



**Obesity Health Alliance**  
c/o Diabetes UK  
126 Back Church Lane, London E1 1FH

5th January 2026

The Rt Hon Wes Streeting MP  
Secretary of State for Health and Social Care  
39 Victoria Street  
London SW1H 0EU

The Rt Hon Lisa Nandy MP  
Secretary of State for Culture, Media and Sport  
100 Parliament Street  
London SW1A 2BQ

To the Secretary of State for Health and Social Care  
and the Secretary of State for Culture, Media and Sport,

**Re: Less Healthy Advertising Regulations - a watershed moment for child health**

We are writing to congratulate you on bringing into force the *Less Healthy Food and Drink: Advertising Regulations*. This is an important milestone in protecting children from pervasive junk food advertising, and our coalition of nearly seventy health organisations welcomes the Government finally implementing these long-awaited rules.

We would like to stress the importance of robust monitoring and enforcement of the policy. This will ensure the regulations are implemented consistently and operate as intended to deliver the policy's objective of protecting children from less healthy food and drink advertising; where they do not, further action will be necessary.

We remain concerned about the broad exemptions for brand advertising, the limited number of product categories and media channels in scope, and the continued use of the 2003/04 Nutrient Profiling Model. We are also concerned that restricting the measures to television and online alone will likely prompt displacement into other channels - particularly outdoor advertising. Spending on outdoor advertising increased by 28% between 2021 and 2024, in the years following the Government's announcement of the forthcoming legislation in July 2020 <sup>1</sup>. Furthermore, today polling commissioned by Bite Back shows the majority of adults in the UK support the government extending the policy to outdoor adverts, along with promotions on public transport <sup>2</sup>. There is also clear evidence that less healthy food and drink advertising is unequally distributed, with more deprived communities exposed to a greater proportion of less healthy advertisements, potentially widening health inequalities even further <sup>3,4</sup>.

Without steps to address these issues in future policy, these restrictions will fall short of delivering the conditions required to achieve the Government's ambition to raise the healthiest generation of children ever, or the long-term sustainability gains the NHS urgently needs.

We therefore wish to express our strong support for updating the advertising regulations in line with both Labour's manifesto commitment to ban junk food advertising to children and the clear goal - endorsed by the House of Lords Food, Diet & Obesity Committee - of ending unhealthy food and drink advertising to children by the end of this Parliament by:

- adopting the 2018 Nutrient Profiling Model as promised in the 10 Year Health Plan;
- expanding the range of product categories in scope;
- removing the exemption for 'brand' and 'brand of a range of products'; and
- beginning work on the next phase of advertising regulation, including outdoor and across other media channels.

A whole system approach is required to create an environment that promotes good health and enables healthy eating for everyone, through every life-stage. We would welcome the opportunity to meet with you to discuss how these issues can be addressed and how we can support you in delivering a comprehensive and effective package of protections for children's health.

Kind regards,

Katharine Jenner, Executive Director, Obesity Health Alliance

Colette Marshall, Chief Executive, Diabetes UK

D'Arcy Williams, CEO, Bite Back

Eddie Crouch, Chair, British Dental Association

Pamela Healy OBE, CEO, British Liver Trust

Kath Dalmeny, Chief Executive, Sustain: The alliance for better food and farming

Dr Tim Meek, President, Association of Anaesthetists

Dr. Kath McCullough, Royal College of Physicians Special Adviser on Obesity

Malcolm Clark, Senior Prevention Policy Manager, Cancer Research UK

Corin Bell, CEO, Alexandra Rose Charity

John Maingay, Director of Policy, British Heart Foundation

William Roberts, Chief Executive, Royal Society for Public Health

Greg Fell OBE, President, Association of Directors of Public Health

Professor Steve Turner, President, Royal College of Paediatrics and Child Health

Dr Vicky Sibson, Director, First Steps Nutrition Trust

Charlotte Gage, Co-Director, Adfree Cities

Sonia Pombo, Head of Research & Impact, Action on Salt and Sugar

Dr Kawther Hashem, Senior Lecturer in Public Health Nutrition, Queen Mary University of London

Dr Hannah Moody, Director of Research and Engagement, Breast Cancer UK

Caroline Cerny, Deputy Chief Executive, Action on Smoking and Health

Tracy Nicholls, Chief Executive, Royal College of Paramedics

Dr Kath Roberts, Senior Lecturer in Public Health Nutrition, University of York

Professor Emilie Combet, President, Association of the Study of Obesity  
Alison Railton, Director of Policy and External Affairs, Kidney Research UK  
Dr Hannah Brinsden, Head of Policy and Advocacy, Food Foundation  
Michael Baber, Director, Health Action Research Group  
Rob Percival, Head of Policy, Soil Association  
Liz Stockley, CEO, British Dietetic Association  
Professor Maria Bryant, FixOurFood, University of York  
Dr Matthew Philpott, Executive Director, Health Equalities Group  
Dr Rachel Bell, Lead, NCD Alliance Scotland  
Dr Rachael England, Head of Policy and Advocacy, Oral Health Foundation  
Dr Adrian Brown, Chair, British Dietetic Association Obesity Specialist Group  
Nadya Isack, Founder, Empower Health Initiative  
Phil Pyatt, Chief Executive, Blood Pressure UK  
Julie Cameron, Head, Obesity Action Scotland  
Alison Morton, CEO, Institute of Health Visiting (iHV)  
Dr Giota Mitrou, Executive Director of Research and Policy, World Cancer Research Fund  
Lauren Bowes Byatt, Deputy Director - A Healthy Life, Nesta  
Mr Ahmed Ahmed, BOMSS President  
Dr Ian Rowe, President, British Association for the Study of the Liver  
Nikita Sinclair, Head of Children's Health and Food, Impact on Urban Health  
Adrian Bradley, Chief Executive, Arthritis and Musculoskeletal Alliance  
Professor Grant McIntyre, Dean of the Faculty of Dental Surgery at the Royal College of Surgeons of Edinburgh  
Fergal Monsell, President, British Orthopaedic Association (BOA)  
Professor Scarlett McNally OBE, Deputy Director, Centre for Perioperative Care  
Dr Charlotte Eckhardt FDSRCS, Dean of the Faculty of Dental Surgery, Royal College of Surgeons of England  
Dr Jordan Beaumont, Senior Lecturer in Food and Nutrition, Sheffield Hallam University  
Jill Clark, Chairman, CancerWatch  
Dr Claire Shannon, President, Royal College of Anaesthetists

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## References

[1] Food Foundation (2025) The State of the Nation's Food Industry report 2025 [online] Available at:  
<https://foodfoundation.org.uk/publication/state-nations-food-industry-report-2025>

[2] Mirror (2026) Half of Brits want more action on kids' health as major changes made to junk food ads [online] Available at:  
<https://www.mirror.co.uk/news/politics/half-brits-want-more-action-36495813>

[3] Jenneson VL, Wilson I, Pontin FL, Evans CEL, Morris MA. Mapping Advertising Assets Project: a cross-sectional analysis of food-related outdoor advertising and the relationship with deprivation in Leeds, UK. Public Health Nutr. 2025 Sep 3;28(1):e161. doi: 10.1017/S1368980025100670. PMID: 40899156; PMCID: PMC12516639.

[4] Bite Back (2024) Fuel Us Don't Fool Us [online] Available at:

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