



PROTECT KIDS FROM JUNK FOOD MARKETING

Give our kids a healthy future.

The Protect Kids from Junk Food Marketing group is asking the government to listen to the evidence and create a healthier future for kids in Aotearoa. They can do this by making a new law to protect children from unhealthy food and drink marketing.

Children in Aotearoa New Zealand face excessive levels of unhealthy food and drink marketing every day¹. The unhealthy food and drink industry use marketing techniques to influence children's eating behaviours. This shapes what children want and creates pressure on parents to purchase these products².

We want to put parents back in control. By restricting the influence of the junk food marketing industry, we can create the best environments for tamariki to grow up in.

Children free from the influence of marketing can make healthier choices and form healthy habits. The long-term effect of this is healthier generations of Kiwi kids.

Where kids live their lives should be free from unhealthy marketing, and this is something communities, parents, health experts and organisations in Aotearoa can get behind.



We already know what the most effective law changes are to protect children.

A law that keeps kids' environments healthy will restrict junk food marketing from:

- **Places for children**, including schools, kura, early childhood centres, playgrounds, children's sports settings, and outdoor settings 500 metres around children's educational institutions.
- **Public services** such as hospitals, libraries, parks, sports grounds, pools, community centres and on public transport networks and facilities.
- **Broadcast media** between 6am and 10pm
- **Paid marketing and sponsorship** across New Zealand-based digital media.

The law will also restrict all junk food marketing from:

- **Direct marketing to children**, through flyers, emails or any other media for children.
- **Being targeted at children**, for example children's toys, cartoon illustrations on product packaging, or promotional material, including junk-food producer branding on items for children or at children's events.

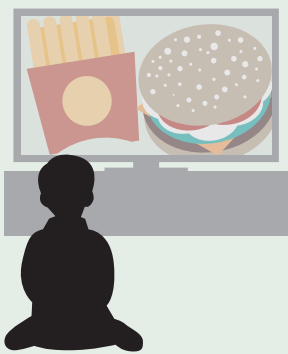
There is already strong public support for this change.

Two out of three New Zealanders support stronger rules around unhealthy food and drink marketing³. The majority (78%) agree children are exposed to too many advertisements for unhealthy food and drinks⁴. The current voluntary code that is managed by the industry is clearly not working to protect our kid's health.

If you want to protect our children from exploitation by the junk food industry and create a healthier food environment for kids to grow up in, get on board. Go to www.junkfoodfree.org to sign up to this campaign and find out what actions you can take to make junk free Aotearoa a reality.

Food Marketing to Children⁵

TELEVISION



12 ADS PER HOUR
in children's peak viewing times
were for unhealthy food and drinks.

64%
WEEKDAY

66%
WEEKEND

of food/drink
ads aired were
for unhealthy
products.

SOCIAL MEDIA

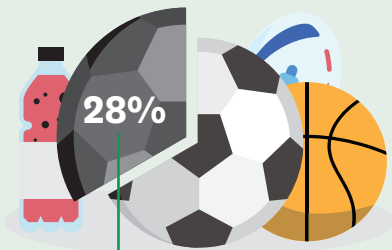
85%

of Facebook posts
and YouTube videos
of foods were for
'not permitted to be
marketed to children'
food/drinks.



**1/4 Facebook posts and 30%
of YouTube videos for unhealthy
products used persuasive
power techniques.**

SPORTS CLUBS



of the most popular sports had food and/or
non-alcoholic drinks corporate sponsorship.



Fast-food chains were 21% of all
food and drinks sponsors.



10%

of unhealthy food
and drink Facebook posts used
promotional techniques specifically
targeting kids, young people and/
or families.

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2. Russell, S. J., Croker, H., & Viner, R. M. (2019). The effect of screen advertising on children's dietary intake: A systematic review and meta-analysis. *Obes. Rev.* 20, 554-568. doi:10.1111/obr.12812
Hastings, G., Stead, M., Mcdermott, L., Forsyth, A., Mackintosh, A. M., Rayner, M., Godfrey, C., Caraher, M., & Angus, K. (2003). *Review of research on the effects of food promotion to children final report prepared for the food standards agency*. Food Standards Agency.
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3. Consumer NZ. (2020). *Unhealthy food marketed to kids*. <https://www.consumer.org.nz/articles/marketing-food-to-children>
4. Consumer NZ. (2020). *Unhealthy food marketed to kids*. <https://www.consumer.org.nz/articles/marketing-food-to-children>
5. Mackay, S., Garton, K., Gerritsen, S., Sing, F., & Swinburn, B. (2021). *How healthy are Aotearoa New Zealand's food environments? Assessing the impact of recent food policies 2018-2021*. The University of Auckland. Report.