

I LIKE TO MOVE IT, MOVE IT
**ITALIAN HEALTH COMMUNICATION FOR CHILDHOOD: AN
ANALYSIS OF TWO DIFFERENT ADVERTISING CAMPAIGNS**

Gevisa La Rocca
University Kore of Enna
ITALY
gevisa.larocca@unikore.it

ABSTRACT

This paper presents two different Italian campaigns against childhood obesity. The objective of the two campaigns is to encourage children to take exercise. The paper proceeds by identifying the phenomenon of obesity and analyzing two different communication strategies used by two Italian regional administrations. The theoretical framework is represented by public service advertising. The analysis model is taken from the work of Griswold (1997) on the cultural diamond, and the tools of analysis are those of advertising.

Keywords: Public service advertising, obesity, cultural diamond, language of advertising.

INTRODUCTION

I Like to Move It is a song by the American electronic dance duo Reel 2 Real (Erick Morillo), featuring ragga vocals by Trinidad and Tobago rapper The Mad Stuntman (Mark Quashie). Recently the song has been used in the Madagascar series of films.

It is with reference to the 2005 film *Madagascar* that here we use the incipit: “I like to move it”. The film’s characters are Alex, a lion, Marty, a male zebra, Gloria, a female hippo and Melman, a hypochondriac male giraffe. They are four animals at the Central Park Zoo in Manhattan (New York), they live together and they are inseparable friends, because the lion is peaceful, well-fed with steaks by the keepers. Alex attracts all the attention to himself. If in the wild, he is the king of the jungle, in the zoo he is the king of New York.. Like the animals in the zoo, also children should move.

Childhood obesity is on the rise in Italy, Europe and the USA. Obesity has more than doubled in children and quadrupled in adolescents in the past 30 years (Ogden, Carroll, Kit, Flegal: 2014). The percentage of children aged 6–11 years in the United States who were obese increased from 7% in 1980 to nearly 18% in 2012. Similarly, the percentage of adolescents aged 12–19 years who were obese increased from 5% to nearly 21% over the same period. In 2012, more than one third of children and adolescents were overweight or obese (National Institutes of Health: 2010). Overweight is defined as having excess body weight for a particular height due to fat, muscle, bone, water, or a combination of these four factors. Obesity is defined as having excess body fat (Krebs, Himes, Jacobson, Nicklas, Guilday, Styne: 2007).

Overweight and obesity are the result of “caloric imbalance”— too few calories expended for the amount of calories consumed — and they are affected by various genetic, behavioral, and environmental factors (Daniels, Arnett, Eckel, *et al.*: 2005).

The problem is so socially important that in 1991 the ECOG was created.¹ ECOG is a pan-European group of professionals dealing with childhood obesity and overweight. ECOG brings together experts from across the board including: paediatricians, psychologists, nutritionists, geneticists, physical activity experts, economists, and many more. As said, the group was founded in 1991 and its mission is to help the European community at large to understand fully the health, social, psychological and economic impacts of childhood obesity, and work together to take this growing problem off the menu in Europe.

The CDC – *Center for Disease Control and Prevention*² – suggests that childhood obesity has both immediate and long-term effects on health and well-being. As regards immediate health effects, obese youth are more likely to have risk factors for cardiovascular disease, such as high cholesterol or high blood pressure. In a population-based sample of 5- to 17-year-olds, 70% of obese youth had at least one risk factor for cardiovascular disease (Freedman, Zugno, Srinivasan, Berenson, Dietz: 2005); obese adolescents are more likely to have prediabetes, a condition in which blood glucose levels indicate a high risk for development of diabetes (Li, Ford, Zhao, Mokdad: 2009). Children and adolescents who are obese are at greater risk of bone and joint problems, sleep apnea, and social and psychological problems such as stigmatization and poor self-esteem (Daniels, Arnett, Eckel, *et al.*: 2005; Dietz: 2004).

