



# Children's Food Campaign

[www.childrensfoodcampaign.org.uk](http://www.childrensfoodcampaign.org.uk)

Children's Food Campaign  
Sustain, 94 White Lion Street  
London N1 9PF  
020 7837 1228

## To

Labour: **Rt Hon Gordon Brown MP, Rt Hon Hilary Benn MP, Rt Hon Hazel Blears MP, Jon Cruddas MP, Rt Hon Peter Hain MP, Rt Hon Harriet Harman MP, Rt Hon Alan Johnson MP.**

Conservative: **Rt Hon David Cameron MP, Andrew Lansley MP.** Liberal Democrat: **Rt Hon Menzies Campbell QC MP, Norman Lamb MP.**

Copy to: **all MPs.**

We, the undersigned, support the Television Advertising (Food) Bill introduced by Baroness Thornton. The Bill will receive its Second Reading in the House of Lords on 8 June. We hope you will join us at an event in the Moses Room in Parliament at 9.30am on this day to discuss your views on this important issue.

As a coalition of 51 organisations with expertise in health, consumer and children's issues - together with leading figures in the food sector - we urge you to support Baroness Thornton's Bill.

The Bill will improve children and young people's diet, health and well-being by:

- ending television advertising for high in fat, salt and sugar (HFSS) food and drink before 9pm;
- restricting advertising of food 'ranges' containing HFSS items before 9pm; and
- preventing the sponsorship of pre-watershed programmes by HFSS products.

The Chief Medical Officer, Sir Liam Donaldson, has described the crisis in children and young people's diets as a health 'time bomb' which must be defused. Lord Krebs, the former Chair of the Food Standards Agency, has warned that for the first time in more than a century, life expectancy may fall - with the real prospect that children may live shorter lives than their parents.

If this Bill is passed, children and young people will be further protected from junk food advertising on television, providing potentially important benefits to their health.

The International Obesity Taskforce has calculated that 220,000 children and young people become obese every year in the UK, and this number will grow unless we take rapid action. This Bill could make a significant difference to the health and wellbeing of our nation's children and young people, and we ask you to give it your full support.

## Yours sincerely,

 <b>Dr Mike Rayner</b> Chair Children's Food Campaign	 <b>Raymond Blanc</b> Chef & Restaurateur	 <b>Sophie Grigson</b> Food Writer & Broadcaster	 <b>Antony Worrall Thompson</b> Chef, Restaurateur, Food Writer & Broadcaster	 <b>Prue Leith</b> Restaurateur and Cookery Writer	 <b>Sara Jayne Stanes</b> Director Academy of Culinary Arts	 <b>Ron Bailey</b> Director ACT	 <b>Michelle Berriedale-Johnson</b> Editor - Foods Matter Allergy Alliance	 <b>Christopher Clouder</b> Alliance for Children	 <b>Dr Beckie Lang</b> External Affairs Officer Association for the Study of Obesity	 <b>Dr Mary Bousted</b> General Secretary ATL	 <b>Patti Rundall</b> Policy Director Baby Milk Action	 <b>Susan Ringwood</b> Chief Executive Officer, Beat - beating eating disorders.
 <b>Maura Gillespie</b> Head of Policy and Public Affairs, British Heart Foundation	 <b>Dr Nigel Carter</b> Chief Executive British Dental Health Foundation	 <b>Dr Vivienne Nathanson</b> Director of Professional Activities, British Medical Association	 <b>Sarah Sleet</b> Chief Executive Coeliac UK	 <b>Francine Bates</b> Chief Executive Contact a Family	 <b>Douglas Smallwood</b> Chief Executive Diabetes UK	 <b>Professor Rod Griffiths CBE</b> President Faculty of Public Health	 <b>Jessica Mitchell</b> Director The Food Commission	 <b>Jack Winkler</b> Director Food and Health Research	 <b>Tanya Kenny</b> Co-ordinator Food Justice Campaign	 <b>Vicki Hird</b> Senior Campaigner Friends of the Earth	 <b>Sally Bunday MBE</b> Director, Hyperactive Children's Support Group	 <b>Joe Harvey</b> Caroline Walker Trust Health Education Trust
 <b>Sue Foreman</b> Assistant Director Hempall Consultancies	 <b>Steve Nash</b> Director HUSH	 <b>Rob Brighton</b> Trust Manager Land Heritage	 <b>Andrew McCulloch</b> Chief Executive Mental Health Foundation	 <b>Chris Keates</b> General Secretary NASUWT	 <b>Paul Ennals</b> Chief Executive National Children's Bureau	 <b>Ed Mayo</b> Chief Executive National Consumer Council	 <b>Jane Landon</b> Deputy Chief Executive National Heart Forum	 <b>Dr Colin Waine OBE</b> Chair National Obesity Forum	 <b>Steve Sinnott</b> General Secretary National Union of Teachers	 <b>Richard McKie</b> Senior Development Officer for Health, National Youth Agency	 <b>Cathy Court</b> Director Netmums	 <b>Fay Mansell</b> Chair, National Federation of Women's Institutes
 <b>Andrew P Dougal</b> Chief Executive Northern Ireland Chest Heart and Stroke	 <b>Purnima Tanuku</b> National Day Nursery Association	 <b>Andrew Simms</b> Policy Director nef (the new economics foundation)	 <b>Bill Hibberd</b> Director The Parent Organisation Ltd	 <b>Alison Gehring</b> Senior Policy Officer The Royal Society of Health	 <b>Peter Melchett</b> Policy Director Soil Association	 <b>Fiona Bird</b> Stirrin' Stuff	 <b>Christine Lewis</b> National Officer UNISON	 <b>Juliet Gellatley</b> Director Viva!	 <b>Dr Kate Allen</b> Director WCRF International	 <b>Alison Chipperfield</b> Specialist Dietitian Weight Concern	 <b>Dr Nich Pearson</b> Director Welsh Consumer Council	 <b>Richard Watts</b> Campaign Coordinator Children's Food Campaign

