THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

Such as:

- Marketing high salt/sugar/ultra-processed foods to children or disproportionately targeting minority communities with such options
- High interest pay-day lenders clustering in minority communities or targeting minorities through online platforms
- Offering social media platforms with features designed to maximize usage, including among vulnerable populations
- Selling alcoholic beverages, including when engaging in sponsorship activities in geographies without laws on exposure of children to alcohol-related marketing (see also Red Flag 23)
- Leveraging behavioral data and analytics to promote gambling products to vulnerable populations
- Integrating addictive design features into online gaming platforms targeted at children and adolescents
- Offering engagement-driven AI companions

HIGHER-RISK SECTORS:

- Food and beverage industry
- Alcoholic beverage industry
- Pay-day loans industry
- Video games industry
- Social media
- Gambling
- Information technology industry

KEY QUESTIONS FOR LEADERS TO ASK OR BE ASKED:

- How does the company keep track of the risks of its products being used at high levels in ways that impact human rights?
- How are human rights and/or potential impacts on vulnerable groups factored into the company's product design and marketing strategies?
- How does the company discuss internally and externally the tension between profit maximization and the adverse effects of high use?
  - Does the company take a market-by-market compliance approach, or does it consider its performance against international human rights standards?
  - Does the company rely solely on individual consumer responsibility, or does it seek to understand and act on its own role in high use that leads to harm, including in marketing?
- How does the company enable creative thinking internally and with other actors about ways to prevent high levels of use of products leading to human rights impacts?

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

RISKS TO PEOPLE

There are numerous examples that illustrate how high use of certain products can have adverse impacts on people's health and well-being, particularly those that are more vulnerable. These adverse impacts can have implications for the right to the highest attainable standard of health and further, where high use intersects with certain vulnerable groups (children's rights, or rights of minorities).
Examples include:

- **High-salt, High-sugar, High-fat, or Ultra-Processed Foods:** High levels of consumption are associated with increased health risks, including obesity and other noncommunicable diseases, diet-related diseases in minority communities and rising costs of healthcare where those costs are passed on through higher premiums. A recent study by UNICEF found that ultra-processed foods are driving a global childhood obesity epidemic. Corporate activities that bring about an intersection of vulnerability and potential harm include:
  - Marketing to children, including online (esp. via social media) and SMS campaigning to school children at lunch time; and
  - Disproportionate targeting of minorities of low average income, including through selective advertising in specific language media and/or billboards in minority communities. The University of Connecticut Rudd Centre for Food Policy and Obesity has conducted a brand by brand analysis of targeting of black and Hispanic youth by major food and beverage companies in the United States and found that, these companies "continue to disproportionately target Black and Hispanic consumers with TV advertising for almost exclusively unhealthy packaged food and beverage categories." They also found that this is true even though many of the companies analyzed also have healthier brands in their portfolios. The study concludes that "choosing to disproportionately advertise their least nutritious brands, including sugary drinks, candy, chips, and high-sugar cereals, to Black and Hispanic consumers, must be weighed against the resulting costs to communities."

- **Social Media and Young People:** In January 2026, France's National Agency for Food, Environmental and Occupational Health and Safety (ANSES) released a comprehensive scientific review on the risks social media platforms pose to the health of 11- to-17-year-olds. Among other things, the report highlights that engagement-driven business models can intersect in problematic ways with this particularly vulnerable age demographic. There is increasing evidence that the ways in which these platforms use algorithms to determine the nature and volume of content that users see can contribute to high use among more vulnerable users, as well as exposure to other harms (see also Red Flag 6).

- **Alcohol:** Overconsumption of alcohol can lead to well-documented health impacts in the short and long term. Moreover the US CDC notes that excessive drinking (binge drinking, heavy drinking, underage drinking and drinking during pregnancy) is linked to, for example, "motor vehicle crashes" as well as "violence, including homicide, suicide, sexual assault, and intimate partner violence." For children and adolescents, the health risks can be even more severe.

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

RISKS TO PEOPLE

A recent study has found that many children and adolescents are "sometimes or often exposed" to alcohol marketing through various channels, including social media, and that such exposure increases the risk of alcohol consumption among this demographic group.

