



Friends of CFAC

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Regulation of TV food advertising to children – How to speak out!

Television food advertising to children promotes unhealthy eating. This is thought to contribute to the rising levels of childhood obesity. Our children deserve to be protected against aggressive marketing of ‘junk food’

Make a complaint

1. If you see an advertisement during ‘C’ programs that breaches the CTS, make a complaint. Write a letter to the television station that you saw the advertisement on. In your letter include:
 - the date and time of the advertisement
 - the television station you saw the advertisement
 - the food product that was advertised
 - the standard the advertisement breached (i.e. CTS 20.2a)
 - the reason for your complaint (i.e. how was the standard breached – see examples under ‘Children’s Television Standards’)

If you do not get a response after 60 days or if you receive an unsatisfactory response, send the letter to the Australian Communications and Media Authority. Don’t be deterred if you are unsatisfied with the response you get. By writing letters you will help to highlight the need for a thorough review of the current standards so that they protect our children.

2. Send a letter to your local member for parliament or the Federal Minister for Health. In your letter explain that you are concerned with television food advertising to children and the lack of protection the current regulatory system provides. Explain why you think the standards are ineffective at protecting the interest of children (see examples under ‘Do the regulations protect children?’) and propose a review of the standards.
3. Encourage your family, friends and colleagues to do the same.

Information