

Protecting children from unhealthy food advertising

A briefing paper for the Director, Food Standards Agency Wales

Sustain's Food Labelling and Marketing Working Party

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Contents

About Sustain	2
Introduction	2
The extent and nature of food advertising to children	3
The influence of food advertising on children's diets	4
The impact upon children's health	5
Current controls on food advertising	6
Advertising and the vulnerability of children	6
Wide support for stronger controls	7
The position of the UK Food Standards Agency	8
The position of the food and advertising industries	9
In conclusion	10
APPENDIX I: <i>Sustain's Food Labelling & Marketing Working Party</i>	11
APPENDIX II: <i>Sustain's campaign document</i>	12
APPENDIX III: <i>Current list of supporting organisations</i>	14
References	15

About Sustain

***Sustain: The alliance for better food and farming* represents around 100 public interest organisations working at international, national, regional and local levels.**

Sustain's aim is to advocate food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture. Sustain is a registered charity and does not accept funding from any source which may compromise, or appear to compromise, the alliance's principles.

Sustain's Food Labelling and Marketing Project works to ensure that food labelling and marketing encourage healthy eating, particularly among children and other vulnerable groups. We seek to achieve this by improving regulations and their enforcement, raising awareness about food labelling and marketing practices, monitoring promotional trends and promoting healthier foods. The Food Labelling and Marketing Project work is co-ordinated by a Working Party of more than 20 professionals working to promote health and welfare and who represent a wide range of national organisations (see Appendix I).

Introduction

Children have a right to grow up free from commercial pressures to buy, or pester their families to buy, fatty / sugary / salty foods that put their current and future health at risk.

Wherever children turn, they are confronted by commercially prepared words and images promoting unhealthy foods. Advertising messages designed to capture children's imagination, appear on television and radio, on the internet, at the cinema, in comics and magazines, on food labels and even at school. Whilst parents, and medical, health and education professionals endorse Government advice that fatty, sugary and salty foods should be eaten infrequently and in limited quantities, food advertising targeted at children portrays these unhealthy foods as attractive food choices.

The food industry recognises television as a particularly powerful advertising medium, which reaches tens of millions of children and adults on a daily basis. The diet promoted and reinforced by television advertising is very distant from the recommended nutritionally balanced diet. Sustain believes that children deserve to be protected from the constant promotion, during their own television programming, of foods which contribute towards an unhealthy diet. Some European countries, most notably Sweden, recognise the need to protect children from commercial pressures created by television advertising and have well-established controls to ensure that advertisements are not targeted to children under the age of 12 years.¹

The relevance to children's health was highlighted at a recent conference, hosted by the Royal College of Paediatrics and Child Health, which heard how our snack food culture is creating a whole generation of children which is eating itself sick². Good evidence for this is given by the alarming increases in childhood obesity and the first diagnoses of Type 2 diabetes (previously known as 'adult-onset' diabetes) in 13 to 15 year old children. Given that medical professionals are unanimous that children should reduce their consumption of fatty, sugary and salty processed foods, 'precautionary' controls should be introduced to restrict promotions which present these foods to children as positive and desirable options.

The extensive list of national organisations which support Sustain's call for legislation to protect children from unhealthy food advertising (Appendix II) already it includes three Royal Colleges of Medicine (General Practitioners, Physicians and Surgeons), the Faculty of Public Health Medicine, the British Dietetic Association, the British Heart Foundation, the National Obesity Forum and The Obesity Awareness & Solutions Trust (TOAST), in addition to many other professional health organisations and children's and parents' charities (the full list of endorsing organisations is given in Appendix III). In fact the only people to oppose controls on the promotion of unhealthy foods to children are those who represent the vested interests of the advertising and food industries.

The extent and nature of food advertising to children

Repeated research demonstrates that the foods promoted to children are dominated by those which are high in fat and/or sugar and/or salt.

In July 2001, Sustain published, '*TV Dinners – what's being served up by the advertisers?*', research which compares the nature and extent of television food advertising during children's and adult television viewing periods.³ The report confirms the findings of other research which demonstrates that advertising on children's television presents a grossly imbalanced nutritional message,^{1, 4, 5, 6} creating a conflict between the types of food promoted to children and national dietary recommendations.