- **High-interest Pay-day Loans and other forms of predatory lending:** When loan repayments balloon in size and they have difficulty keeping up, recipients may be forced to choose between loans and basic needs, affecting their *right to an adequate standard of living* (see Human Rights Watch advocacy letter). There can be a disproportionate effect on minority communities when lenders cluster in those areas, target minorities through online platforms or focus on non-monetary forms of collateral. Corporate activities that bring about an intersection of vulnerability and potential harm include:
  - Targeting potentially vulnerable individuals who are unlikely to meet repayment obligations.
  - Offering fin-tech services charging fees for access to advances, which, if regarded as interest, would equate to annualized interest payments many times higher than legal limits (See Nikkei Asian Review article).
  - Offering new loans based on borrowers' land or other physical collateral, rather than the borrowers' repayment capacity (see Human Rights Watch article regarding Indigenous borrowers in Cambodia).

- **Gambling:** There are well-documented harms associated with intensive gambling, including impacts on mental health, finances, relationships and physical well-being. There is increasing evidence that marketing deployed by some gambling companies is targeted at vulnerable groups, including children, people grappling with gambling addiction and economically disadvantaged communities. Further, recent studies have highlighted that social media and celebrity endorsements lead to widespread exposure of young people to gambling promotion, which can encourage underage gambling and lead to longer-term addiction issues. Further examples of predatory marketing that can lead to significant harm include deliberate targeting of vulnerable users by tracking and leveraging behavioral data and analytics, as well as deploying misleading promotions or "loot box"-type prizes (randomized, purchasable virtual containers in video games that reward players with unknown items of varying value).

- **Online gaming:** The European Union notes that "[y]oung people are gaming more online than ever before" and there is growing evidence that excessive or problematic gaming can lead to significant mental and physical health impacts among children and adolescents. In-game manipulation techniques, including persuasive design features and predatory marketing tactics (e.g., "loot boxes" (defined above), time-limited rewards, and "pay-to-win" mechanics) deployed by developers and gaming platforms encourage longer play and in-game purchasing, which can exert undue influence on young users. Further, the increasing integration of gambling elements into online games - including those targeted at children and teens and informed by behavioral data and analytics - can further intensify the risks faced by this demographic. Research has shown that children introduced to gambling – directly or by way of aforementioned gamified versions thereof - before the age of 12 are four times more likely to become problem gamblers as adults.

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

AI WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

RISKS TO PEOPLE

- **AI companions:** AI interaction systems can be broadly grouped into task-oriented systems, which are used as assistants or productivity tools and social/relational systems, which are designed as companions or conversational agents. While there are documented positive impacts associated with relational systems, at high levels of use, and particularly for more vulnerable users, there can also be harmful impacts on users' mental health and well-being. These impacts are made more acute by the use of design features focused on "optimizing" and sustaining engagement, such as bonding mechanisms, relational conversation styles, excessive flattery and reinforcement, "emotional mirroring", personal data tracking and recall, as well as constant availability. In some cases, where users are more vulnerable (sometimes referred to as "edge cases"), these design features translate into high use of the systems, which can create dependency and cause harm. In some specific instances, such as when users are already vulnerable to certain kinds of mental illness, there is evidence that these types of chatbots can encourage delusional thinking. Further, some AI companions are being marketed and made easily accessible to young people, to whom they can be particularly dangerous.

  Understanding how newer or less-studied products/services may have the potential to be connected to frequent, excessive, and even addictive, consumption is an evolving question.

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO.



8

RED FLAGS IN THE VALUE PROPOSITION

RISKS TO THE BUSINESS

Reputational Risk: Where companies target vulnerable groups in the marketing of products that are harmful when used to a high degree reputational risk may arise. Some examples include:

- A 2019 University of Connecticut report warned that "while companies may "view advertising of nutritionally poor brands to multicultural consumers as a business opportunity", the public may rightly focus on the resulting costs to these communities. Researchers and consumer groups have expressly compared such practices with companies' public commitments to health, and apparent contradictions are noted and publicized. Moreover, increasingly sophisticated consumers and watch-dog NGOs:
- In 2024, Kellogg's CEO sparked widespread criticism after suggesting during a televised interview that families struggling with rising food prices could save money by eating cereal for dinner. The comment triggered significant media backlash, including due to concerns about the nutritional value of ultra-processed cereals.

Regulatory and Financial Risk: As consumers and international bodies increasingly scrutinize companies selling products or services connected to impacts from high use, a lack of meaningful industry action increases the likelihood of further regulatory action in this area. For example:

- In early 2026, in stepping up its enforcement efforts, the UK's Gambling Commission publicly accused Meta of profiting off illegal gambling sites and allowing its algorithms to continuously promote advertisements for illegal businesses "creating a spiral that traps vulnerable users in an ecosystem of illegal gambling content".
- Six [US] localities had enacted a "soda tax" in 2019, levying a per volume excise tax on drinks sweetened with sugar, and one government levied a per volume tax on all sweetened drinks.