As regards long-term health effects, children and adolescents who are obese are likely to be obese as adults and are therefore more at risk of adult health problems such as heart disease, type 2 diabetes, stroke, several types of cancer, and osteoarthritis. One study showed that children who became obese as early as age 2 were more likely to be obese as adults (Freedman, Kettel, Serdula, Dietz, Srinivasan, Berenson: 2005). Overweight and obesity are associated with increased risk for many types of cancer, including cancer of the breast, colon, endometrium, esophagus, kidney, pancreas, gall bladder, thyroid, ovary, cervix, and prostate, as well as multiple myeloma and Hodgkin's lymphoma (Kushi, Byers, Doyle, Bandera, McCullough, Gansler, *et al.*: 2006).

Prevention strategies are mainly related to the change in lifestyle, which today is too sedentary; modification of diet and activity, information about the risks linked to the consumption of foods too high in sugar and fat. In fact, healthy lifestyle habits, including healthy eating and physical activity, can lower the risk of becoming obese and developing related diseases; the dietary and physical activity behaviors of children and adolescents are influenced by many sectors of society, including families, communities, schools, child care settings, medical care providers, faith-based institutions, government agencies, the media, and the food and beverage industries and entertainment industries; schools play a particularly critical role by establishing a safe and supportive environment with policies and practices that support healthy behaviors. Schools also provide opportunities for students to learn about and practice healthy eating and physical activity behaviors.

CHILDHOOD OBESITY IN ITALY

Operating in Italy is the OKkio to HEALTH monitoring system³, which began as a surveillance system on overweight and obesity in primary school children (6-10 years) and

¹ See the website: <http://www.ecog-obesity.eu/>

² See the website <https://www.cdc.gov/healthyschools/obesity/facts.htm>

³ See the website: <http://www.epicentro.iss.it/okkioallasalute/>

the related risk factors. Since 2007, the Ministry of Health/CCM has sponsored and funded the development and implementation over time of the OKkio to HEALTH surveillance system coordinated by the National Centre for Epidemiology, Surveillance and Health Promotion Institute of Health and conducted in collaboration with the regions and the Ministry of Education, University and Research. This surveillance, like other schemes, is the basis of Italian strategies for prevention and health promotion, such as the Government “Gaining Health” Program and the National Prevention Plan. Internationally, it participates in the project of the World Health Organization European Region “Childhood Obesity Surveillance Initiative (COSI)”. This project has the objective of describing the geographical variation and evolution over time of the weight status, dietary habits, levels of physical activity of children and school activities that favor healthy nutrition and exercise, the purpose being to direct the implementation of useful and effective initiatives for the improvement of the living conditions and health of primary school children.

The 2012 data confirmed worrying levels of excess weight: 22.2% of children were overweight and 10.6% obese, with higher rates in the regions of central and southern Italy. However, there was a slight decrease compared to the figure recorded in the previous surveys.

The survey of 2012, confirming previous data, highlighted the prevalence among children of eating habits likely to promote weight gain, especially if concurrent. In particular, it found that 9% of children skipped breakfast and 31% did not have an adequate breakfast (i.e. balanced? in terms of carbohydrates and proteins); 65% had a hearty snack mid-morning, while 22% of parents declared that their children did not consume fruits and/or vegetables on a daily basis and 44% habitually consumed sugary drinks and/or sodas.

Also the values for physical inactivity and sedentary behaviors, although they showed an improvement, were still high: 17% had not exercised the day before the survey, 18% practiced sport for more than an hour a week, 44% had a TV in their bedroom, 36% watched TV and/or played video games more than 2 hours a day, and only one in four children went to school on foot or by bicycle.

Crucial at this age is the perception of the phenomenon by parents, or the adults who care for children. Parents do not always have an accurate picture of the weight status of their child. The 2012 survey found that among mothers of overweight or obese children, 37% did not believe that their child was overweight, and only 29% thought that the amount of food that s/he consumed was excessive. Moreover, only 40% of mothers of less physically active children believed that their child performed insufficient motor activity. These data are similar to those observed in previous surveys (2008, 2010).

We are in the presence of a socially important problem, and claim makers transform “problems” into “good issues”.

