

LEADING THE FIGHT AGAINST E.COLI O157

# Haemolytic Uraemic Syndrome Help

The UK E-coli Support Group



**Please reply to:**

Mr S Nash

79 Hayes End Road

Hayes

Middlesex UB4 8EJ

Telephone: 0208 573 8588

E-mail: [steve@hush-uk.org](mailto:steve@hush-uk.org)

4<sup>th</sup> January 2010

Mr Stewart Gandy  
Product Placement Consultation  
5<sup>th</sup> Floor  
Department for Culture, Media and Sport  
2-4 Cockspur Street  
London  
SW1Y 5DH

Dear Mr Gandy,

RE: Consultation on Product Placement on Television

Haemolytic Uraemic Syndrome Help The UK E-coli Support Group are against Product Placement on Television particularly in relation to Food and Drinks products.

Government appear to be sending different messages to the public.

On one hand Government is warning of the dangers and cost to the nation of obesity and excessive alcohol consumption and yet on the other hand appear to be embracing advertising of products in this way.

We believe that in relation to Product Placement, only the larger type companies would be able to afford to participate due to the high costs involved and therefore in relation to fast foods, foods high in salt and sugar etc, soft drinks and alcoholic drinks, that the proliferation of advertising of these products would continue, and this would be a retrograde step, if as a nation we are going to change the culture and address the problems of the health issues mentioned above.

Furthermore, we believe that if Product Placement is allowed, the cost benefits to the nation in relation to health issues will far out weigh any revenue benefits to the Media industry.

Did Andy Burnham, previously Secretary of State for Culture, Media and Sport, not previously state that there is a risk that product placement exacerbates this decline in trust in television and contaminates our programmes? Did he also previously state that product placement should not be permitted, stating that lifting the ban raised very serious concerns and was blurring the

---

PO BOX 159, HAYES, UB4 8XE

CHARITY No: SCO 26945

[www.ecoli-uk.com](http://www.ecoli-uk.com)

FREEPHONE 0800 731 4679

boundaries between advertising and editorial ? Was the Government's position in 2009 after a consultation in 2008 on this Subject, that the UK would continue to prohibit product placement until a review of the position in 2011? If the above is so what has changed that could possibly justify Product Placement at this time.

The Charity also believe that product placement in religious programmes, news programmes, current affairs programmes, consumer programmes, would lead to the mistrust and independence etc of the editorial content.

The charity also believe that sports programmes or light entertainment, films etc shown in the UK should not be subject to Product Placement.

Product Placement should not be allowed in programmes made for children as stated in the EU AVMS Directive, nor should cigarettes or tobacco products, and this should remain as per this Directive.

If the results after this consultation favour that Product Placement should be allowed, we would wish to see the safeguards that we have mentioned, being given consideration to.

The charity also notes the short consultation time scale.

We note that this does not meet the Government's Code of Practice on Consultations, which states that:

“Under normal circumstances, consultations should last for a minimum of 12 weeks. This should be factored into project plans for policy development work.” (Section 2.1)

It further states that: “If a consultation exercise is to take place over a period when consultees are less able to respond, e.g. over the summer or Christmas break...consideration should be given to the feasibility of allowing a longer period for the consultation.” (Section 2.2)

No reason has been given as to why it was necessary to have a shorter than twelve-week consultation period, nor was any account taken of the Christmas period.

We hope that this is not an attempt to rush through product placement without full and careful consideration of all the issues.

Yours sincerely  
For and on behalf of HUSH

*S. Nash*

Steve Nash  
Co Founder Member