Legal Risk: As scrutiny of corporate design and marketing strategies increases, this can drive efforts on the part of consumers and authorities to seek corporate accountability thus enhancing legal risk. Recent examples include:

- **March 2026 California verdict against Meta and YouTube ($6M):** A California jury found Meta and YouTube liable for the mental health harms suffered by a young woman who became addicted to their platforms as a child, awarding $6 million in damages. The case centred on evidence that both companies deliberately designed features such as infinite scroll and algorithmic recommendation to maximize engagement among minors, prioritizing platform growth over users' wellbeing.

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

RISKS TO THE BUSINESS

- In 2025, the city of San Francisco filed a lawsuit alleging that several major food manufacturers - including **Kraft Heinz, Nestlé, Mondelez, Coca-Cola** and **PepsiCo** - knowingly design and market ultra-processed foods that harm public health (e.g., being linked to diseases such as obesity, diabetes, and heart disease). The complaint alleges these companies engineered addictive products and marketed them aggressively, while downplaying health risks.
- In 2025, New York's Attorney General launched a lawsuit against **MoneyLion Inc** and **Daily Pay Inc**. claiming that the companies used deceptive and abusive lending practices, which resulted in people repeatedly taking out new advances to cover gaps created by earlier ones.
- **Character.AI** has faced legal challenges related to child safety and alleged harms caused by its chatbots. In October 2024, the mother of a 14-year-old boy who died by suicide filed a lawsuit claiming that the chatbot encouraged her son's increasing dependency on the platform, leading to high levels of use, his disconnection from the real world, and, ultimately his death. Additional lawsuits from families followed making similar allegations. Google was also connected to the lawsuits through a 2024 $2.7bn licensing deal with Character.AI. The lawsuits were settled in January 2026, though details were undisclosed at time of publication.
- In April 2026, a wrongful death lawsuit was filed against **Google** that alleges that the firm made design choices that ensured that its Gemini chatbot could "maximize engagement through emotional dependency".
- Ethics groups have filed a U.S. Federal Trade Commission complaint against the AI companion app **Replika** that alleges that the company used deceptive marketing practices to target vulnerable potential users and encouraged emotional dependence on its chatbots.
- A 2026 lawsuit by the New York Attorney General's Office alleges that **Valve Corporation** has integrated illegal gambling through the use of "loot boxes" into games such as *Counter-Strike 2, Dota 2, and Team Fortress 2*. The complaint argues that players, predominantly children and teens, pay real money for randomized virtual items, which creates a slot-machine-like system. The suit alleges that these design characteristics have generated extensive profits for Valve while exposing children and teenagers to gambling-like mechanics that increase the risks of addiction (and continue to drive users back to their games). The state is seeking restitution for impacted users, in addition to fines worth three times Valve's profits.
- In 2025, the city of Baltimore filed a lawsuit against online gambling platforms **DraftKings** and **FanDuel**, alleging the companies used misleading promotions and behavioral data and analytics to identify and repeatedly target users vulnerable to gambling addiction: "*They want bettors to bet, in significant amounts, over and over. Some get hooked and that's the point".* The complaint claims the platforms encouraged excessive betting through incentives like "bonus bets" while downplaying risks, contributing to negative impacts – personal, social and financial - among users.

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO.



8

RED FLAGS IN THE VALUE PROPOSITION

RISKS TO THE BUSINESS

Financial Risk:

- Understanding of health impacts associated with overconsumption of products has been associated with decreased sales among certain demographics. However, at the same time, the link between overconsumption and profit remains in several industries. For example, a 2018 UK study concluded that the alcohol industry appears to be highly financially dependent upon heavy drinking, and might face significant financial losses were consumers to drink within guideline levels and a 2023 analysis by the Washington Post found that the top 20% of US drinkers account for roughly 90% of alcohol sales.
- Inaction or insufficient risk mitigation can also result in investor attention and action. In 2024, Dutch investor Achmea Investment Management filed a shareholder resolution at **Coca-Cola**, alongside CCLA, Cardano and VGZ, calling on the beverage company to develop a healthy-products focused policy that should include *"an assessment of the current healthiness of its portfolio, targets with timelines and metrics for measuring implementation and disclosure".*

Business Opportunity Risk:

