



Bat taken to junk food

Overseas study tour on healthy response

Award | Sally Spalding

JANE Martin's pet hate is junk food marketing in children's TV programs.

As the size of many Australians grow to crisis levels, she is also looking at new measures for leading public health agencies.

The Middle Park resident is a recipient of a Churchill Fellowship and will be travelling to Canada, the US and the UK to continue her work.

"We've got a big problem in Australia and the government should act to reduce junk food marketing and children's exposure to junk food, but there is no restriction on marketing in the most popular TV programs," Ms Martin said.

"Children are now developing old people's diseases and the parents don't think their children are overweight because it has become normal. We are now at a situation in

Australia where children can not expect to live as long as their parents."

Ms Martin said gains in health care would be lost as society fattened up. "People are choosing processed food over fresh fruit and vegetables because its cheaper, but it is not healthier," said Ms Martin, a senior adviser at the Obesity Policy Coalition.

