

PUBLIC HEALTH ASSOCIATION OF AUSTRALIA
MEDIA RELEASE

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**PUBLIC HEALTH LEADERS BACK GREENS MOVE TO BAN JUNK FOOD ADS IN
KIDS TV SHOWS**

The Public Health Association of Australia is backing a move by the Australian Greens to ban junk food advertising in children's television programs. Senator Bob Brown is introducing the *Protecting Children from Junk Food Advertising (Broadcast Amendment) Bill 2008*, which would prohibit junk food advertising during particular times of day and limit junk food advertising in schools.

"Everyone knows that obesity is at crisis point in Australia. We're becoming one of the fattest countries in the world - more than 50% of adults, more than 25% of kids are either overweight or obese," explained Professor Mike Daube, President of the Public Health Association of Australia.

"This Bill can make an important contribution to changing the culture that leads to obesity.

"Junk food promotion dominates our television screens through advertising and sponsorship, much of it targeting kids directly. The current voluntary controls do little to protect our kids from costly and cynical advertising and promotion. The recent capture of Olympics advertising by junk food promotions showed yet again that we need proper, legislated controls.

"There can be no doubt that junk food, confectionery and soft drink companies want to target kids, despite the massive health and social costs of obesity. Kids are targeted through direct advertising, and more insidiously through sports sponsorship. A recent analysis showed that during one junk-food sponsored sporting event the sponsor's logo was clearly visible for 61% of playing time.

"Even as we are encouraging our children to get out and be active, junk food is being promoted at every opportunity. They just don't need a diet high in fat, saturated fat, sugar and salt. This is an important Bill aimed at protecting the health of our children. We urge all legislators to support Senator Brown's proposed legislation," said Professor Daube.

For further information/comment:

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