Nutrition

**What I see is what I eat! Factors affecting eating habits**

**Food marketing – what it means:**
- Placement of online advertising
- Product positioning and branding
- Viral marketing
- Sponsorship
- Direct marketing
- “Advergaming”
- Point of sale and product promotion
- Integrated marketing
- Interactive and user-generated marketing

**Macrosystems**
- Media,
- food production,
- processing and distribution systems,
- food marketing

**Physical environment**
- homes,
- neighborhoods,
- community settings,
- institutions,
- fast-food places,
- restaurants, etc.

**Social environment**
- family
- peers
- friends
- teachers
- social and cultural values and norms

For more information on food marketing techniques to children see in key publications of World Health Organization: