



PROTECT KIDS FROM
JUNK FOOD MARKETING

We want children to be protected from harmful food and beverage marketing. We need new laws passed to prevent children from being exposed to unhealthy food and drink marketing.

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

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

This does not cover marketing from small or medium businesses with under 20 employees, except where they are part of a larger franchise, or advertising unhealthy food or drinks produced by big business.

The law will also restrict all junk food marketing from:

- 01** **Being sent directly to children**, like flyers, emails or any other media for children.
- 02** **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.

To protect kids from the junk food industry, the government needs to write this new law, alongside health experts, and pass it through parliament before the next election.