

QUICK GUIDE: Government consultation on introducing a total online advertising restriction for products high in fat, sugar and/or salt (HFSS)

How to respond

1. Visit the [Government consultation web page](#) where you can find the background document, and scroll down to 'Ways to Respond' and click 'online survey'.
2. Fill out information about yourself using your **own email** and individual/organisation information.
3. **Question 1 is critical.** Choose 'YES' and add your own personal explanation (as a parent, health or food professional, teacher) and any evidence you wish to cite – use the box on the right as a guide.
4. The rest of the survey is optional - you can skip through to the end of the consultation simply by selecting 'Next' at the bottom of each page. If you do have more time:
 - **Question 10 & 13** – we want to see proactive monitoring by independent research bodies so compliance is not based on reactive complaints. Fines and penalties should be imposed on companies in repeated breach of rules. Fines should be proportionate to the size/turnover of the company to act as a deterrent. Public and transparent reporting of all incidences of breaches should be published by the regulator.
 - **Question 17 & 18** – a training and guidance package to support start ups and SMEs to understand and work with any new regulations, especially in terms of understanding the scope and interpreting rules in relation to websites, social media channels, and use of influencer marketing.
 - **Question 26** – YES, children from more deprived backgrounds are twice as likely to be at risk from overweight and obesity.

Skip through to the end and 'submit response.'

ALL DONE! Thank you for your support!

REASONS TO BACK ONLINE ADVERTISING RESTRICTIONS

- ❑ **It's important for the Government ambition to halve childhood obesity by 2030.** Around a third of children are overweight or obese when they leave primary school. An obese child is around five times more likely to remain so as an adult. Children from disadvantaged and lowest income backgrounds are twice as likely to be at risk of overweight and obesity.
- ❑ **Children are spending more time online, and still seeing billions of adverts each year.** The Government's own data shows children in the UK were exposed 15.1 billion times to unhealthy food and drink advertising in 2019.
- ❑ **Current regulations for online advertising of HFSS foods don't protect children enough.** In June-September 2020, surveillance of just 50 websites likely to be visited by children conducted by the Advertising Standards Authority found 102 junk food advertisements, including on 24 children's websites.
- ❑ **Exposure to HFSS advertising online does influence children's food habits.** A 2018 Cancer Research UK study showed that children spending more than 3 hours a day online:
 - Are almost 3x more likely to pester their parents for junk food
 - Are almost four times more likely to buy junk food
 - Will eat around three times less fruit and vegetables.

Deadline
22 Dec

Want to know more?
Check out [this handy briefing](#) from the Obesity Health Alliance.

Questions? Contact Barbara@sustainweb.org