Analysis of the nutritional content of food and drink advertised during children's viewing times demonstrates that up to 99% of the products contained high levels of fat and/or sugar and/or salt. The largest categories of advertised food on children's television were confectionery and cakes and biscuits. Whilst fruit and vegetables were not advertised at all, fatty and sugary foods were advertised in proportions up to 11 times higher than the proportion recommended in dietary guidelines. The *TV Dinners* report illustrates how children viewing Saturday morning television will see more than twice as many adverts per hour for unhealthy foods as adults viewing after 9.00pm in the evening. So there seems to be some sort of selective targeting of children by the promoters of unhealthy foods.

A 1998 content analysis study undertaken by researchers at the Division of Psychiatry and Behavioural Sciences at Leeds University⁶ found that "*advertisements during children's TV are still dominated by foods of questionable nutritional value*". Their report, published in the International Journal of Obesity, concludes that adverts aimed at children are designed in a manner "*to engage attention and emotional response*" and more widely, that "*food advertising is an example of directed and coercive influence that is of little benefit to its audience*".

The influence of food advertising on children's diets

Advertising must have some effect on children's food choices, otherwise the food industry would not spend millions each year creating and targeting them at children.

At Food Standards Agency meetings to discuss the promotion of foods to children, food and advertising industry representatives have confirmed the obvious: that food advertising does have some influence on children's food choices.⁷ This clearly must be the case, for if it were not, food manufacturers would not spend millions of pounds a year creating advertisements and promotions for food products which are targeted at children.

The most comprehensive survey to date of the role of advertising in children's food choices was the literature review commissioned by the Ministry of Agriculture, Fisheries and Food (MAFF), published in 1996, and conducted by Dr Brian Young of Exeter University.⁸ All of the studies reviewed were published in journals and peer-reviewed. Eight out of ten studies identified a clear effect of food advertising on purchase requests made to parents, and six out of eight studies demonstrated a direct effect of advertising on food choice.

More recent research, conducted by NOP Consumer and published in the Co-op's '*Blackmail*' report, has effectively demonstrated the power of food advertisements which are directed at children.⁹ To assess children's responses to television commercials, NOP interviewed 293 children under 11 years old. The research found that all children believe that advertising is a promise of superior quality and the older children appeared to value it highly as a source of information which guides their purchases. Meanwhile, the reality of 'pester power' was highlighted by the result that 73% of children asked parents to buy sweets and crisps they had seen advertised on television, with only two in ten giving up or doing nothing when confronted by a parental "no". This supports the findings of nationwide research published by Sustain and supported by Oxfam's UK Poverty Programme, demonstrating how many parents on low incomes repeatedly identify advertising as a barrier to encouraging healthy family eating patterns.¹⁰

Meanwhile, the power of promoting certain types food has been demonstrated by a research project conducted by psychologists at Bangor University. This project utilised the same promotional strategies used by the food industry. For instance, children followed video adventures of hero cartoon figures who like fruit and vegetables and they were given small gift-type rewards for tasting the foods. These promotional strategies have produced major and long-term increases in children's consumption of fruit and vegetables.¹¹

There is already sufficient evidence to demonstrate that advertising food to children on television is effective in influencing their food choices and dietary patterns. Moreover, it is clear to us that any objective assessment of the available research would conclude that it would be prudent to adopt a 'precautionary approach' in order to ensure that children's health and well-being is protected. This 'precautionary approach' would require restrictions on the types of foods which can be advertised on television when large numbers of young and impressionable children are viewing.

The impact upon children's health

The diets of children in the UK are unhealthy, containing far too much saturated fat, sugar and salt, affecting their health in adult life, if not before.

Health professionals are right to highlight the importance of a healthy balance in children's diets. However, the 2000 National Diet and Nutrition Survey¹² confirms that children's diets need major changes if a healthy balance is to be widely realised. The Survey found that the vast majority of children have intakes of saturated fat, sugar and salt which exceed the maximum recommended dietary levels for adults.

