marketed online to children by using a variety of techniques which appeal to a young audience. Over 90% of children live in a household where they have internet access. In addition to this, 40% of 12–15 year olds have smartphones. It is also thought that this age group can spend as much time on the internet as watching television. This demonstrates how important the internet is in a young person's everyday life and parents have difficulty policing the information children have access to. With unclear rules in place regarding online advertising, food companies are increasingly using this method of communication with children to promote their products. This means that children are exposed to a wider range of food products online than those they see on television.

Demand is growing for more consistent and clearer advertising regulations across all types of media in order to protect children and their health.

*[END OF REPORT]*

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