- Failure to address harms resulting from high levels of use can lead to bans on accessing certain customer segments. Under Australia's Online Safety Amendment (Social Media Minimum Age) Act 2024, social media platforms including Instagram, TikTok and YouTube must take reasonable steps to prevent users under 16 from creating or maintaining accounts, with potential penalties of up to approximately A$49.5 million for systemic non-compliance. Discussing the intent of the legislation, the explanatory memorandum emphasizes the potential risk of harm of social media on children: "Until now, the incentive for social media companies has been to optimize user engagement and time spent on platforms... While this impacts all users of social media, it is particularly detrimental to children and young people, who are generally more vulnerable to the harms associated with platforms." *(See further Red Flag 6).*

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

WHAT THE UN GUIDING PRINCIPLES SAY:

**For an explanation of how companies can be involved in human rights impacts, and their related responsibilities, see here.*

In certain circumstances, offering products or services that, *with high levels of use*, can affect people's health may involve a situation of **contributing** to harm. For example, this may arise where there are **foreseeable inherent risks** in the service or product provided (e.g. it is potentially addictive) without appropriate mitigation.

Contribution may also be relevant where the product or service is **marketed** in ways that disproportionately target vulnerable people (e.g. with advertising for nutritionally poor food and beverages, discussed "Risks to People" above.)

In the case of high-interest pay-day loans, where such loans target customers who the company knows, or would know with reasonable investigation, are unable to repay the loan, the company may **cause** an impact.

POSSIBLE CONTRIBUTIONS TO THE SDGS:

Addressing impacts to people associated with this red flag indicator can contribute to a range of SDGs depending on the impact concerned, for example:



SDG 3: Good Health and Well-Being

- **Target 3.4:** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being
- **Target 3.5:** Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol



SDG 10: Reduced Inequalities

- **Target 10.2:** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



SDG 12: Responsible Consumption and Production

- **Target 12.8:** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO.



8

RED FLAGS IN THE VALUE PROPOSITION

DUE DILIGENCE LINES OF INQUIRY:

- What systems do we have in place to identify and address the potential risk of a level of high use that can lead to harm?
- Do we know which of our end users/consumers are at highest risk from high use of our products, and what creates this risk to people?
- Do our design and marketing strategies reinforce or guard against risks to people from high use of our products?
- How do incentive structures for employees intersect with business practices that exacerbate or mitigate problematic levels of product use in general, and by especially at-risk groups?

On Food Marketing:

- How does the nutritional quality of the products we advertise correlate with the age/ethnicity breakdown of our target consumers?
  - What percentage of our advertising expenditure is to media viewed predominantly by children? By minority communities?
  - Do we disproportionally target food of poor nutritional quality to particular groups?
- Do we take a compliance approach to national labelling laws, or do we always conform to the highest international standards, including relevant human rights? Have we investigated whether there are gaps between voluntary industry self-regulatory programs and international standards?

On Pay-day Loans:

- Would our "fees" be considered exorbitant or illegal if annualized as interest rates?
- Are we operating in a legal grey zone? If so, are we comfortable that we are not profiting from such opportunities to the potential detriment of our customers' rights?
- What processes do we have in place to ensure that recipients of loans are able to meet repayment obligations?
- Are we confident that our decisions on customer targeting/ shop front locations do not exacerbate or exploit existing vulnerabilities?
- Are we carefully weighing the benefits of making credit more readily available (including through smartphone technology) with the potential negative impacts of greater availability on vulnerable consumers?

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO.



8

RED FLAGS IN THE VALUE PROPOSITION

On Online Platforms (e.g., social media, AI companions, gambling, gaming):

- How do we assess whether our product design or monetization features could encourage excessive use or spending among vulnerable users?
- What internal safeguards exist to prevent design features that exploit behavioral vulnerabilities (e.g., infinite scrolling, variable rewards, aggressive push notifications, micro-transactions)?
- What percentage of revenue comes from the highest-spending or highest-engagement users, and how do we evaluate whether this reflects problematic levels of use?

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

MITIGATION EXAMPLES:

* Mitigation examples are current or historical examples for reference, but do not offer insight into their relative maturity or effectiveness.

High salt/sugar or ultra-processed foods:

- In 2021, Tesco committed to increasing the share of healthier food and drink in its sales from 58% to 65% by 2025. It extended this target across its wider retail operations in multiple jurisdictions and consistently reported on progress against the target in public disclosures. Driven by investor engagement, the initiative aims to shift sales toward healthier products, expand healthier ranges, and improve nutritional transparency.