GOOD ISSUES AND CLAIM MAKERS

Several scholars of public communication have addressed a number of questions about the importance of public communication, why public institutions have begun to “speak” and “to do” public communication, and how this contributes to the development of the welfare state, the expansion of citizenship rights, increased interest and importance of the public sphere

understood as a vehicle and a place dedicated to the formation of public opinion (Lannon: 2008; La Rocca: 2015).

In regard to social issues, it is necessary to distinguish between public service advertising and advocacy advertising; between the public and private sectors; between those better able to use aggressive language and those that must be politically correct. In fact, the public body rightly deals with issues of social utility, but it does not promote particular interests, either commercial or social. In this sense it cannot promote a strong change, because a major change is the task of advocacy advertising. . In particular:

- public service advertising includes topics designed to inform and educate. The goal is to change the public's perception and raise awareness about an issue or problem;
- advocacy advertising means promoting and actively advocating the cause of someone else. Advocacy advertising is the use of strategic information and other resources (economic, political, etc.) to change collective and individual political decisions and behaviors in order to improve the state of the community.

There is therefore a substantial difference between the language and the communication activities in the public interest carried out by the public administration and that of players like firms or NGOs.

The objective of this study is to analyze two communication campaigns: "Stairs. Music for your Health" promoted by the Italian region of Emilia Romagna⁴ and "Health Pills" promoted by Lombardy⁵.

To achieve this, it is important to understand what are the objectives of public communication In general, the objectives of social communication are the following:

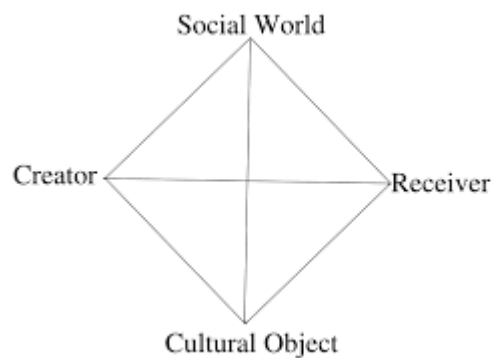
- inform/raise awareness, i.e. to bring a particular topic of interest to the attention of the target audience and increase sensitivity to the themes addressed;
- educate/motivate, i.e. to propose to the targets messages aimed at changing behavior considered harmful to themselves or to the community. In order to change the behavior of a subject, it is necessary to find solid arguments that motivate change;
- call for action, this is achieved when the highly motivated individual, the target, implements the changes required by the social media message.

In achieving this objectives, an essential role is played by claim makers or significant actors entitled to raise socially relevant issues (Loseke: 1999), our promoters/supporters. On applying the definition of good causes, the cultural diamond scheme proposed by Griswold (1997) – which comprises a creator of a social phenomenon, a receiver, the social world and the cultural object – one can establish a parallelism whereby a social problem, for example the phenomenon known as childhood obesity, is created by a combination of factors: children and their way of life, the food industry, and products excessively rich in sugar and fat.

⁴ See the website: <http://salute.regione.emilia-romagna.it/news/regione/le-scale.-musica-per-la-tua-salute>

⁵ See the website: <http://www.pilloledisalute.com/eventi/item/786-obesity-day-2015-camminiamo-insieme>

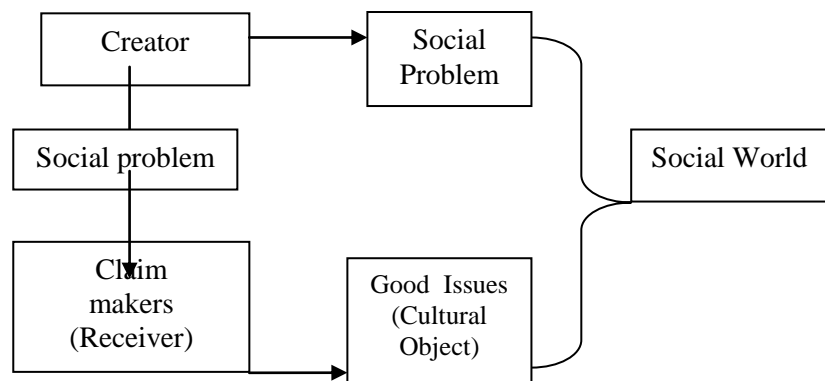
Figure 1 – Cultural diamond



Source: Griswold: 1994.

