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From: R [REDACTED] Martin [REDACTED]
Sent: Friday, 15 April 2016 3:08 p.m.
To: Advertising Standards Authority <asa@asa.co.nz>
Subject: Children's Codes

To whom it may concern

I feel strongly that the guidelines around advertising fast foods aimed at children need to be tightened. I believe that all forms of advertising that are targeted towards children under the age of 12 need to be banned. This should include any advertising on any television programme or stations that are specifically aimed at under 12 year olds. I also think that code needs to be broadened so that it includes internet sites.

I do not believe that children under the age of 12 are capable of making informed decisions around fast foods and they do not have the information required to make healthy choices around their diets. I also think that children are strong influencers in the decision that parents make around their children's diets. The pester power of children can be difficult for parents to say no to. If children develop unhealthy eating habits early in their lives this will have an influence on their diets as adults.

The incidence of obesity related diseases such as heart disease and diabetes is increasing rapidly. the costs associated with treating these diseases is set to skyrocket over the next two decades. Decision made today around fast food advertising will have ramifications over the next 20 years. It is for this reason that I believe the legislation around fast foods needs to be changed.

Your sincerely
R [REDACTED] Martin