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**Parents call for ban on advertising of unhealthy foods**

Parents are becoming increasingly concerned about food advertising and the techniques used to target children.

This is the finding of a study by Dr Belinda Morley and colleagues published in the August issue of *Australian and New Zealand Journal of Public Health*.

The study sample looked at concerns regarding the techniques used by food advertisers as well as awareness of the Children's Television Standards, outlined by the Australian Communication and Media Authority.

More than 90% of parents believed there should be more Government regulation in food advertising while 87% supported a ban on the advertising of unhealthy foods. Concerns rated higher among well-educated and better-off socio-economic groups.

Co-author Kathy Chapman said it came through quite strongly that parents were concerned about the volume of advertising and the particular techniques often used to advertise unhealthy foods, such as the use of popular personalities and sports stars, toy giveaways.

"The strength of our results did surprise us, though I think it shows that the Children's Television Standards should be updated to take that strength of community views into account," Ms Chapman said.

"Parents really feel strongly about their children seeing so much junk food advertising, so they are really supportive of the Government doing more in this area."

The Children's Television Standards were reviewed in 2007 with the results due out this month.

ENDS

**For more information about this research, contact the research author:**

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