However, to turn a “problem” in a “good cause” it is necessary that someone - the claim maker, for example - to become spokesperson for these problems.

Figure 2 - Model of the transformation of social problems into good issues



Source: La Rocca: 2015.

To turn a problem into a good cause, the claim makers must give it a social meaning. . When this transformation happens, it is possible for individuals to act and find a solution, and this is because a problem is such that it always has a solution.

REASONS FOR ADVERTISING’S IMPORTANCE

That advertising has an influence on consumption is obvious. It clearly follows the steps indicated over the years by researchers on advertising and consumption. Starting from persuasive, mechanistic, suggestive and projective advertising, we move to strong and weak theories on its effects on consumers. If we use the strong/weak distinction proposed by Johns (1991), advertising has a decisive influence on the attitudes of consumers. According to the weak theory, instead, advertising aims at strengthening consumers’ convictions, not at inoculating new ones.

The perspective changes when we no longer ask ourselves what advertising does to the consumer, but what use the consumer makes of advertising (Fabris: 1992). In our case, however, we are dealing with a very young consumer: a child. It is therefore necessary to analyze the relationship between children and advertising. Children relate to television messages with a cognitive effort whereby they analyze the information transmitted, compare

it with their own experience and knowledge, try to understand it, and then evaluate what they have seen. The model most frequently used to understand this process is the theory of stages elaborated by Piaget, which maintains that corresponding to children of different ages are different ways of thinking and solving problems.

The age group where obesity is more significant (8-12 year olds) falls in Piaget's third stage, that of concrete operational thought. In this stage children have developed the ability to distinguish fantasy from reality and to recognize the difference between television programs and advertising. They have also learnt to grasp the sense and the incongruities of the stories narrated. Children prefer advertisements promoting products explicitly conceived for them, and which use children as protagonists, adventurous settings, harmonic families, cartoons and symbolic formats. Advertising has characteristics which make it desirable to children: for example, its repetitiveness, which facilitates memorization and makes the content more familiar; the shortness of its messages; the verbal iconic simplicity; the ability of the models proposed to attract; the playful and exhortatory aspects together with the sound (Laeng: 1984). This set of elements increases its capacity to attract young spectators. Advertising develops consumption abilities through goodwill.

A positive approach to the brand and all its products. Consumption socialization can be defined as the acquisition of abilities, knowledge and attitudes directly connected to consumption and to the product. In a first phase, defined as initial, the child exposed to advertising is able to select and recognize the information present in the advertisements. Later, during the middle phase, the recognition of the purposes of advertisements and their positive or negative evaluation takes place (Word, Wockmann, Wartella: 1977). The role of children in the consumption choices of families has become more and more preponderant. This phenomenon can be analyzed in three directions: the influence of children on their parents, the power of parents over their children, and the influence of peer groups. The power that children have over their parents is the insistence with which they ask for the purchase of a good or for the money that they need to buy the good directly themselves.

Yukl and Falbe, in their study "Influence tactics in upward, downward, and lateral influence attempts" (1990), identify eight tactics that children can use to obtain what they want from their parents. By "playing up" they are able to apply "pressure". They can also call on the "authority" of one of their parents, claiming, for example, that s/he has already promised to buy the item. They can even claim that grandpa will buy it; in this case forming a "coalition" with another family member. The desire to have a certain toy can even induce them to promise good behavior or to perform small tasks in exchange. Sometimes these services are performed before the request is made, in the hope of obtaining "benevolence". They may even play the card of "seduction". It can be difficult to resist a well-presented request, perhaps accompanied by a drawing that goes straight to a parent's heart. There are also "logical" arguments which directly engage the parents in the purchase decision. The answers given by parents to the requests made by their children can strengthen or weaken these behaviors. Parents' replies to such requests and the educational models about media fruition constitute the set of mediation variables through which the rational influence of educators on children's socialization to consumption is performed. Peer group socialization is an essential element. It is one of the informal and horizontal models of socialization. We can add, to use Dotson and Hyatt's (2005) expression, that it is "socially irrational" because it appeals to emotional aspects in contrast with the rational ones offered by the family and other educators. In particular, Dotson and Hyatt (2005) claim that the main factors of influence on the socialization of consumption should be identified, in addition to the socialization agencies

