Children's Food Campaign

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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.**

The Chief Medical Officer, Sir Liam Donaldson, has described the crisis in children and young people's diets 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 as a health 'time bomb' which must be defused. Lord Krebs, the former Chair of the Food Standards the Moses Room in Parliament at 9.30am on this day to discuss your views on this important issue. 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.

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.

Yours sincerely,

Dr Mike Rayner Chair Children's Food Campaign

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Rob Brighton Trust Manager Land Heritage

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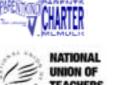
Chief Executive National Consumer Council National Heart Forum National Children's Bureau

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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.

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CALLER OF THE

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Juliet Gellatley

Director

Viva!

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