



MEDIA RELEASE

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DIABETES AUSTRALIA DISAPPOINTED BY JUNK FOOD ADVERTISING DECISION

Diabetes Australia has warned Australia has taken a step backwards in the fight against childhood obesity following a recommendation not to restrict junk food advertising to children.

The recommendation made by the statutory body the Australian Media and Communications Authority (ACMA) came in spite of submissions from a range of health organisations advocating marketing reform as an important part of tackling the obesity epidemic.

National President of Diabetes Australia Dr Gary Deed said, "This is a disappointing decision and comes less than a week after an Access Economics Report revealed there has been a 137-per cent increase since 2005 in the number of Australians who have type 2 diabetes as a result of being obese. Obesity rates in children have more than doubled in just over 10 years with one in five Australian children now overweight and one in ten obese."

Dr Deed said, "Children are inundated with junk food ads during prime kids viewing time. We need to consider why the food industry is paying many millions of dollars to place ads in these slots if it is not to increase sales of unhealthy food to children."

Dr Deed said Diabetes Australia would urge state and federal politicians as well as parents to lobby against the recommendation by protesting to ACMA.

"ACMA has taken into account the "significant cost" of a junk food ad ban on the billion dollar TV industry. We do not believe however that adequate consideration has been given to strong community concern about these effect these ads are having on our children's health." Dr Deed said.

Submissions can be made to ACMA at ctsreview@acma.gov.au and close on 17 October 2008.

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