

Sent: 09 May 2006 1:47 PM
To: foodadvertising
Subject: Unhealthy Food Ads

My 5 year old son watches telly anytime between the hours of 7am-8:45am and/or 3:30pm-9pm on weekdays, and 7am-9pm at weekends. Sometimes for only a few minutes, sometimes for longer periods.

There is a 9pm watershed for content in television programmes, why can this not also be for unhealthy food ads?

I think childrens' television should not have any advertisements unless their primary goal is to promote such things as good eating habits, good behaviour, etc.. As a single mother on a very low income I find it very depressing that I cannot give my son any of the things that he sees on advertisements, and that advertisements so often make an item appear so much more desirable than it really is. I remember being very disappointed as a child when toys did not automatically do what they appeared to do on advertisements.

Just this weekend my son was asking to go to Pizza Hut as a direct result of an advertisement he had seen on TV. He knows we haven't much money and saw their buy-one-get-one-half-price offer and thought that meant it would be a cheap meal out. He didn't realise that it would not actually be any advantage to us as the offer only covers 2 items that are the same (such as 2 pizzas, 2 salads, etc.) and would not cover a child's meal for him and something different for me.

My son regularly wants to go to MacDonalds - purely because of the advertisements... He doesn't even like hamburgers!

Please don't allow unhealthy food ads before 9pm! They cause so many problems - not just from an obesity angle!