

Food Marketing to Children: the need for policy intervention

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28 June 2017

Research



Advocacy



Prevention



Support





McDonald's Winter Championships and U7 & U8...

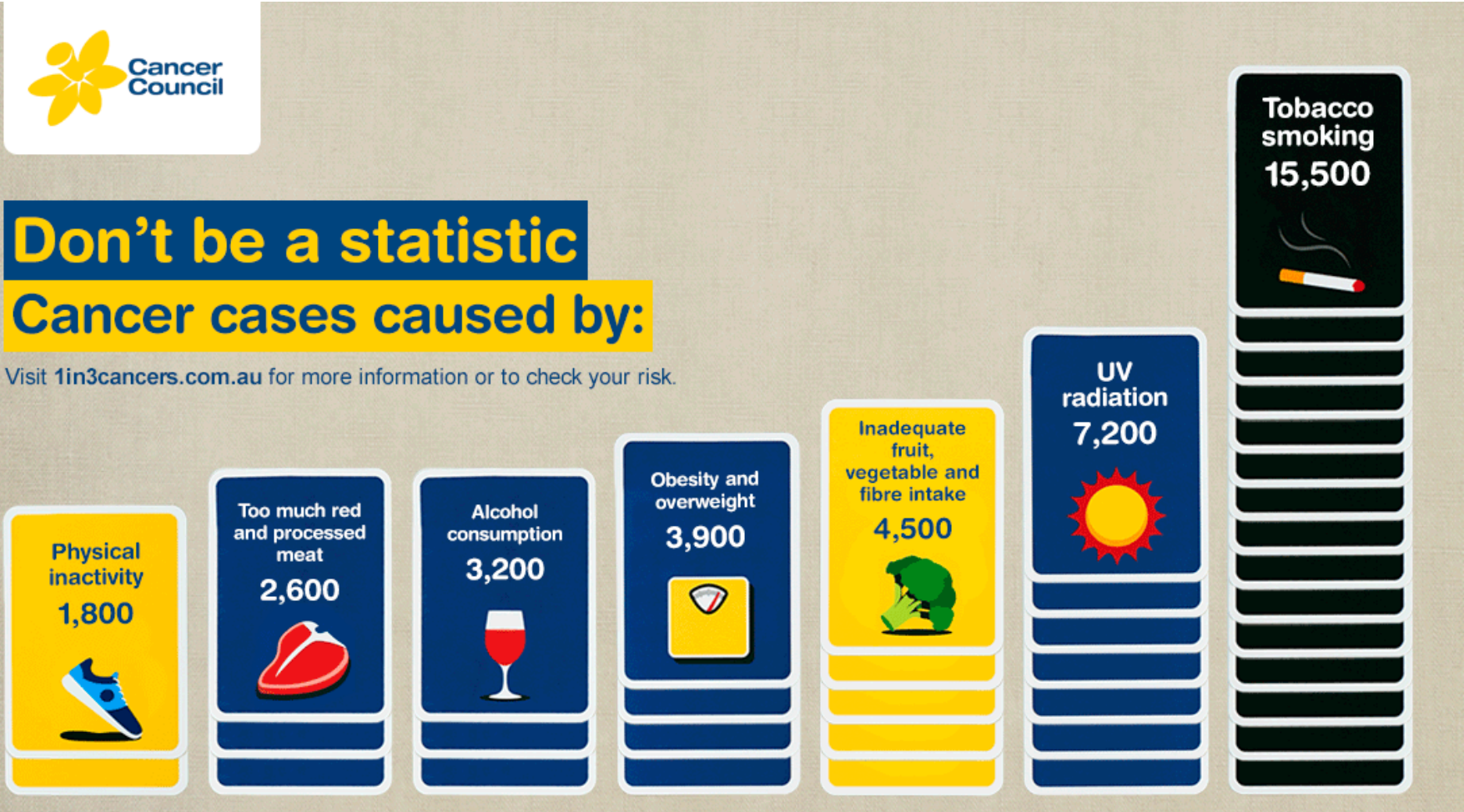


Preventable cancer cases



Don't be a statistic
Cancer cases caused by:

Visit 1in3cancers.com.au for more information or to check your risk.



Food marketing

↑ pester power

Influences preferences

↑ consumption of junk foods

↑ risk of overweight and obesity

↑ risk of chronic disease

Australian Guide to Healthy Eating

Enjoy a wide variety of nutritious foods from these five food groups every day. Drink plenty of water.