(television, family, peer groups) and the individual and social aspects just described, in consumption behavior styles and in the brand. Children of the 21st century spend much more time in commercial contexts, and they are surrounded by advertising messages not necessarily associable with traditional television advertisements. Nor can we ignore the influence exercised by the brand itself, because its solid presence on the market through extreme product diversification generates stronger awareness and preference among precocious young children. Advertising is a distorting mirror (Pollay: 2004) which reflects and modifies social culture. Because of the need to communicate quickly, it has produced a high level of standardization in forms of self-expression, in the situations and attitudes which have ended up producing what Goffman (1979) called hyper-ritualization. Advertising is without doubt a social reality construction tool (Giaccardi: 1995) able to weaken, strengthen and transform all the cultural objects that it uses. The definition of a cultural object used in this paper recalls Griswold's (1994) assertion that it is a shared meaning incorporated in a form. In other words, it is a significant, hearable, visible and tangible expression. A cultural object tells a story, the story of a product, of a genre, of a transformation from the way the object itself is created. The ability of human beings to generate cultural forms is implicit in the definition of culture given by Geertz (1983). He stresses that culture is meaning incorporated in symbols through which humans communicate and transmit habits and knowledge. Even though cultural objects are created by people, when they penetrate the circuit of human discourse, they become part of culture. It is then that they are transformed into cultural objects (Griswold: 1994). For this reason all cultural objects must have an audience that can receive, listen, read, understand, think and live them. This is not a passive audience, but – as Griswold highlights (1997) – a cultural recipient that is an active producer of meanings. Neither cultural objects nor the people who receive them operate in a vacuum because they are anchored to a defined context: the social world. Linn, in "Consuming Kids: The Hostile Takeover of Childhood" (2005), referring to an experience at a conference that she attended, suggests reflecting on the concept of "undeclared child". This idea came to her during an training project with the aim of creating an advertisement for a little girl's shampoo, whose claim was «"What"...to change!». The main idea was that the product's target and the advertisement's object should refer to a period between childhood and adolescence. Hence, it would focus on products intended for teenagers, in which "older" models would be presented in advertisements with more provocative tones. The mantra behind the planning of the advertisement, and which was often repeated during the conference, was that children in the marketing world are neither children nor teenagers. As a consequence, they need their own products and a specific advertising language.

AN ANALYSIS OF COMMUNICATION HEALTH FOR CHILDHOOD

An advertising communication campaign encapsulates phases, objectives and tools necessary to develop and propose a social theme to the target.

The communication of good issues borrows from commercial television forms of promotion, posters and television advertising. It therefore comprises the classic elements of communication: issuer, message, channel, receiver, feedback. Forms of advertising have their own internal organization of the messages. Posters and newspaper advertisements are standard size and generally maintain the organization established in commercial advertisements, the main elements being: headline, subheadline, body copy, packshot, visual, logo, trademark, pay off. These elements are then arranged in the manifest space or page according to their visual organization. Together with the layout elements just mentioned, it is also necessary to consider the format elements and vocabulary in a printed message. The

format is the deep part of the message: it is a structural-narrative model that is chosen as the setting and represents the message.

The goal of this study is to analyze the communication strategy adopted in the two different campaigns, in order to:

- identify the construction and mechanism of the advertisement,
- the effectiveness of the language used,
- the targeting and positioning techniques.

