

2016 26

From: K [REDACTED] Todd [REDACTED]
Sent: Tuesday, 12 April 2016 4:52 p.m.
To: Advertising Standards Authority <asa@asa.co.nz>
Subject: Children's Codes

Please depict the number of teaspoons of sugar on fizzy drinks, chippy packets etc. Children need to visibly see how many teaspoons of sugar they are about to consume; as do their parents.

People tend not to read nutrition labels (which are often folded over on small packets) and when they do they generally do not understand the numbers. Who would? Not many people know that per 100g will tell them the percentage and not many people understand a "healthy" percentage anyway.

We are a society that needs pictures to "get the picture". Please depict the sugar on the front of food and fizzy. As a school teacher I really really care about the killer issue of sugar. Pictures speak a thousand words to our young people.

K [REDACTED] Todd
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