

Name of food establishment	Type of ad	Subject of advertisement	Encourage Unhealthy Eating?	Encourage Healthy Eating?	Encourage Overeating	Low Carb?
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Heading & Description

Type of ad: poster; table-tent; counter top display

Subject of advertisement: description of the advertisement being evaluated

Encourage unhealthy eating?: Using British Columbia Ministries' of Education and Health, determine whether the food being advertised is unhealthy

Encourage healthy eating?: Using same guidelines as above, determine whether the food being advertised is healthy. Also, healthier preparation options (i.e., any alternative method of preparing the same food to have a higher nutritional value or be lower in salt, fat or sugar) also count as healthier promotion

Encourage overeating?: Any ads that promote "sizing up" for value

Low Carb? Any ads that promote a low-carb diet or meals