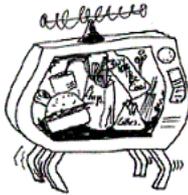


COALITION ON FOOD ADVERTISING TO CHILDREN



PO Box 408. Parkholme. SA 5043.
www.chdf.org.au/foodadstokids

Speaking out against unhealthy food advertising to children

Press Release

17 June 2004

Coalition on Food Advertising to Children congratulates Labor policy to ban food advertising during children's programs.

The Coalition on Food Advertising to Children (CFAC) which contains our peak medical and consumer groups such as the Australian Medical Association, College of Physicians and Australian Consumers Association is heartened by the announcement by the Labor Party that it will ban all food and drink advertising during P, C and G programs on television.

"This is definitely a step in the right direction", said Kaye Mehta, Chairperson of CFAC. Ms Mehta went on to say that, "The Labor party deserves to be congratulated for showing leadership and proposing a strong measure to tackle the crises of childhood obesity which now affects one in four children".

There is enough scientific evidence indicating that the bombardment of our children with junk food advertising is likely to be contributing to childhood obesity.

The World Health Organisation in its Global Strategy on diet, Physical Activity and Health has called on its member countries to enforce restrictions on the marketing of junk food to children. "Australia is a signatory to this global strategy and our government should be exercising its responsibilities by taking action in this area", said Ms Mehta.

Since its formation two years ago, CFAC has been calling for a ban on television food advertising during programs where children (0-12 years) make up a substantial proportion of the viewing audience. Children's peak viewing times are in fact between 5- 9pm and this includes G and PG programs.

A ban on television food advertising during children's peak viewing times will support parents in the very difficult and challenging job of educating children to eat a healthy diet. A ban will not take away parent's responsibilities but rather ensure that the television industry also takes on its fair share of responsibility as an important source of education to children.

Food advertisements should be directed at adults who can make informed choices about what to purchase for their children. Healthy eating messages can still be placed in children's programs but these should use Community Service Announcements and be free from commercial bias.

Kaye Mehta,
Chairperson

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