

2 December 2008

## **Junk Food Advertising - Majority Report Ducks Key Issues**

Junk food promotion is out of control and should be curbed as a matter of urgency, according to the Public Health Association of Australia (PHAA).

Commenting on the report of the Senate Community Affairs Committee into Senator Bob Brown's *Protecting Children from Junk Food Advertising (Broadcasting Amendment) Bill 2008*, and the Greens' Dissenting Report, PHAA President Professor Mike Daube said, "We face an obesity epidemic, threatening the life expectancy of our kids. We need urgent action to curb junk food advertising now."

"There are no effective controls on the promotion of junk food. Junk food promotion is everywhere, ruthlessly aimed at kids and parents. The voluntary codes are feeble and poorly enforced, and do nothing to curb the industry's massive investment in targeted advertising and sports sponsorship."

"The majority report ducks most of the key issues. Their wait-and-see approach to industry self-regulation flies in the face of all the evidence that this just isn't working – and never will."

"The junk food companies don't waste the hundreds of millions of dollars they spend on promotion. This is carefully researched, targeted advertising to increase sales of their products."

"Senator Brown's Bill is an important part of a comprehensive approach to obesity and better nutrition. There are no single miracle solutions to the obesity epidemic. We need a comprehensive approach. But all our other efforts to protect the health of our kids in particular are countered by hundreds of millions of dollars spent on promoting junk food. It is time to act now, to protect our kids".

Ends

### **Links**

Report of the Senate Standing Committee on Community Affairs:

[http://www.aph.gov.au/Senate/committee/clac\\_ctte/protecting\\_children\\_junk\\_food\\_advert/report/c01.htm](http://www.aph.gov.au/Senate/committee/clac_ctte/protecting_children_junk_food_advert/report/c01.htm)

Dissenting Report Australian Greens:

[http://www.aph.gov.au/Senate/committee/clac\\_ctte/protecting\\_children\\_junk\\_food\\_advert/report/d01.htm](http://www.aph.gov.au/Senate/committee/clac_ctte/protecting_children_junk_food_advert/report/d01.htm)

### **For further information/comment:**

Professor Mike Daube (President) - 0409 933 933

Michael Moore (CEO) - 0417 249 731