Use small amounts



Only sometimes and in small amounts



The political power of food lobbyists

What Coca-Cola isn't telling you about its health
funding in Australia

Junk food industry shaping health policies at public's
expense: study





REGULATION



Australian Food and Grocery Council
QUICK SERVICE RESTAURANT
INITIATIVE FOR RESPONSIBLE
ADVERTISING AND
MARKETING TO CHILDREN

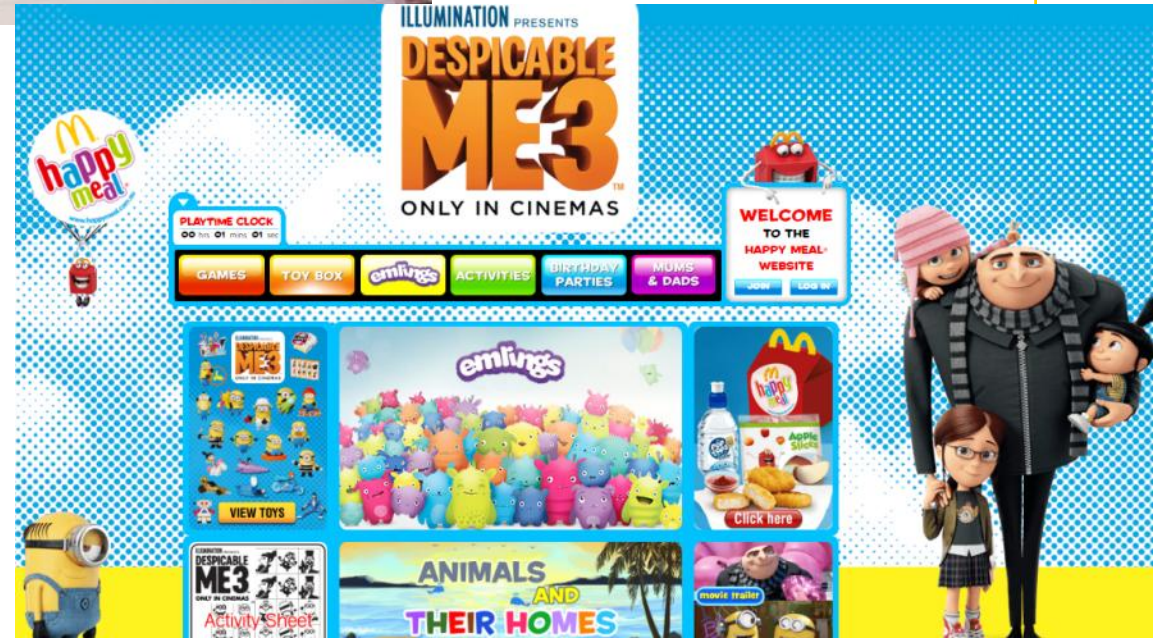
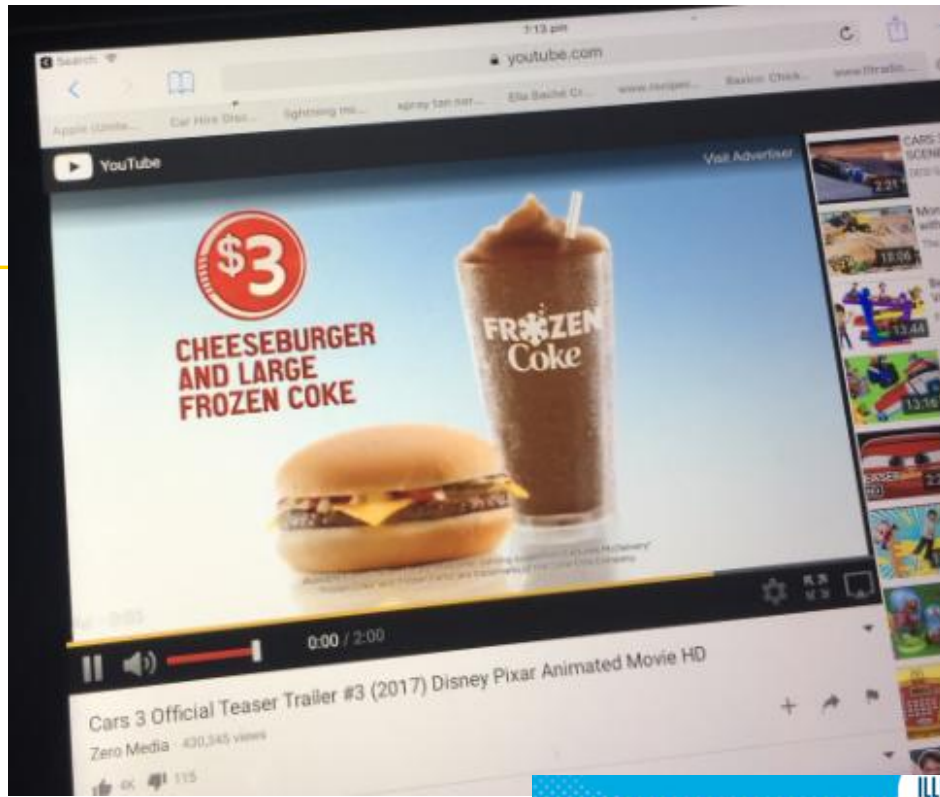


