



press release

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North West health campaigners welcome government concessions on TV product placement

North West health campaigners Our Life today welcomed reports that the government has watered down its plans to allow products to be marketed through television programming.

TV producers will now not be allowed to feature any branded alcohol, junk food or gambling in programmes.

Commenting on the proposals, Our Life chief executive Dr Alison Giles said: "We are disappointed that the government is going ahead with product placement, but we are delighted with the decision to restrict its use. This is in no doubt due to the pressure exerted on ministers by campaigners – including those in the North West – who are particularly concerned where it may influence children," said Dr Giles.

Although the government had stated the proposals would not include children's TV, it is widely acknowledged that children watch TV outside the hours of children's programming and that they are particularly susceptible to marketing of food high in fat, sugar or salt content.

In a recent poll of 1,000 parents across the North West, Our Life found that:

- **87.5%** of respondents agreed that children are aware of advertising on television
- **88.1%** indicated that children often refer to products they have seen on television
- **85%** indicated that children often ask for products they have seen on television
- **67%** feel pressured into buying products that their children have seen on television.

“These measures should now ensure our children are less exposed to marketing for junk food as well as promotions which will glamorise alcohol,” Dr Giles said.

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For further information contact Andrew Champness, Communications Executive, Our Life, on 0161 233 7508 or email andrew.champness@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 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.