

PUBLIC HEALTH ASSOCIATION OF AUSTRALIA
MEDIA RELEASE

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JUNK FOOD - NO ADVERTISING TO CHILDREN IS BEST

The Public Health Association of Australia (PHAA) has renewed its call on governments around Australia to take responsibility for ending marketing of junk food to our kids.

While welcoming the long-overdue concession of the Australian Food and Grocery Council (AFGC) in recognising that there is a problem and offering tentative first step through its 'Responsible Children's Marketing Initiative', the PHAA believes that a strong government hand is needed.

"With childhood obesity rates responsible for significant health issues it is important for government to take a strong hand in developing a comprehensive approach in dealing with the issue. Marketing campaigns such as "Measure Up" will be undermined if inappropriate parallel marketing occurs. Our children's health is not something that should be left to self-regulation," said Michael Moore, CEO of the PHAA.

"At long last the food industry has conceded that there is a problem, but self-regulation has failed so far in this area, and always has limitations. Leaving health definitions to industry as they develop self-regulatory mechanisms is simply not good enough. It is also vital that any curbs address all forms of promotion, including sports sponsorship, not just direct advertising".

"The need for government regulation is all the clearer as some of the major offenders, such as KFC and McDonald's, are not even members of the AFGC," said Mr Moore.

"The obesity epidemic is a serious issue for our children and for their future health. It requires comprehensive government action that includes restricting junk food advertising and promotion targeted at children.

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For further information/comment:

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