Many professionals maintain that the cumulative effect of advertising which portrays unhealthy food and soft drinks as desirable and positive choices, is to reinforce children's bad dietary habits and undermine the efforts of parents and health professionals to encourage healthier patterns of eating. High consumption of unhealthy foods and soft drinks is likely to displace more nutritious food (for instance, fruit and vegetables) from children's diets, result in excess energy intake leading to overweight and obesity, cause dental diseases (the National Diet and Nutrition survey found that 53% of all 4 to 18 year olds have some decay in either their primary or permanent teeth) and contribute towards the early development of adult-onset diseases such as coronary heart disease, cancer, hypertension and diabetes.^{13, 14, 15, 16}

The rate of increase in the prevalence of childhood obesity is particularly alarming. Between 1984 and 1994, there was a 140% increase in obesity in primary school children.¹⁷ A February 2000 British Medical Journal editorial, entitled, 'Childhood obesity: time for action, not complacency', states unambiguously, "*Children should be encouraged to eat fewer high fat snacks such as crisps and biscuits and to avoid consuming a large proportion of total energy from sweetened drinks*".¹⁸ However, it is precisely these types of foods which are repeatedly promoted to children and advertised during their television viewing times.

Given the scientific evidence that diets high in fats (especially saturated fats), sugar and salt have a detrimental effect on children's current and future health, the selective targeting of children as the recipients of advertisements for foods high in these components is unjustifiable. In this light, the need for precautionary restrictions on the television broadcast of unhealthy food advertisements during periods when large numbers of young children are viewing becomes even more clear.

Current controls on food advertising

Codes of advertising practice do not acknowledge any potential for harm to children's health of the total effect of advertising fatty, sugary or salty foods directly to children.

At first sight, current advertising codes of practice seem to go somewhat in acknowledging that the effect of food advertising on children's diets may be detrimental. For instance, the Independent Television Commission (ITC) Code of Advertising Standards and Practice¹⁹ states, "*advertising should not undermine progress towards national dietary improvement by misleading or confusing consumers or by setting bad examples, particularly to children.*" The Code also states that "*advertisements must not encourage or condone excessive consumption of any food*" and that "*advertisements must not disparage good dietary practice*".

However, the ITC only applies its Code to individual advertisements, which by themselves may not contravene these specific provisions. This application of the Code does not recognise any potential for a cumulative effect of advertising on children and thus fails to protect children from the current state of imbalanced food advertising on television.

The Code does however contain clear provisions to protect children from the harmful effects of alcohol and tobacco advertisements. These rules are specific and comprehensive, for example including a prohibition on "*smoking in any advertising which might be of particular interest to children or teenagers*". This degree of protection of children is clearly very important and the ITC notes accompanying a recent draft revision of its Code²⁰ explain that young viewers "*may not have the knowledge or experience to make reasoned decisions for themselves*".

Having acknowledged children's natural credulity, the ITC still make no provision to protect children from the overall advertising of foods which contain high levels of fat, saturated fat, sugar or salt, even though expert medical opinion recommends that children consume these foods infrequently.

Advertising and the vulnerability of children

Young children are not able to comprehend fully the purpose of advertising, nor the health consequences of their food choices.

It is well recognised that children, particularly young children, are not fully capable of understanding the purpose and subtleties of advertising, especially on television.^{21, 22} Research commissioned by the ITC has shown that at 4 years of age children see advertising as entertainment and by 6 or 7 years of age children think that advertising is there purely to provide information about goods and services.²³ A study quoted in the same ITC report suggests that only a quarter of 11-to 12-year olds are able to provide an explanation of why advertisements are shown on television that demonstrates an understanding of selling and profit motives.²⁴ A more recent review of research, published in 2001, also concludes that most children only develop an ability to explain the underlying motives and aims of advertising at around the age of 10 to 12 years.²²

Thus, younger children, even if they can distinguish between adverts and programmes are far less likely to realise that the purpose of television advertising is to persuade them to buy something. Young children have no real concept that those responsible for advertising view them as a source of sales and profit. It is only when children have an understanding of the intention, motives and aims of advertising, that they are able to begin to develop a critical attitude towards advertising. Even then, it is not at all clear that this makes children a legitimate target for advertising. Most children, for example, are aware that smoking is harmful. But we also know that the prospect of ‘harm’, particularly when it will occur at a distant time called ‘adulthood’, is not sufficient to deter some children from smoking. As already discussed above, controls therefore exist to protect children from advertisements which promote tobacco.

