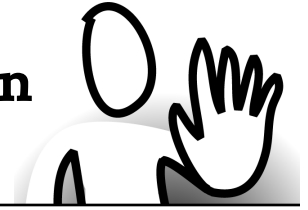


Commercial Alert

statement on **Junk Food Marketing to Children**



Across the planet, obesity in children is reaching epidemic levels. More kids are getting fatter; and not coincidentally, many of these children are the targets of saturation marketing by the junk food industry, which seeks to displace healthful local eating habits with its own high calorie, high-added-fat, high-added-sugar junk food.*

**We, the undersigned,
support a global ban
on junk food marketing
to children twelve
years of age and below.**

The time has come to reaffirm that raising children is the role and responsibility of parents. It is not the role of the junk food industry or any other industry, and these corporations must stop injecting themselves into the relationship between parents and their own children. They must stop creating strife in the home by prodding kids to whine and throw tantrums for junk food. They must stop draining family budgets, especially in developing countries, by enticing children to demand junk food that their parents cannot afford.

These corporations must stop undermining the efforts of parents to transmit traditional—and healthful—eating habits to their children, and they must respect the sanctity of the family dinner table and the cultural heritage that surrounds it.

We, the undersigned, support a global ban on junk food marketing to children twelve years of age and below. This one step is perhaps the single most inexpensive and cost-efficient way to reduce the global burden of obesity, diabetes and their complications among children. It would require virtually no governmental expenditure, and would likely save families billions of dollars each year that could be better spent on such things as education, healthful food and health care. Perhaps most important, it would reaffirm that raising children is the role of parents, and not of global junk food corporations.

We strongly urge the World Health Organization to incorporate such a ban into its Global Strategy on Diet, Physical Activity and Health, and to encourage its member states to adopt it. Or, if necessary, the World Health Assembly should issue International Health Regulations to prohibit advertising of junk food to children twelve years of age and below.

* For the purposes of this statement, junk food is defined as foods or beverages that are relatively high in saturated or trans fat, added sugars or salt, and relatively low in vitamins, minerals, protein and fiber.

COMMERCIAL ALERT is a national nonprofit organization that protects children and communities from commercialism. *For more information about junk food marketing to children, or to become a citizen member, please contact Commercial Alert at (503) 235-8012 or email info@commercialalert.org.*

see
following
pages for list
of endorsers

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Australian Council on Children and the Media

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Coalition on Food Advertising to Children

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Action Against Allergy

Allergy Alliance

Alliance for Childhood

Arid Lands Initiative

Autism Unravelled

Baby Milk Action

Biodynamic Agricultural Association

Blood Pressure Association

British Allergy Foundation

British Association for Community Child Health

British Association for the Study of Community Dentistry

British Cardiac Society

British Dental Association

British Dental Hygienist Association

British Dietetic Association

British Heart Foundation

British Heart Foundation Health Promotion Research Group

British Hypertension Society

British Institute for Allergy & Environmental Therapy

British Society for Cardiovascular Research

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Child Poverty Action Group

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Community Health UK	Latex Allergy Support Group
Community Nutrition Group	Maternity Alliance
Community Practitioners' and Health Visitors' Association	McCarrison Society for Nutrition and Health
Compassion in World Farming	Migraine Action Association
Consumers' Association	National Children's Bureau
Consensus Action on Salt and Health	National Council of Women
Coronary Artery Disease Research Association	National Consumer Council
Coronary Prevention Group	National Consumer Federation
Day Care Trust	National Family and Parenting Institute
Diabetes UK	National Federation of Women's Institutes
Digestive Disorders Foundation	National Heart Forum
Elm Farm Research Centre	National Obesity Forum
Faculty of Public Health	National Oral Health Promotion Group
Family Heart Association	National Union of Teachers
Family Welfare Association	Netmums
Farmers' Link	New Economics Foundation
FARM	Northern Ireland Chest, Heart and Stroke Association
Federation of City Farms and Community Gardens	Organix Brands
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Food and Chemical Allergy Association	Permaculture Association
Food Commission	Positive Parenting
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Guild of Food Writers	Royal College of Physicians
Hands Up For	Royal College of Surgeons
Haemolytic Uraemic Syndrome Help	Royal Institute of Public Health
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Human Scale Education	Scottish Consumer Council
Hyperactive Children's Support Group	Scottish Heart and Arterial Disease Risk Prevention
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Lactation Consultants of Great Britain	

Soil Association
Sorooptimist International of Great Britain
Stroke Association
TOAST (The Obesity Awareness & Solutions Trust)
UK Public Health Association
UNISON
Vega Research
Vegetarian and Vegan Foundation
Viva! (Vegetarians International Voice for Animals)
Weight Concern
Welsh Consumer Council
Welsh Food Alliance
World Wide Opportunities on Organic Farms
World Cancer Research Fund
Young Minds

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