Australian Food and Grocery Council
RESPONSIBLE CHILDREN'S
MARKETING INITIATIVE



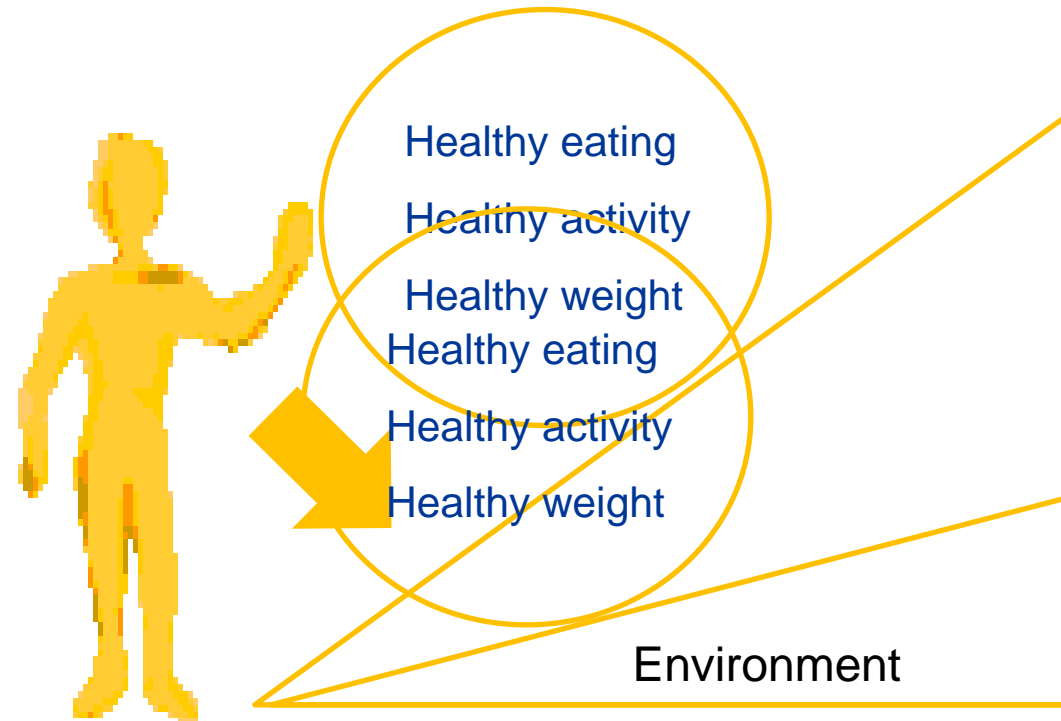


Brotherly Love



Creating healthier environments

Individual behaviour change



The environmental gradient is steep

So, changing the slope.....

....will make it easier to change behaviour



Food marketing to children restrictions

- **Clearly define types of foods that can be advertised**
- **Clearly define ‘advertising to children’ and the times and places children should be protected**
- **Be monitored and include sanctions to ensure compliance**