Alcoholic Beverages:

- Leading global beer, wine and spirits producers formed the Alliance for Responsible Drinking (IARD), a not-for-profit organization "dedicated to reducing harmful drinking and promoting understanding of responsible drinking."'

Social Media:

- Companies such as TikTok, Instagram, and YouTube have deployed a variety of awareness tools, such as screen-time limits, reminders, and wellbeing dashboards, which can reduce usage for motivated users, albeit modestly.

Online Gaming and Gambling:

- In 2023, Ukie (the largest trade body for the UK games and interactive entertainment industry) published industry-led Industry Principles surrounding the use of paid loot boxes in video games.
- Global Gambling Guidance Group (G4) is an accreditation and certification body focused on raising industry standards for more responsible gambling.

AI companions:

- In 2025, Character.ai banned users under 18 from having conversations with virtual characters.
- In response to the potential scale of ChatGPT users showing signs of mental health distress, OpenAI has convened a network of mental health experts to guide improvements in how its models detect and respond to high-risk interactions, with changes being incorporated into current and upcoming systems. While this is expected to improve response safety and reduce potential harm, the impact on real-world outcomes remains uncertain.

This resource is part of Shift's collection of Business Model Red Flags, developed as part of the Valuing Respect Project and generously funded by Ministry of Foreign Affairs Finland, the Norwegian Ministry of Foreign Affairs, and Norges Bank Investment Management. The resource was updated during 2025-26 with generous funding from Generation Foundation. Learn more at: shiftproject.org/valuing-respect

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

MITIGATION EXAMPLES:

* Mitigation examples are current or historical examples for reference, but do not offer insight into their relative maturity or effectiveness.

- Partnership on AI is a non-profit multi-stakeholder partnership focused on developing solutions to societal impacts of AI deployment.

ALTERNATIVE MODELS:

- **Alcoholic Beverages:** With motivations ranging from the ethical, personal health, to purely commercial (noting that there has been a notable decline in adults who consume alcohol – a 2024 poll in the US reports the lowest percentage in an over a 90-year period), several brands and start-ups have begun offering non-alcoholic alternatives: Heineken and AB InBev have both rolled out alcohol-free offerings, which have bolstered their sales.

- **Online platforms:** Brick is a hardware-enabled app blocker that requires users to physically tap a device to lock or unlock distracting apps, adding friction to reduce compulsive use of smartphone-based applications, such as social media or online gaming. By making access less instantaneous, it targets high usage by interrupting habitual behavior and encouraging more intentional phone use.

This resource is part of Shift's collection of Business Model Red Flags, developed as part of the Valuing Respect Project and generously funded by Ministry of Foreign Affairs Finland, the Norwegian Ministry of Foreign Affairs, and Norges Bank Investment Management. The resource was updated during 2025-26 with generous funding from Generation Foundation. Learn more at: shiftproject.org/valuing-respect

© Shift Project, Ltd

THE BUSINESS'S COMMERCIAL SUCCESS SUBSTANTIALLY DEPENDS UPON:

Offering products that when used at high levels can affect peoples' health, particularly when targeted at vulnerable populations.

RED FLAG NO. 8

WITH AI & DATA LENS

RED FLAGS IN THE VALUE PROPOSITION

OTHER TOOLS AND RESOURCES:

Food Marketing:

- University of Connecticut Rudd Centre for Food Policy and Obesity has several reports including a brand by brand analysis of targeting of black and Hispanic youth by major food and beverage companies in the United States.
- WHO (2023) Reducing the impact of marketing of foods and non-alcoholic beverages on children.
- UNICEF (2025) Feeding Profit. How food environments are failing children. Child Nutrition Report 2025.

Gambling:

GambleAware (2020) The effect of gambling marketing and advertising on children, young people and vulnerable adults.

Online platforms (e.g., social media, online gaming, AI companions):

- EU (2025) Better Internet for Kids
- John Hopkins Medicine (2024) Social Media and Mental Health in Children and Teens
- World Health Organization (2024) Teens, screens and mental health
- UK Department for Science, Innovation & Technology (2026) Understanding the impact of smartphones and social media on children and young people
- UNICEF (2025) RITEC Design Toolbox: Designing for children's well-being in digital play
- All Tech is Human (2025) AI Companions and Chatbots mini guide: resources, insight and guidance
- Australian Government eSafety Commissioner (2025) Online safety advisory: AI chatbots and companions – risks to children and young people

© Shift Project, Ltd