



# press release

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## North West mums and dads say no to TV product placement

A major new survey of parents across the North West has shown strong opposition to government proposals to allow product placement of junk food and alcohol in UK-made commercial television programmes.

Responding to a government consultation on plans to allow products to be used in television programmes for marketing purposes, North West wellbeing and health campaign group Our Life organised a poll of 1,000 parents across the region to gauge their views on television advertising and product placement.

The survey showed that 87.5% of respondents agreed that children are aware of advertising on television and a further 88.1% indicated that children often refer to products they have seen on television. 58% of respondents believe that product placement of alcohol products on television should not be allowed and 56% said that junk food product placement should be ruled out. 85% indicated that children often ask for products they have seen on television and 67% feel pressured into buying products that their children have seen on television.

Our Life chief executive Dr Alison Giles said: "Despite the very short timescale for this consultation and its spanning of the Christmas period, Our Life was able to canvass the opinions and concerns of mums and dads across the North West. We focused our survey on parents as we think the proposals on product placement have greatest impact on children and families."

Although the government's proposals wouldn't include children's TV, the Our Life survey revealed that 61.5% of respondents say that their children watch programmes not specifically designed for children at least three or four times per week.

"Family entertainment programmes such as X Factor and Coronation Street could end up exposing children to marketing messages from junk food and alcohol companies," said Dr Giles. "We are particularly concerned about this where it may influence children, but we also believe that product placement of foods and alcohol to the general population is unjustified at a time of unprecedented obesity and alcohol harm rates," Dr Giles said.

"The North West already has major alcohol and food-related health problems and we believe that these proposals represent advertising by the back door of alcohol, gambling and unhealthy foods high in fat, salt and sugar. The proposals will add to the factors that perpetuate the North West's obesity and alcohol problems and our survey shows that local parents are very concerned about this issue," claimed Dr Giles.

A copy of Our Life's survey findings and response to the government's consultation on product placement is available on request.

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**For further information contact Andy Walker, Head of Corporate Affairs, Our Life, on 0161 237 2031 or 07818 568573 or email [andy.walker@ourlife.org.uk](mailto:andy.walker@ourlife.org.uk)**

**Notes to Editors:**

1. Our Life is a campaigning organisation working with individuals and organisations who want to achieve the real and lasting changes that will make the North West a healthier place to live.
2. Established as a social enterprise, Our Life offers creative ways for the NHS, local government, the public, business and voluntary organisations to work in partnership to make sure that the North West becomes one of the healthiest regions in the country.

3. The North West has one the worst drinking levels in the country for people drinking at hazardous or harmful levels (1.33 million adults). In the North West, one person is admitted to hospital every seven minutes for an alcohol-related condition. The financial cost of alcohol-related harm to NHS North West is estimated to be in excess of £400 million per year.
4. The North West has almost seven million inhabitants and 230,000 companies. Its economy is worth a remarkable £106 billion. Despite this, the North West has one of the worst health records in the country. A boy born in the region might expect to live ten years younger than one born in the South East of the country.