



MARKETING OF
UNHEALTHY FOOD
AND DRINKS TO
CHILDREN

WHAT CAN YOU DO?

BACK TO SCHOOL
SPECIAL

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WHAT CAN YOU DO TO HELP STOP COMPANIES EXPLOITING CHILDREN?

There are ads in a range of mediums such as TV, online and on billboards that advertise unhealthy food and drinks. We know these advertisements influence the choices children make and can lead to poor eating habits and weight problems.

Limiting exposure to unhealthy food advertising is a key step to reducing childhood obesity.

HOW TO MAKE A COMPLAINT

If you think an advertisement is marketing unhealthy food to children you can complain to the **Advertising Standards Authority (ASA)**.

Go to www.asa.co.nz and you will be guided through the process. You can submit a written complaint via the online complaints form:

<http://www.asa.co.nz/complaints/make-a-complaint/>



You will need the following details:

Advertisement details

The time, date, channel (if relevant) you saw or heard the advertisement.

You may like to include a photo.

Code principles or rules breached

State the principle or rule within a code that the advertisement may have breached and be specific about the problem.

Contact information

Your name, address, email and phone number in case the ASA need to contact you.

WHAT IS THE ADVERTISING STANDARDS AUTHORITY?

The Advertising Standards Authority (ASA) sets the standards for advertising and handles the complaints process.

THE ADVERTISING STANDARDS CODE AND THE CHILDREN AND YOUNG PEOPLE'S ADVERTISING CODE

It recognises that the best interests of the child should be the primary consideration.

The Advertising Standards Code requires advertisements to be socially responsible to consumers and society, and should present truthful and balanced information that is not misleading. The Children and Young People's Advertising Code aims to protect children and young people from material that can harm their wellbeing.

All food and beverage advertising targeting children should adhere to the Children and Young People's Advertising Code and the Advertising Standards Code.

There are specific provisions for food and beverages advertisements within both codes including:

OCCASIONAL FOOD* or BEVERAGE ads MUST NOT target children or be advertised where children are a large part of the audience.

Food or beverage promotions MUST NOT ENCOURAGE acting promptly to purchase or buying excessive amounts of a product.

Ads must SHOW APPROPRIATE food portion sizes for age and for one eating occasion.

Ads must NOT IMPLY that it is acceptable to frequently eat or drink OCCASIONAL FOOD* or BEVERAGES.

Popular characters or celebrities such as Santa Claus must NOT BE USED in ads for OCCASIONAL FOOD* or BEVERAGES.

Sponsorship ads targeted to young people must NOT SHOW drinking or eating of OCCASIONAL FOOD* or BEVERAGES.

Ads must NOT MISINFORM the viewer of the health benefits of a FOOD or BEVERAGE.

*Occasional foods and beverages are typically high in saturated fat, energy, sugar, or sodium. Typical occasional foods and drinks include confectionary, deep-fried foods, full sugar drinks and energy drinks. This resource will help you decide if a food is classified as 'occasional'.
<http://www.asa.co.nz/wp-content/uploads/2017/02/FBCS-Nutrient-Criteria-March-2016.pdf>

Marketing is currently self-regulated in New Zealand

If your complaint is accepted for consideration, the ASA complaints board will determine any breaches. If a complaint is upheld, the advertiser is advised to immediately withdraw the advertisement.

Even if your complaint is not upheld it will indicate to the ASA that the public is monitoring the industry's actions and wanting change.

For more resources to help you take action see

<http://www.healthyaucklandtogether.org.nz>

[/take-action/food-environments-and-marketing/resources/](#)

Post any bad ads to instagram and tag us [#dumpthejunknz](#)

If you would like support to make a complaint specific to the marketing of unhealthy food and beverages to children please contact Healthy Auckland Together at:

www.healthyaucklandtogether.org.nz