Further ITC commissioned research into the influence of television advertising on children suggests that many parents are in practice “*less than successful*” in monitoring children’s television consumption.²⁵ This research shows that parents have a widespread belief that children are affected by advertising on television and that parents recognise that any negative impact of advertisements is magnified by their frequent repetition.

Wide support for stronger controls

The long list of national organisations which support the call for legislation to protect children from unhealthy food advertising confirms the strength of professional concern.

The Food Standards Agency (FSA) Food Labelling Policy Review document presented to the Agency’s Board in September 2000 states, “*There is considerable concern that the way foods that are high in fat/sugar/salt are promoted to children is undermining healthy eating advice and contributing to childhood obesity and long-term health problems*”.²⁶ At other meetings, the FSA have stated that they have received numerous representations from members of the public, consumer groups and MPs expressing concern about the effect of promotional practices on children’s eating habits and consequently their health.^{27, 28}

Other initiatives have also confirmed the very wide support for mandatory controls on the advertising of fatty, sugary or salty foods to children. Already, around 80 national public interest organisations have confirmed their support for Sustain’s campaign calling for legislation to protect children from the advertising of unhealthy foods (see Appendices II and III). In addition to concerned parents’ and children’s organisations, the campaign has received support from many national medical, health and obesity awareness bodies.

Independent research conducted by NOP and MORI, commissioned separately by the National Food Alliance and the Co-op, has also clearly established strong parental support for controls on food advertising aimed at children. The MORI study found that nearly two thirds (of 633 parents) thought that there should be tougher restrictions on the advertising of foods and soft drinks to children.²⁹ The more recent NOP research, found that more than three in four (77% of 1,216 adults) wanted to see a ban on the advertising of sugary / fatty foods during children’s television programmes.⁹

A number of recently published national reports point to the need for action to address the major imbalance in children's food advertising. The House of Common's Public Accounts Committee (PAC) 'Tackling Obesity in England' report³⁰, expresses concern about "*the potentially harmful effects of advertising products high in fat, sugar and salt to children*". The PAC calls for the Food Standards Agency to "work with industry to develop a code of conduct with regard to the amount and nature of food advertising aimed at children". The report also calls for "*strengthened guidance to schools on commercial sponsorship to ensure that they take full account of the potential disadvantages of participating in schemes that might run counter to key messages on healthy eating*". The Government's recent Policy Commission report on the Future of Farming and Food,³¹ also highlights the poor nutritional value of food advertised to children and calls for more responsible food advertising to children.

At a European level, an EC Consumer Committee working group paper, 'Commercial Practices aimed at Children'³², acknowledges the potential for food promotions to influence children's nutrition and health and calls for "*a general horizontal piece of legislation to protect children from commercial communication*". Meanwhile the World Health Organisation have published a draft report for consultation, entitled, 'Diet, nutrition and the prevention of chronic diseases',³³ which endorses taxes on sugar-rich products targeted at children, together with stricter marketing rules and labelling codes for high salt and fat foods.

The position of the UK Food Standards Agency

The development of a code of practice is currently delayed as the Food Standards Agency commissions more research on the promotion of food to children.

Nearly two years have passed since the UK Food Standards Agency's Board enthusiastically set the Agency the task of developing a code of practice on the promotion of food to children.³⁴ Although there have been numerous official Governmental and non-Governmental reports recommending action (see above), it is not clear that the Agency has made any significant progress on this issue. And, in spite of a wealth of evidence concerning the poor state of children's diets, the rapidly increasing levels of childhood obesity, the extent and nature of food advertising directed at children, the influence of advertising on children's food choices, and the strength of professional, medical and parental concern, the FSA now plans to commission more research.³⁵

It is important to recognise that there are a number of difficulties in establishing a causal link between food advertising and promotions and the early onset of disease. Firstly, there are no control groups: all children growing up in the UK are exposed to food advertising and promotions. Secondly, it is a cumulative process which exerts its effect over time. Thirdly, children are not passive receptacles and that some children will be more vulnerable to advertising than others. And fourthly, the causes of obesity, which is the major risk factor for a number of life threatening diseases (coronary heart disease, hypertension and diabetes), are multi-factorial. This means that any study which aims to investigate the link between advertising and children's diets will necessarily have a large number of confounding variables.

