



NEWS RELEASE

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For Immediate Release

Advertising Association Chief Executive responds to publication of the Foresight Report

Responding to today's publication of the Foresight Report *Tackling Obesities: Future Choice* Baroness **Peta Buscombe, Chief Executive of the Advertising Association** said:

"The Foresight Report is right to conclude that tackling obesity requires partnership between government, science, business and civil society.

"Obesity is a hugely important and multi-faceted social issue that must be taken seriously. The increase in obesity can be attributed to a complex range of inter-relating causal factors including changes in lifestyle and diet and social, environmental and cultural factors as the Foresight Report acknowledges.

"The Report has already triggered ill-informed calls for advertising bans. Such simplistic calls have no basis in evidence and restrictions would have unintended consequences. In Sweden, the ban on advertising to children under 12 has been in place since 1991 but, as the Foresight Report website demonstrates, there is no clear evidence of its efficacy.

"The advertising industry wants to do all it can in helping the government tackle obesity effectively. Up to date analysis* shows the progress made by a self-disciplined and responsible food and soft drink advertising industry. The future solution must continue to be better self-regulation and restraint by the advertising industry and not unwelcome and restrictive legislation."

For further information, contact:

Jonathan Collett, AA

Tel: 0207 340 1100

Notes to Editors:

1. The Advertising Association (AA) is a federation of 31 trade bodies and organisations representing the advertising and promotional marketing industries, including advertisers, agencies, the media and support services in the UK. It is the only body that speaks for all sides of an industry that was worth over £19 billion in 2006. The AA's Food Advertising Unit (FAU) is a centre for information, communication and research in the area of food advertising to children. Further information about the Advertising Association is available at: <http://www.adassoc.org.uk/>
2. * The AA's Food Advertising Unit report on changes in food and soft drink advertising and promotions since 2003, published ahead of the Government's interim review this autumn, is available [here](#) The report clearly demonstrates that there has been significant change in the nature and balance of food advertising to children between 2003 and 2006 – even before the new rules were introduced this year - with a downward trend in exposure by children to this advertising.
3. Foresight report *Tackling Obesities: Future Choices* launched today is available through the following link: <http://www.foresight.gov.uk/>

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