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Sent: Wednesday, 13 April 2016 4:21 p.m.
To: Advertising Standards Authority <asa@asa.co.nz>
Subject: Submission on Children's code for advertising food standards- Te Runanga o Ngati Whatua

Te Runanga o Ngati Whatua wishes to thank you for your time in reading this submission.

Te Runanga o Ngati Whatua maori public health unit is committed to enhancing the wellbeing of Maori living within its tri as boundaries.

Advertising food to children is a most important topic for Maori. The Maori population has a young demographic profile. One in seven people (598, 605 or 14.9 percent) in Aotearoa NZ identify as Maori (while 668,724 people identify as of Maori descent) One-third of people of Maori descent (33.1 percent) are aged under 15 years of age. Therefore Maori children potentially have a greater exposure to children's advertising than non-Maori.

- The government's current priority is childhood obesity as expressed in the NZ obesity strategy. The World Health Organisation has also prioritized childhood obesity. The United Nations has articulated children's rights to be protected in the UN Convention on the Rights of the Child. It is crucial that advertising standards for children align with these national and international priorities.
- We note that a review panel is established for alcohol however there is not currently a review panel to oversee the advertising of food to children. We recommend the establishment of such a panel as well as Maori representation on this panel.
- Maori communities are interested in increasing the number and range of healthy eating environments for children. This is evident in the number and range of kohanga reo, marae and sports clubs actively taking part in establishing healthy food policies for children. Advertising to children needs to align with the momentum building within Maori communities for healthy food environments.
- Currently the definition of ages of children varies. This is unhelpful. We recommend setting an age range for children that is inline with national and international children's conventions.
- It is unclear how the Advertising Standards Authority engage with Maori. We recommend the Authority set out their terms of reference for engaging with Maori across their various codes and standards.

- There now exist a range of ways that advertising reaches children for example ads that precede youtube videos, ads on facebook and instagram. These can be insidious and often parents may not be aware of the ads that their children are being exposed to in this way. These new mediums need to align with the codes and be strictly monitored and sanctions enforced.
- We support the introduction of independent monitoring and evaluation of the codes and recommend Maori representation.
- When recommend that sanctions imposed by the ASA are upheld and made public
- Placement of advertising is a concern. For example, alcohol advertising and food advertising that includes alcohol continues to be placed on school buses. This is exposing children to inappropriate products and does not align with national and international children's' conventions.

Thank you for your acceptance of our submission.

Nga mihi,

Janell Dymus-Kurei
(Maori Public Health Coordinator)