It is therefore inappropriate to believe that the research which the Food Standards Agency plans to commission will provide a definitive answer to industry's repeated claims that food advertising to children has no nutritional consequences.

Meanwhile, it seems that until the completion of this research review, projected for the end of March 2003, the UK Food Standard Agency's commitment to develop a code on the promotion of foods to children is on hold. The food and advertising industries will be pleased by the further delay.

The position of the food and advertising industries

Industry claims that the sole purpose of promotional activity is to encourage brand switching and that there is therefore no harm in targeting food advertising at children.

In spite of the fact that the UK food industry spends more than £0.6 billion a year advertising food products,³⁶ it argues that brand advertising does not stimulate sales of whole food categories. The industry line is that the effect of its promotions is not to increase consumption of any given food category, but only to promote sales of specific brands in the market.

It is disingenuous of industry to suggest that advertising campaigns only affect brand choice. Other well-established goals of marketing campaigns include strengthening brand loyalty, encouraging existing customers to buy more and increasing the market by introducing new customers. Before publication of a report by the Department of Health's Chief Economic Adviser in 1993, the same claims about brand switching used to be presented by the tobacco advertising industry. However, the '*Smee Report*',³⁷ concluded not only that the balance of evidence supported the conclusion that advertising had a positive effect on consumption, but also that wherever in the world advertising of tobacco had been banned, the resulting scale of reduction in smoking could not reasonably be attributed to other factors.

The FSA research specification states that the promotion of foods to children review will be extended to "*examine the hypothesis that promotional activity leads to 'brand-switching' rather than to a change in category of food/ drink purchased/eaten (e.g. a change from fruit to biscuits) or to an increase in quantity of food purchased/eaten*".³⁴ Unfortunately, this work will not be original research, rather a review of existing studies, most of which are likely to have been funded by the food industry. Original research could have utilised existing data to analyse trends in advertising spend and food purchases to assess the impact of advertising on the sales of specific types of food.

In conclusion

Advertising food products to children promotes profit rather than health. Controls to protect children from excessive and imbalanced food advertising are urgently required.

It is clearly not the fault of parents or children that processed foods very often contain unacceptably high levels of fat, sugar or salt. It is also not the fault of children that the food industry selectively targets them in their promotion of these fatty, sugary and salty foods.

No one should be surprised by the attempts made by the food and advertising industries to persuade the public that there is no relationship between food advertising and promotions and children's health. There are, after all, profits at stake.

Parental and professional efforts to encourage healthy patterns of eating are undermined by advertisements and promotions which present fatty, sugary and salty processed foods as positive and desirable choices. However, with the right measures in place, the commercial presentation of these foods to children as attractive food choices, could be readily controlled.

The issue of children's health is sufficiently important to adopt a precautionary approach which would limit children's exposure to commercial communications promoting nutritionally dubious foods for the sake of sales and profit. In reality, no one wants children's diets, and ultimately their health, to deteriorate further.

