

From: Kim [REDACTED]
Sent: Wednesday, 13 April 2016 3:35 p.m.
To: Advertising Standards Authority <asa@asa.co.nz>
Subject: children's code

Hi, I do support the codes as outlined in your document and do appreciate that there are various aspects of marketing that you do not have control over. However, if you could control the timing, location and use of certain tactics to market 'treat' food to children it would be great to see these incorporated.

For example:

Prohibiting the marketing of 'treat' foods during peak times for children on TV, radio etc..

Restricting the location of which marketing can take place e.g. not within a given distance of popular child play areas, schools and other facilities, popular beach spots, at children 's festivals etc..

Prohibiting the sale of toys in conjunction with unhealthy foods, e.g. McDonalds happy meals, meal deal/movie combo tickets for those movies which are child rated movies.

Restrictions around using public and school holidays to promote unhealthy food e.g. colouring competitions in which you win breakfast with Santa at the shopping mall (which is a free McDonalds or another unhealthy food vendor voucher). This creates a strong association of something very popular with unhealthy foods. "Brandwashed" by Martin Lindstrom a marketing insider, is a great example of tactics such as this which large companies use to brand children with their products for life.

Prohibiting the location of where unhealthy foods can be positioned on shelves in particular at large supermarkets, e.g. not at the check outs or only above a certain

height on the shelf e.g. breakfast cereals with cartoon characters are located in the bottom two shelves at the ends of aisles.

As a mother of four children, five years and under we have had to go to extreme lengths and measures to restrict the amount of aggressive food marketing at our children. Not only are we up against large multi national companies, who's profits are put ahead of the health and well being of my kids and this country, we are also fighting against society as a whole. It is in our culture now to consume these 'treat' foods to an excess and often. No longer is chocolate reserved for Easter or Christmas or takeaways for Friday or Saturday nights. We are now entering a very real health epidemic where we can expect our children to have a shorter life span than their parents and those diseases normally associated with old age will be very real amongst our school aged children. My husband and I take personal responsibility for our health and our children's health, but it's a battle and many times we feel like we are the 'bad guys' doing so. We also at times still struggle with our own poor eating habits established during our childhood in the 1980s, but ensuring our children eat a balanced, real and whole food diet in this new world of aggressive marketing and nutrient poor food, is our number one priority as, get this right and everything else will follow.

If the submissions are to be made public, I am happy for my to be but if you could please omit my surname. Thank you.

Kind regards,

Kim [REDACTED]