

## LOS ANGELES, USA: CHOOSE HEALTH PORTION CONTROL ADVERTISING

#advertising #portions #healthyfood #northamerica #overweightobesity

**THE ACTION AND ITS AIMS:** A major awareness campaign as part of Los Angeles' 'Choose Health' initiative showed how even slightly smaller portions have an impact on calorie control. The campaign covered out-of-home settings (billboards and the transport system), television, radio, and online, and presented information on recommended calories limits, graphics showing what a portion of certain foods looks like, and tips for controlling snack and meal sizes in the home and when out. The campaign aimed to increase public awareness of the importance of portion management.

**WHEN IT WAS INTRODUCED:** The initial portion control campaign ran for three months. A follow-up campaign in 2016 aimed to raise awareness among parents of the need to choose healthier meals for their children when eating out.

**WHY IT WAS NEEDED:** The action was initiated in the context of fast-rising obesity rates in Los Angeles, and a food environment that promotes large portion sizes in restaurant and retail settings.

**WHO INITIATED IT, WHO IS INVOLVED:** The campaign was run by the County of Los Angeles Public Health Division of Chronic Disease and Injury Prevention. Funding came from the Centers for Disease Control and Prevention.

**IMPACTS TO DATE:** No impact data were found in the public domain.



Los Angeles (USA), Shutterstock/Lunamarina

### MORE INFORMATION:

- Publication: Portion Control - Addressing the Obesity Epidemic: Portion Size Matters, October 2012  
[http://publichealth.lacounty.gov/chronic/docs/20131227\\_Portion\\_Control.pdf](http://publichealth.lacounty.gov/chronic/docs/20131227_Portion_Control.pdf)
- News Release: LA County Launches Portion Control Campaign as Obesity Rates Rise, October 2012  
<http://www.marketwired.com/press-release/la-county-launches-portion-control-campaign-as-obesity-rates-rise-1709503.htm>
- Website: Choose Health LA  
[www.choosehealthla.com](http://www.choosehealthla.com)

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