

Costing the burden of ill health related to physical inactivity for Scotland

Digital advertising accounted for over 50% of the total £11.6 billion of the advertising spend. Digital media has been described as a unique strength as it is low cost and can be tailored to specific audiences. Content can be user generated and personalised and internet use across all age groups is high. Internet use is particularly high in young age groups, and 99% of 12- to 15-year-olds go online for 20 hours a week.

The digital media strategy is at the heart of the food and drink industry. The food and drink producers use a range of digital marketing strategies and in each activity, they use a wide variety of creative and stimulating marketing activities.

The report suggests the need for digital marketing to be monitored as it becomes more widespread. There is a need to bring together evidence on the effect this may have on children's health. There is a need to regulatory change, across all media platforms and use evidence to underpin policy action.

Reference: [Globalphysicalactivityobservatory.com](https://www.globalphysicalactivityobservatory.com). 2021. [online] Available at: <<https://www.globalphysicalactivityobservatory.com/anexos/Letter%20s/Scotland/Scotland%20anexo1.pdf>>