



Media Release



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Embargoed:
Wednesday 16 May 2007

PARENTS CALL TO "PULL THE PLUG" ON JUNK-FOOD ADS

Almost 90% of parents support a ban on junk-food advertising at times when children watch TV, according to a new national survey which has prompted health experts to strengthen its call for stricter regulations.

"The survey shows parents don't believe their kids are being protected from the onslaught of junk-food advertising on TV. These ads have been expertly designed to make kids want to eat more junk food, and we know they work," said Kathy Chapman, chair of the Coalition on Food Advertising to Children (CFAC) and nutritionist at The Cancer Council NSW.

"Of course parents are ultimately responsible to raise healthy children but it's an uphill battle without stronger regulations.

"The Australian Communications and Media Authority (ACMA) is currently reviewing TV standards and we are urging it to stop junk-food advertising during times when children make up a significant number of the audience," said Ms Chapman.

"We believe ACMA is obliged to respond to parents' concerns that junk-food companies are profiting at the expense of their children's health."

The survey, commissioned by the CFAC and funded by Queensland Health, involved a random representative sample of 400 parents of children under 14 across Australia. It found:

- 86.2% support a ban on advertising of unhealthy foods at times when children watch TV.
- 88.7% agree the government should introduce stronger restrictions on food advertising at times when children are watching.
- 74.6% of 366 parents are concerned about advertising using toys and giveaways to promote unhealthy food to children.
- 65.1% of 325 parents are concerned about advertising through promotional fundraisers for schools and community organisations to promote unhealthy food to children.
- 67% of 321 parents are concerned about advertising via the sponsorship of children's sporting activities to promote unhealthy food to children.

In just over two months 6,000 people across Australia have signed up to CFAC's Pull The Plug campaign to ask the Government to make parenting that little bit easier by introducing stricter regulations.

"Parents who are keen to have their concerns addressed can sign up to the Pull The Plug campaign at www.cancercouncil.com.au/pulltheplug

"Stopping junk-food ads when kids watch TV won't solve the obesity epidemic, but it's one way we can help children who are getting the wrong message about food. It's also a very practical way we can help parents raise happy and healthy children," said Ms Chapman.

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