Premier's Priorities

- Tackling childhood obesity



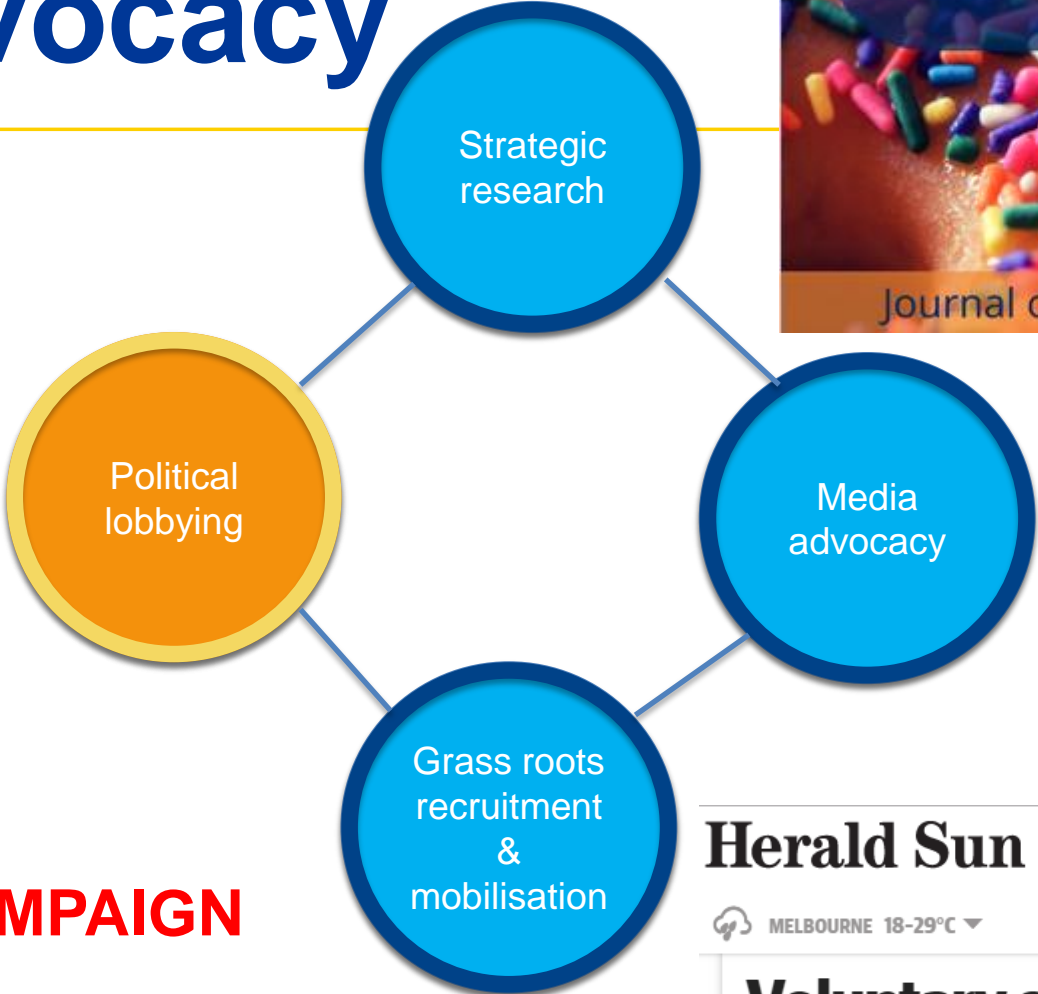
"I'll tell you what we do need to look at though. We've got to review the ability of junk food to be advertised at times on television when the kids are watching."

Bill Shorten, Brisbane
20 February 2017

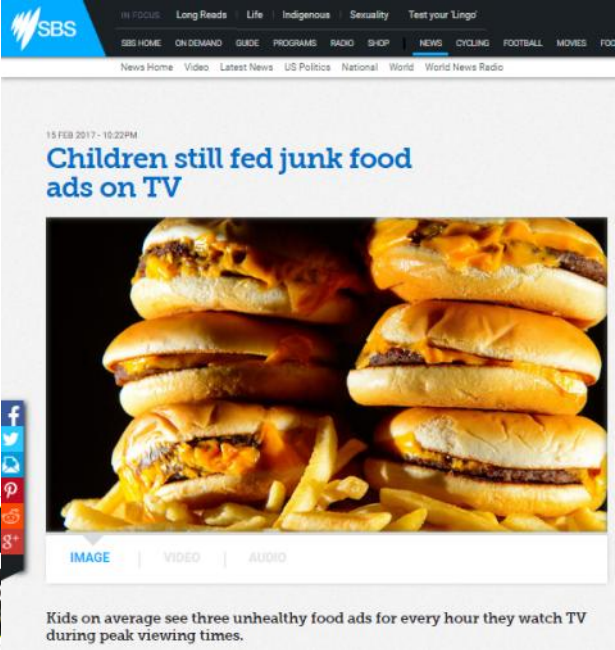
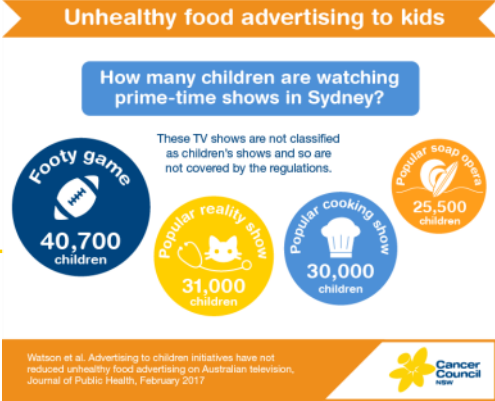
Council of Australian Governments Health Council

Health Ministers **agreed to actions that could be taken to limit the impact of unhealthy food and drinks on children** and to consult with Ministers in other portfolios to collaboratively develop joint approaches that could be implemented in 2017.

