



DAVID AMESS MP
Member of Parliament for Southend West

HOUSE OF COMMONS
LONDON SW1A 0AA

Ms J Roberts
Floor 5
Content and Standards
Riverside Houses of Parliament 2A Southwark bridge Road
London SE1 9HA

1st June 2006

Dear Ms Roberts

RE: Ofcom Consultation on Food Advertising to Children

I am writing to you to respond to your consultation on Food Advertising to Children which ends on the 30th June 2006.

As a long standing member of the Health Select Committee and an MP committed to encouraging healthy eating and lifestyles in my constituency of Southend West, I felt it was my duty to contribute to this consultation. In addition I have some very serious concerns about the way certain foods are marketed to children, particularly through television advertising that have no doubt contributed to the rise in childhood obesity in recent years.

I am very concerned that the restrictions proposed by Ofcom focus on children's television programmes alone and not evening viewing schedules that research by Which? has shown are far more likely to be viewed by the target audience of 4-9 year olds.

Furthermore, Ofcom's proposals do not make provisions for children aged 10-15 which is very worrying as the Health Survey for England (2004) has announced that approximately one in four children in this group are now obese.

If restrictions on food advertising to children are to be effective they need to target as wide a spectrum of young people as possible and be applied to programming schedules that they actually watch. It is very important that we encourage our children to eat foods that are low in sugar, salt and fat. Ofcom's role in this is vital if we are to positively influence children's eating habits without the need for Government legislation.

Telephone 020 7219 3452 Fax 020 7219 2245

Constituency Office 01702 472391 Fax 01702 480677

Surgeries: The First and Third Fridays in each month at Iveagh Hall, 67 Leigh Road, Leigh-on-Sea SS9 1JW.
All starting at 2 pm. An appointment can be made by telephoning the Constituency Office.



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I urge you take note of these points and I wait with interest to read the outcomes of your consultation.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'D' followed by 'A' and 'M'.

David Amess MP

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