Stairs: Music For Your Health

“Stairs. Music for your Health” is an information campaign promoted by the Emilia Romagna region⁶ in 2013. It cost 40 thousand euros. The campaign “The stairs. Music for your health” is part of the “promotion of physical activity project” contained in the Regional Prevention Plan. The project’s overall objective is to strengthen interventions aimed at people of all ages (children, adults, elderly), and in different settings (school, leisure, meeting places, health services). Before its official launch, it achieved some of its purposes because it contributed substantially to strengthening networks and alliances with municipalities and provinces. Created at the beginning of the scheme was a regional panel for overall coordination of the campaign, which was attended by representatives of municipalities, provinces and the region (Department for health policies). Provincial panels were also attended by representatives of the health authorities for physical activity

The printed poster presented a musical stave with hearts instead of the notes, and adults and children climbing it to illustrate how stairs are “music” for health; the illustration was designed by Ro Marcenaro⁷. The illustration was located above the slogan “The stairs. Music for your health” and this concept was utilized both for the totems and for posters and leaflets produced by the Region in collaboration with ANCI and UPI (associations of Municipalities and Provinces). The goal was to encourage people to climb stairs, exercising their muscles as recommended by the World Health Organization to maintain a good state of health.

The information campaign invited people “to climb 90 steps a day” as a disease prevention activity. Indeed, numerous studies published in the international literature have demonstrated the effectiveness of physical activity (for instance, climbing stairs) and aerobics (such as walking for at least 30 minutes per day) in preventing many cardiovascular and metabolic diseases. Physical activity is in fact effective in the prevention and treatment of numerous diseases, such as heart failure, obesity and diabetes, certain cancers, depression, and to counter the cognitive deficits of the older person.

In all the printed media used for the communication campaign, the benefits of this simple activity were succinctly explained: it must become a healthy daily habit.

The word SCALE (“stairs”) contained in the headline synthesizes and humorously presents the objectives of the campaign: in fact, “S” stands for health (your health improves if you climb the stairs); “C” for calories (you lose weight if you climb the stairs); “A” for self-esteem (you feel self-esteem if you climb the stairs); “L” for longevity (you lengthen your life if you climb the stairs); “E” for efficiency (your muscles are strengthened and your balance is improved if you climb the stairs).

⁶ See the website: <http://salute.regione.emilia-romagna.it/news/regione/le-scale.-musica-per-la-tua-salute>

⁷ Ro Marcenaro is counted among the pioneers of the animated advertising board. See the website: <http://www.flashfumetto.it/artisti/professionisti/professionista/37/>

The colors are green and red. The format is a symbolic one in which the figures are anthropomorphized and recall cartoon characters; a very smart choice when one considers the main target: children.

Figure 3 – Poster of “Stairs. Music for your Health”



Source: <http://salute.regione.emilia-romagna.it/news/regione/le-scale.-musica-per-la-tua-salute>

The poster features a reading “Z” following the natural inclination of the eyes to read from left to right, not requiring excessive effort to understand. In the bottom-left corner, there is a toll free number to contact if more information is wanted.

Health Pills: Free Evidence of Movement

Obesity Day⁸ is a national obesity awareness day organized, annually, on October 10 by the ADI (Italian Association of Dietetics and Clinical Nutrition) in order to direct the attention of mass media, public opinion, and also of those working in health care, rather than just aesthetics, obesity and overweight. The purposes of Obesity Day are the following: to raise public awareness of obesity; to publicize the activities of dietetics services within and outside the health system; to communicate a strong message about the role of services to the media, public opinion and managements of health companies.

The Obesity day meeting is attended by two experts of ASL Lecco (Lombardy) - Food Hygiene and Nutrition Service (SIAN). For more than 10 years, SIAN experts have participated in National Obesity Day with local initiatives and activities which, in recent years, have been geared to emphasizing the symbiosis between nutrition and physical activity in the fight against overweight and obesity.

The poster is divided into two areas, as if it were a book or a notebook. On the first page we find information about the obesity day. The main picture shows a boy who leaves his obese shadow behind. This is what happens when people start walking, get moving: they leave the extra pounds behind. The second page is more descriptive and dedicated to the activity of

⁸ See the website: <http://www.pilloledisalute.com/>

walking. It seems to be organized by Nordic Walking Spin, a group that deals with walks. In both pages the format chosen is symbolic: in fact, use is made of colors and images that refer to the world of comics. This choice can be explained by considering that the primary targets are teenagers. It is also a balance, because the poster is full of text. The images and colors, mostly pastel, therefore have the purpose of attracting the attention of children.

