



# Voluntary junk food ad restrictions 'failing'

SYDNEY — Voluntary industry measures to reduce kids' exposure to junk food advertising are not working.

The Australian Communications and Media Authority report said there had been no noticeable change since two initiatives introduced 18 months ago by the food industry to reduce junk-food advertising in kids' brackets on

free-to-air television.

"The report highlights the inadequacy of self-regulation," said Jane Martin of the Obesity Policy Coalition.

"The government is losing pace with how advertisers are marketing to children."

She said programs such as *It's A Knockout* were full of junk food advertising aimed at kids, but

could escape regulation.

"It's not just the advertising within the breaks, but that program is full of marketing for McDonald's — it's got the branding, and it's even got the hosts saying, 'I'm lovin' it'."

Cancer Council Australia said the report downplays the evidence of regulatory failure.



**NORMAL PROGRAMMING:** Children peer out of the window of a McDonalds restaurant. The fast food chain's strategy of injecting promotional branding and messages in normal TV programming has come in for criticism.