APPENDIX I: Sustain's Food Labelling & Marketing Working Party Members

Members

Members	Organisation
Mike O'Neill	National Consumer Council
Michelle Berriedale-Johnson	Allergy Alliance
Sally Craig	British Dental Association
Gaynor Bussell	Consensus Action on Salt and Health
Kath Dalmeny	Food Commission
Pat Taylor	National Oral Health Promotion Group
Richard Watt	British Association for the Study of Community Dentistry
Jane Landon	National Heart Forum
Dr Martin Caraher	Centre for Food Policy, Thames University
Dr Tim Lobstein	Food Commission
Tim Marsh	UK Public Health Authority
Norma McGough	Diabetes UK
Dr Mike Rayner	Chair & British Heart Foundation Health Promotion Research Group)
Patti Rundall, OBE	Baby Milk Action
Ben Savill	National Federation of Women's Institutes
Helen Seaford	The Children's Society
Joan Thompson	The National Council of Women of Great Britain
Alison Worwood	British Dietetic Association
Sue Wilkinson	World Cancer Research Fund

Observers

Les Bailey	Local Authority Coordinating Body on Food & Trading Standards (LACOTS)
Keith Gregory	Food Standards Agency
Lucy Harris	Consumers' Food Group
Dr Michael Heasman	New Nutrition Business
David Walker	Shropshire Trading Standards

Sustain Staff

Jeanette Longfield	Co-ordinator
Charlie Powell	Project Officer

APPENDIX II: Sustain's campaign document

Protecting children from unhealthy food advertising

"Children should be encouraged to eat fewer high fat snacks such as crisps and biscuits and to avoid consuming a large proportion of total energy from sweetened drinks."

Childhood obesity: time for action, not complacency, British Medical Journal Editorial, February 2000, vol. 320, p.328.

❖ Children's diet and health

The Government's 2000 National Diet and Nutrition Survey confirms the poor state of children's diets. British children eat less than half the recommended portions of fruit and vegetables a day, and the vast majority have intakes of saturated fat, sugar and salt which exceed the maximum adult recommendations.

Population estimates indicate that 9% of boys and 13.5% of girls in England are overweight and the corresponding figures for Scotland are even higher (10% for boys and 15.8% for girls). The rate of increase in the proportion of overweight children is alarming and childhood levels of obesity in the UK have been described as 'epidemic'. Between 1984 and 1994, the prevalence of obesity in English primary school children increased by 140%. Eating diets high in energy-dense fat is a major contributory factor in the rising trend in overweight and obese children.

More than half of 4 to 18 year olds have some dental decay, largely caused by frequent consumption of sugar-laden products. Recent research has also identified links between the consumption of sugar sweetened drinks and obesity, and between low fruit and vegetable consumption and asthma. In the longer term, a diet high in fatty, sugary and/or salty foods increases the risk of developing coronary heart disease, some cancers, hypertension, diabetes and numerous other health disorders.

❖ Advertising targeted at children

It is estimated that the food industry spent in excess of £0.3 billion in 1999 promoting unhealthy food products. These are processed foods which contain high levels of fat and/or sugar and/or salt and include confectionery, crisps and savoury snacks, soft drinks and other so-called 'fast' or pre-prepared 'convenience' foods. Children are persistently exposed to commercial messages promoting these foods: on television and radio, on the internet, at the cinema, in comics and magazines, on packaging, and even at school.

In July 2001 Sustain published *TV Dinners*, a report which examines the nature and extent of food advertising during children's television programmes. The study shows that between 95% and 99% of the food advertising during children's programming is for fatty and/or sugary and/or salty foods. Fatty and sugary foods are advertised in proportions up to 11 times higher than that recommended in official dietary guidelines, whilst fruit and vegetables are usually not advertised at all. In addition, adverts for unhealthy foods are shown with much greater frequency during children's television compared with adult viewing periods.

Sustain believes that the effect of this imbalance in advertising is to reinforce children's consumption of less healthy foods and undermine the efforts of parents and health professionals to encourage healthier patterns of eating. In the context of scientific evidence that diets high in fats (especially saturated fats), sugar and salt have a detrimental effect on children's current and future health, this selective targeting of children by food advertisers is unjustifiable.

❖ The need for more protection

Television content analyses undertaken by Leeds University have shown that child-orientated adverts are more frequently repeated and are more likely to use animation, pace and central characters, magic and fantasy, together with a wide range of emotional appeals (fun, action, adventure and achievement). The researchers conclude that children's television adverts are designed in a manner to engage attention and emotional response.

Reviews of related research confirm that young children, especially, do not grasp the motives behind advertising or realise that the products advertised may not be good for their immediate or long-term health. Advertising is often viewed as either entertainment or as a source of reliable information, or both. Even when children develop a better understanding of its purpose, they remain very vulnerable to peer pressure, upon which advertising feeds.