Figure 4 – Poster of Obesity day



Source: <https://www.pilloledisalute.com/eventi/item/786-obesity-day-2015-camminiamo-insieme>

CONCLUSIONS

The aim of these communication campaigns is to encourage children or adolescents to take exercise. These communication campaigns, manage to achieve their goal? Let us analyze some elements.

In regard to format, both of them have a symbolic format that makes use of anthropomorphized figures. The colors are soft and the posters are full of text. Although the drawings and the colors are addressed to childhood, it is evident that the messages are directed more to the secondary target, i.e. the parents, rather than the core target, i.e. the children.

In fact, the primary goal is to persuade children to take exercise, but this is not possible if adults are not sensitized to the problem. Awareness-raising is the goal that the public actors seek to achieve. The claim maker – the public administration – uses advertising to try to give “social significance” to a problem: childhood overweight/obesity and the importance of exercise. However, to do so, it uses soft tones: for example, pastel colors, images reminiscent of fairy tales. These soft tones are due to the characteristics of the public administration, which even when it communicates good causes must have the consent of the majority and therefore cannot use harsh tones. However, we must ask whether these soft tones are able to motivate young people.

Accomplishing this goal is difficult, because it is necessary to break down the mental defenses of individuals. To achieve these changes, the subject evaluates the self-efficacy and efficacy of the result, concepts that pertain to socio-cognitive theory and which have been theorized by Albert Bandura (1997; 1986). Individuals - always - try to control what is

happening and what can be done about it; they try to be in control of situations. If people do not believe that they can produce the effects that they desire with their actions, they will not even move to action. It is, also, true that here we refer to adult individuals; consider how this process can be more complicated in children, who by definition are waiting to become adults. The belief that one can give some direction to events is what drives action. However, even if individuals perform actions thinking that they will produce a given result, it often happens that the effects of the action are different than the desired results.

In order to mount communication campaigns that achieve results, it is therefore the cognitive universe that should be explored. In addition, it is necessary to explore two different targets: adults and children, because in this case it is the adults - understood as parents or teachers - that guide children's action.

REFERENCES

- Bandura, A. (1986) Self-regulation of motivation and action through goal system. In Hamilton, V., Bower, G.H. & Frijda, N.H. (eds.) *Cognitive perspectives on emotion and motivation*. Dordrecht: Kluwer Academic Publishers, 37-61.
- Bandura, A. (1997) *Self-efficacy: The exercise of control*. New York: Freeman and Company.
- CDC (2011) *National diabetes fact sheet: national estimates and general information on diabetes and prediabetes in the United States, 2011*. Atlanta, GA: U.S. Department of Health and Human Services.
- Daniels, S.R., Arnett, D.K., Eckel, R.H. & et al (2005) Overweight in children and adolescents: pathophysiology, consequences, prevention, and treatment. *Circulation* 2005, 111, 1999–2002.
- Dietz, W.H. (2004) Overweight in childhood and adolescence. *New England Journal of Medicine*, 350, 855-857.
- Fabris, G. (1999) *La pubblicità. Teorie e prassi [The advertising. Theory and practice]*. Milano: Franco Angeli.
- Fabris, G. (2003) *Il nuovo consumatore: verso il postmoderno [The new consumer: toward the postmodern]*. Milano: Franco Angeli.
- Fabris, G. (2008) *Societing. Il marketing nella società postmoderna [Societing. The marketing in the postmodern society]*. Milano: Egea, 2008.
- Fondazione Zoè (2009) (ed.) *La comunicazione della salute. Un manuale [The health communication. An handbook]*. Milano: Raffaello Cortina Editore.
- Freedman, D.S., Kettel, L., Serdula, M.K., Dietz, W.H., Srinivasan, S.R. & Berenson, G.S. (2005) The relation of childhood BMI to adult adiposity: the Bogalusa Heart Study. *Pediatrics*, 115, 22–27.
- Freedman, D.S., Zuguo, M., Srinivasan, S.R., Berenson, G.S. & Dietz, W.H. (2007) Cardiovascular risk factors and excess adiposity among overweight children and adolescents: the Bogalusa Heart Study. *Journal of Pediatrics*, 150(1), 12–17.
- Geertz, C. (1983) *Local Knowledge. Further Essays in Interpretative Anthropology*. New York: Basic Books Inc.
- Giaccardi, C. (1985) *I luoghi del quotidiano. Pubblicità e costruzione della realtà sociale [The places of the Everydaylife. Advertising and Construction of Social Reality]*. Milano: Franco Angeli.
- Goffman, E. (1979) *Gender Advertisements*. New York: Harper & Row.
- Greenhow, C. & Robelia, B. (2009) Old communication, new literacies: Social network sites as social learning resources. *Journal of Computer-Mediated Communication*, 14(4), 1130-1161.

