



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 day [1]. 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 products [2].

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 drinks [4]. The current voluntary code that is managed by the industry is clearly not working to protect our kid's health.

Food Marketing to Children [5]

TELEVISION



12 ADS PER HOUR

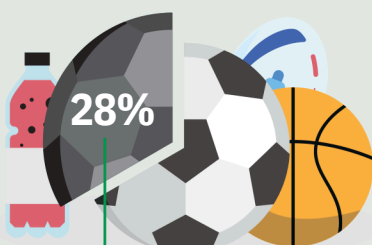
in children's peak viewing times were for unhealthy food and drinks.

64%
WEEKDAY

66%
WEEKEND

of food/drink ads aired were for unhealthy products.

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.

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.



10% of unhealthy food and drink Facebook posts used promotional techniques specifically targeting kids, young people and/or families.

1. Signal, L. N., Smith, M. B., Barr, M., Stanley, J., Chambers, T. J., Zhou, J., Duane, A., Jenkins, G., Pearson, A., Gurrin, C., Smeaton, A., Hoek, J., & Ni Mhurchu, C. (2017). Kids'Cam: An objective methodology to study the world in which children live. *American Journal of Preventive Medicine*, 53(3), e89-e95.
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
3. 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.
4. Sadeghirad, B., Duhane, T., Motaghipisheh, S., Campbell, N. R. C., & Johnston, B. C. (2016). Influence of unhealthy food and beverage marketing on children's dietary intake and preference: A systematic review and meta-analysis of randomized trials. *Obesity Reviews*, 17(10), 945-959. <https://doi.org/10.1111/obr.12445>
5. Consumer NZ. (2020). *Unhealthy food marketed to kids*. <https://www.consumer.org.nz/articles/marketing-food-to-children>
6. Consumer NZ. (2020). *Unhealthy food marketed to kids*. <https://www.consumer.org.nz/articles/marketing-food-to-children>
7. 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.