

Our Children, Our Future

A parents' manifesto for healthy children's food

SUMMARY



This manifesto has been developed using the views of over 2000 parents from across the UK and co-created with our Children's Food Ambassadors. It's a call to action for the next government to make children's health a priority. These are the five key areas for government action that parents believe will make a real difference in children's health.

We are calling on the government to make free, healthy and sustainable school food a priority for all our children from nursery to sixth form/college



- The government must commit to a progressive approach to expanding school food for all to ensure that all our children have access to a hot and nutritious lunch.
- When entrusting our children to nursery and school care the government should guarantee that their lunches and snacks meet current, regulated, and monitored school food standards.
- Our school leaders, caterers and administrative staff should feel empowered and supported to provide healthy, sustainable food to all our children, minimising salt, sugar and fat in meals and snacks.
- We need an updated curriculum that actively encourages our children to engage in learning about food, from farm to fork, and ensures that the whole school environment puts these principles into action.

The government must protect our children from the flood of unhealthy food advertising and marketing



- Our children shouldn't be bombarded with unhealthy food advertisements. We need the government to restrict unhealthy food advertising to children.
 - On TV, by implementing the 9pm watershed
 - On social media
 - Around children's spaces
 - On public transport systems
 - In sports spaces
- Our children should not be exposed to frequent promotions of unhealthy food on their mobile phones. The government must regulate access to, and promotions on, food apps that target our children.

- The government must take action to restrict advertising of less healthy food and drink using celebrities, sports personalities, social media influencers or cartoon heroes that attract children directly. These promotional tactics should be restricted to healthier food and drinks only.
- We need the government to put an end to multi-buy offers and promotions on unhealthy food and drinks e.g. 3 for the price of 2.

We need honest and trustworthy information on food and drink packaging



- Review and improve the current traffic light labelling system making clear, colour coded labels compulsory and consistent across all products.
- Consult on ways to respond to growing parental concerns about the level of unhealthy, ultra-processed foods being sold as 'healthy' or suitable for children and families.
- Remove misleading health claims on our children's products.
- Restrict the use of cartoons, child friendly characters and other design or promotional on-pack features on packaging that appeal directly to our children.

We need the government to make nutritious food affordable and accessible for all families



- To better support our most vulnerable families we need the government to reform the existing Healthy Start Voucher scheme and ensure councils have funds to support families on low incomes.
- We need supermarkets to make healthier food and drinks more affordable when we go food shopping by increasing discounts and special offers on healthy products like fruit, vegetables, and pulses.
- We urge the government to do more to make food companies reduce the amount of salt, sugar and saturated fat in our children's products, without resorting to an increase in the use of artificial sweeteners.

We want the government to put a stop to the sale of high-caffeine energy drinks to our children



- Our children should not be drinking high-caffeine energy drinks. The government must restrict the sale of high-caffeine energy drinks to children under 16.
- Energy drinks need to carry much more visible warning labels indicating that they are not suitable for children.
- Clearer information about the levels of sugar, caffeine and other additives should be displayed on the packaging of all energy drinks.

Read the full manifesto report [here](#)