- Griswold, W. (1994) *Cultures and Societies in a Change World*. London: Sage.
- John, J.P. (1991) Over-Promise and Under-Delivery. *Marketing and Research Today*. November, 195-203.
- Ingrosso, M. (2007) (ed.). *Salute e società. Fra reti e relazioni: percorsi nella comunicazione della salute [Health and society. Between networks and relationships: pathways in health communication]* Milano: FrancoAngeli, VI 1/2007.
- Krebs, N.F., Himes, J.H., Jacobson, D., Nicklas, T.A., Guilday, P. & Styne, D. (2007) Assessment of child and adolescent overweight and obesity. *Pediatrics*, 120, 193–228.
- Kushi, L.H., Byers, T., Doyle, C., Bandera, E.V., McCullough, M., Gansler, T. & et al. (2006) American Cancer Society guidelines on nutrition and physical activity for cancer prevention: reducing the risk of cancer with healthy food choices and physical activity. *A Cancer Journal for Clinicians*, 56, 254–281.
- Lannon, J. (2008) (ed.) *How public service advertising works*. Oxfordshire: World advertising research center.
- La Rocca, G. (2015) *Percorsi di comunicazione sociale. Teorie, strumenti, idee [Social Communication Paths. Theories, tools, ideas]*. Roma: Carocci, 2015.
- Li, C., Ford, E.S., Zhao, G., Mokdad, A.H. (2009) Prevalence of pre-diabetes and its association with clustering of cardiometabolic risk factors and hyperinsulinemia among US adolescents: NHANES 2005–2006. *Diabetes Care*, 32, 342–347.
- Linn, A. (2005) *Consuming Kids: The Hostile Takeover of Childhood*. New York: First Anchor Books.
- Matteucci, I. (2014) *Comunicare la salute e promuovere il benessere. Teorie e modelli per l'intervento nelle scuole [Communicating health and promote wellness. Theories and models for intervention in schools]*. Milano: Franco Angeli.
- National Center for Health Statistics (2012) *Health, United States, 2011: With Special Features on Socioeconomic Status and Health*. Hyattsville, MD: U.S. Department of Health and Human Services.
- National Institutes of Health, National Heart, Lung, and Blood Institute (2010) *Disease and Conditions Index: What Are Overweight and Obesity?.* Bethesda, MD: National Institutes of Health.
- Office of the Surgeon General (2010) *The Surgeon General's Vision for a Healthy and Fit Nation*. Rockville, MD, U.S. Department of Health and Human Services.
- Ogden, C.L., Carroll, M.D., Kit, B.K. & Flegal, K.M. (2014) Prevalence of childhood and adult obesity in the United States», 2011-2012. *Journal of the American Medical Association*, 311(8), 806-814.
- Pollay, R.W. (2004) *Lo specchio distorto: riflessioni sulle conseguenze involontarie della pubblicità [The distorted mirror: reflections on the unintended consequences of advertising]*. Roma: Editori Riuniti.
- Ward, S., Wackmann, D. & Wartella, E. (1997) *How Children Learn to Buy*. Beverly Hills: Sage, 1977.
- Yukl, G., Falbe, C.M. (1990) Influence tactics in upward, downward, and lateral influence attempts. *Journal of Applied Psychology*, 75, 132-140.