

ADVERTISING FOOD TO CHILDREN



We all find out about products through advertising and our children are no exception. When it comes to promoting food items to them, the Advertising Standards Authority has a Children's Code for Advertising Food. If you are concerned about the advertising your child sees or hears, you might find it helpful to know what is expected from the food industry:

- Children should not be urged to ask their parents or caregivers to buy products for them.
- Advertisements should not undermine the parent's role of educating the children to be healthy and socially responsible.
- Treat foods should not be encouraged inappropriately or in excess.
- Treats, snacks and fast foods should not be encouraged in substitution for a main meal on a regular basis or in a way that undermines the Food and Nutrition Guidelines.
- Benefits of nutritious foods should not be exaggerated.
- Inappropriately large portions of particular foods should not be encouraged.
- Slimming products or aids should not be encouraged to children.
- Celebrities should not be used to encourage unhealthy foods.
- Foods high in fat should not claim to be low in sugar, and vice versa, which could mislead the consumer.
- Advertising linked to competitions or loyalty clubs should not encourage frequent repeat purchase of unhealthy items.
- Advertisements should not mislead children about foods by use of implication, omission, ambiguity or exaggerated claim, in a way that they cannot understand.

Any person can complain about any advertisement in any media which they consider to be in breach of the Codes. You can do this online at the Advertising Standards Authority website – www.asa.co.nz or write to:

The Secretary
Advertising Standards Complaints Board
PO Box 10-675, Wellington

While advertising plays a major role in shaping children's eating habits, what you do as a parent has a huge impact too. If you make healthy eating choices most of the time and live an active lifestyle, your kids will do the same.

Healthy Nibbles Nutrition Updates for Primary Schools

Date: August 2010

Code/Reference: NUT0007AAF

Authorised by: Nutrition and Physical Activity Team

For more information visit: www.cph.co.nz

Canterbury

District Health Board

Te Poari Hauora o Waitaha