Our advocacy



NEW CAMPAIGN



Herald Sun

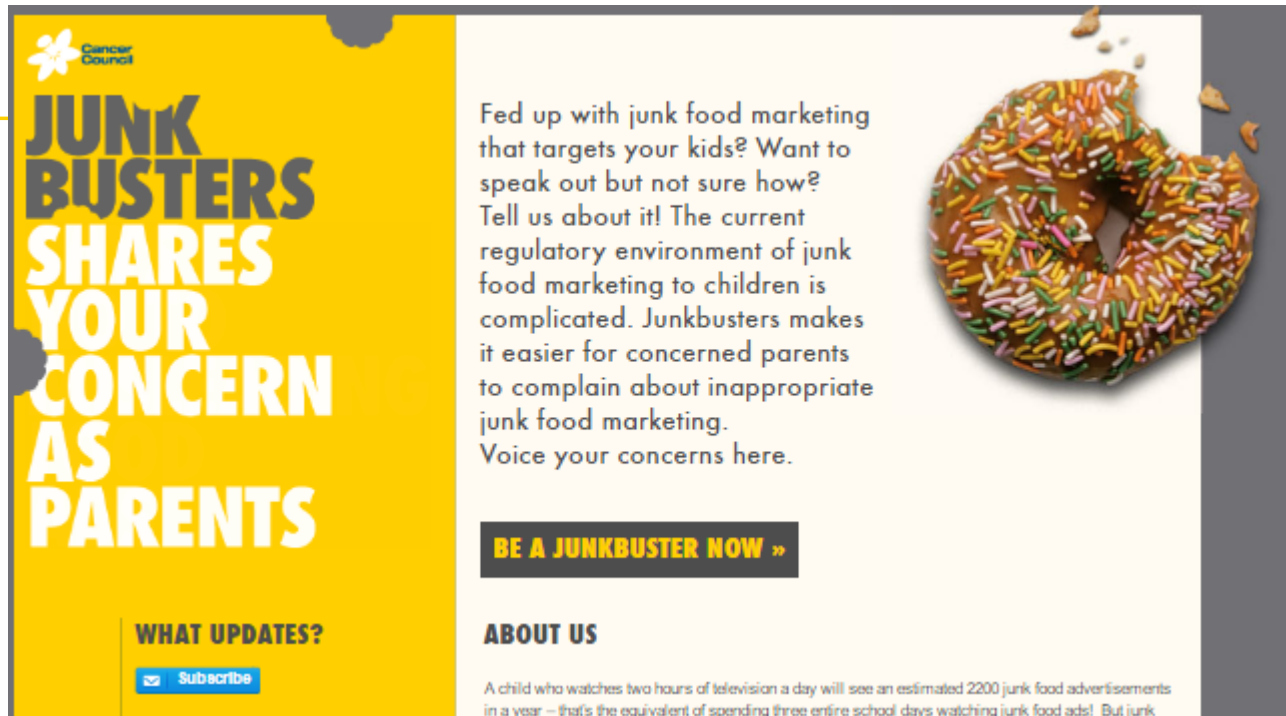
MELBOURNE 18-29°C



Voluntary codes to control food advertising to children hasn't stopped junk food promotion

Sue Dunlevy, National Health Reporter, News Corp Australia Network
February 14, 2017 10:00pm





The image shows a screenshot of the Junkbusters website. On the left, a yellow vertical banner contains the Cancer Council logo at the top, followed by the text "JUNK BUSTERS SHARES YOUR CONCERN AS PARENTS" in large, bold, white letters. Below this, the text "WHAT UPDATES?" is followed by a blue "Subscribe" button with an envelope icon. The main content area has a white background. It starts with the text: "Fed up with junk food marketing that targets your kids? Want to speak out but not sure how? Tell us about it! The current regulatory environment of junk food marketing to children is complicated. Junkbusters makes it easier for concerned parents to complain about inappropriate junk food marketing. Voice your concerns here." To the right of this text is a large image of a chocolate-glazed donut with colorful sprinkles, with a bite taken out of it. Below the text is a dark grey button with the text "BE A JUNKBUSTER NOW »" in yellow. Underneath that is the heading "ABOUT US" in bold. At the bottom of the main content area, there is a line of small text: "A child who watches two hours of television a day will see an estimated 2200 junk food advertisements in a year – that's the equivalent of spending three entire school days watching junk food ads! But junk".

junkbusters.com.au



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