

Policy 7.1



Informational versus Promotional Content

Informational content raises awareness through education. Informational content is based on best available research evidence.

Promotional content advertises an organization, product, or service, and is used to influence purchasing decisions.

Informational content is permitted. Promotional content is not.

Informational Content Examples	Promotional Content Examples
According to X study, conducted by Y organization, consuming 5g of Company Z’s chocolate every day for 30 days may decrease anxiety by up to 12%.	X person recommends to consume 5g of Company Y’s chocolate every day, as it is delicious and may decrease anxiety.
X gluten-free flour product is a safe option for use in baking for individuals with Celiac disease.	Sponsoring Company A recommends using X gluten-free flour product when baking banana bread.
According to X study, Y phone app for scanning nutrition facts labels has been found to decrease purchase of foods high in sugar by 20%.	X company recommended Y phone app for scanning nutrition facts labels. It can be purchased on Z website.

Questions? Contact CDR at PriorApproval@eatright.org