

Dear Mr Gandy,

In response to the consultation I am writing to object to any product placement on Children's television.

I believe the proposals to allow product placement in UK-made television programmes will lead to children being exposed to more marketing for unhealthy food products.

As a parent of two primary school-age children I am already aware of the influence that TV, print and online advertising/marketing on their young minds. Product placement is a more insidious way of getting brands and products embedded in their minds, as we as parents don't then have the choice to restrict viewing to advert-free channels.

Just looking at the flyers inserted in my weekly admag demonstrates the extent to which supermarkets and convenience stores promote unhealthy, packaged foods with deals, offers and bargains. Fresh fruit & veg and foods with low packaging or limited processing don't figure yet these are the things we want them to eat more! The big brands and bulk sellers have it all to themselves while locally-based or smaller producers of 'real' food can't begin to compete.

I have seen the figures from Redshift Research and others, and I know poor eating habits are already taking a toll on our population, straining NHS resources and making lives a misery. The FIRST LINE on the Department of Health's front page on Obesity states:

"Obesity is one of the biggest health challenges we face."

(<http://www.dh.gov.uk/en/publichealth/healthimprovement/obesity/index.htm>)

Shouldn't the government therefore be acting to protect children from part of the bombardment of advertising and promotional material which the adult population is subjected to? Perhaps no-one cares any more and we can all live on coke and crisps for evermore.... or at least until we're at the obesity clinic or being treated for heart disease.

Yours sincerely,

Simon Evans