

MEDIA RELEASE



20 October 2008

Parents to learn dangers of junk food ads to kids

Tasmanian parents will hear about the wheeling and dealing of junk food companies from an interstate expert during National Nutrition Week.

The Parents Jury executive officer Justine Hodge will address parents on the dodgy food marketing practices aimed at Australian kids and role of the online advocacy group at a healthy food for children forum in Hobart.

Ms Hodge will encourage parents to take matters into their own hands by becoming advocates for healthy eating in their homes and online.

The Parents Jury is a free online forum for parents to voice their views and collectively advocate for the improvement of children's food and physical activity environments.

Cancer Council Tasmania is working with Parents Jury on several issues that include:

- The revised advertising industry's Advertising to Children Code fails to address community concerns about unhealthy food marketing to children.
- Banning unhealthy food marketing to children was listed as one of the top health ideas at the government's 2020 summit.
- Recommendations for an International Code for Food Marketing to Children has been released, calling for broad and inclusive restrictions on all forms of unhealthy food marketing to children
- New research indicates that children are heavily exposed to unhealthy food advertisements on their way to and from school.

Ms Hodge will address a lunchtime forum at the West Moonah Community House, 130 Springfield Avenue on Monday October 20. Media invited to attend at 11.30am.

**For comment please call Justine Hodge on 0411 825 627
or Cancer Council Tasmania health promotion coordinator Kay Gunn on
0408 514 030**

ENDS

About Parents Jury:

- Key concerns are healthy food in schools, food marketing to children, physical activity, healthy supermarket checkouts and healthy eating for children.
- The Parents Jury is an online network of parents, grandparents and guardians, who are interested in improving the food and physical activity environments of Australian children.
- Parents Jury was formed in 2004 and now has more than 3200 members nationally.
- Its website provides parents with information, advocacy suggestions and resources to enable them to become champions on behalf of their own children.
- The Parents Jury is supported by Cancer Council Australia and its member bodies, Diabetes Australia – Vic QLD and WA, the Australian and New Zealand Obesity Society and VicHealth.
- These organisations have a major interest in improving children's nutrition and levels of physical activity, and reducing overweight and obesity in Australia. The increase in overweight and obesity is one of the biggest health threats facing Australian children.
- The Parents Jury runs annual Fame and Shame Awards for the best and worst children's food marketing campaigns of the year. This year winner of the Shame Award for Pester Power was McDonalds' 'Kung Fu Panda' Happy Meal.
- For more information see parentsjury.org.au