These findings are not new. Indeed, in response to concerns expressed over a number of years, advertising codes of practice acknowledge that children deserve special protection, including from inducements to eat unhealthy diets. Why, then, does there continue to be a very high volume of advertising for fatty and/or sugary and/or salty foods, targeted specifically at children?

First, the codes apply only to individual adverts, and not to the cumulative effect of advertising and marketing as a whole. Second, the codes are voluntary, and call only for restraint, not full protection. So far, only the Co-op has committed itself to a voluntary ban on advertising of fatty, sugary and salty foods to children.

❖ Policy statement

We call upon the UK Government to introduce legislation to protect children from advertising and promotions, targeted directly at children, which promote foods that contribute to an unhealthy diet. These include confectionery, crisps, savoury snacks, soft drinks and other processed products containing high levels of fat, sugar or salt, excessive consumption of which is known to be detrimental to children's health. Voluntary approaches are not working, so statutory controls are needed to end commercial activities which promote these foods specifically to children.

We fully acknowledge that advertising is not the only influence on children's diets and, thereby, their health. Family and friends, teachers and other professionals, government and private sector policies all have their role to play. However, advertising also affects all of these influences, as well as appealing directly to children, and it is designed to be powerfully persuasive. Sustain believes that children have a right to grow up free from commercial pressures to buy – or pester their families to buy – fatty and/or sugary and/or salty foods that put their current and future health at risk.

*References supporting the statements made in this document are listed at
www.sustainweb.org/adcampaign*

APPENDIX III: Current list of supporting organisations

Protecting children from unhealthy food advertising

*Support confirmed (as at 1 July 2002)
in writing from:*

Action Against Allergy
Allergy Alliance
Arid Lands Initiative
Autism Unravelled
Baby Milk Action
Biodynamic Agricultural Association
Blood Pressure Association
British Allergy Foundation
British Association for Community Child Health
British Association for the Study of Community Dentistry
British Cardiac Society
British Dental Association
British Dietetic Association
British Heart Foundation
British Heart Foundation Health Promotion Research Group
British Hypertension Society
British Institute for Allergy & Environmental Therapy
British Society for Cardiovascular Research
Centre for Food Policy
Chartered Institute of Environmental Health
Child Growth Foundation
Child Poverty Action Group
The Children's Society
Coeliac UK
Co-operative Group (CWS) Ltd
Community Health UK
Community Nutrition Group
Community Practitioners' and Health Visitors' Association
Consensus Action on Salt and Health (CASH)
Coronary Artery Disease Research Association
Coronary Prevention Group
Day Care Trust
Digestive Disorders Foundation
Elm Farm Research Centre
Family Heart Association
Faculty of Public Health Medicine
Family Welfare Association
Federation of City Farms and Community Gardens
Food and Chemical Allergy Association
Foundation for Local Food Initiatives

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General Consumer Council for Northern Ireland
Gingerbread
Guild of Food Writers
Health Education Trust
Human Scale Education
Hyperactive Children's Support Group
The Food Commission
Haemolytic Uraemic Syndrome Help (HUSH)
International Society for Food Ecology and Culture
Land Heritage
Latex Allergy Support Group
Maternity Alliance
McCarrison Society for Nutrition and Health
Migraine Action Association
National Children's Bureau
National Council of Women
National Federation of Consumer Groups
National Heart Forum
National Obesity Forum
National Oral Health Promotion Group
Northern Ireland Chest, Heart and Stroke Association
Positive Parenting
Royal College of General Practitioners
Royal College of Physicians
Royal College of Surgeons
Royal Institute of Public Health
Royal Society for the Promotion of Health
Scottish Heart and Arterial Disease Risk Prevention
The Soil Association
Soroptimist International of Great Britain
The Stroke Association
TOAST (The Obesity Awareness and Solutions Trust)
UK Public Health Association
UNISON
Vega Research
Weight Concern
Welsh Food Alliance
World Cancer Research Fund
Young Minds

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