

Letter to the editor

No one suggests that food marketing is the only contributing factor to Australia's seriously concerning levels of childhood obesity, but there is widespread agreement among health experts that reductions in junk food advertising need to be part of a meaningful solution to this terrible problem, along with other strategies.

How ridiculous to read that the advertising industry are celebrating a drop from 15,411 ads for unhealthy convenience foods in 2002 to 13,999 in 2006 – a measly 9% drop (SMH article page 25)

If advertisers are so convinced that food marketing to children doesn't change their food preferences and eating habits, why do they spend so much time and money showing 13,999 convenience food ads in just a six- month period.

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