



Coalition on Food Advertising to Children

PO Box 408, Parkholme SA 5043. Phone: Ph.0414 683 043

www.wch.sa.gov.au/foodadstokids.html

Speaking out against unhealthy food advertising to children

Press Release

The senate has an opportunity to put kids first

The Coalition on Food Advertising to Children urges Senators to support an amendment to ban television food advertising during children's peak viewing hours. The amendment will be tabled by Greens Leader Bob Brown, during Senate debate on the broadcast legislation, on 7 February.

The Coalition on Food Advertising to Children (CFAC), which includes among its members the Australian Medical Association, the Australasian College of Physicians, Cancer Council Australia, the Public Health Association and the Australian College of General Practitioners, has consistently called for such a ban. CFAC draws on research evidence that TV food advertising promotes mostly junk food to children and this plays a role in the epidemic of childhood obesity which currently affects one in four children in Australia.

Parents are concerned and want action in this area. Research in South Australia found that 88% of parents were concerned about TV food advertising to children and want much stronger enforcement of regulations.

"The Australian government has an opportunity to tackle childhood obesity by helping parents in their task of educating children to make healthy food choices," said Kaye Mehta Chairperson of CFAC.

Action on obesity is a health priority and the Government's National Obesity Taskforce has detailed comprehensive strategies to do so. "Better protection for young people against the promotion of high-energy, poor nutritional value foods and drinks" is a key strategy outlined in the government's *Healthy Weight 2008* Report.

CFAC urges all Senators to consider the health of Australian children and support the Green's amendment. "Our children's health is much more important than industry self interest", said Kathy Chapman, the Cancer Council Australia, a member of CFAC.