

Obesity Health Alliance

Question	Your response
<p>Question 1:</p> <p>Do you consider Ofcom's proposed rule and the proposed definitions to be inserted into the BCAP Code reflect appropriately the requirements of Section 321A of the Communications Act? If not, please explain why.</p>	<p>Yes, they are in line with DHSC's recommendations and we are pleased to see that TV advertising for identifiable less healthy food or drink products may not be shown between 5.30am and 9.00pm</p> <p>We have concerns about the definition of 'identifiable food and drink products', see comments.</p>
<p>Question 2:</p> <p>Do you consider Ofcom's proposed Rule 9.17A and the associated meaning, to be inserted into the Broadcasting Code, reflect appropriately the requirements of Section 321A of the Communications Act? If not, please explain why.</p>	<p>Yes, they are in line with DHSC's recommendations and we are pleased to see that programming (including a channel) may not be sponsored by an identifiable less healthy food or drink product between 5.30 am and 9.00 pm.</p> <p>We have concerns about the definition of 'identifiable food and drink products' for sponsorship, see comments.</p>

Question 3:

[X]

- a) Do you agree with Ofcom's proposal to designate the ASA as a co-regulator for the prohibition on online advertising for less healthy food and drink products?
- b) If you do not agree with the proposal to designate the ASA as a co-regulator, please explain why. If appropriate, please include any alternative approaches to regulating online advertising for less healthy food and drink products under the Communications Act 2003, explaining why such an approach would better fulfil the statutory requirements.

Any additional comments on:
Ofcom's proposed approach to enforcing the new prohibition on advertising for less healthy food and drink products online; and Ofcom's assessment of the impact of our proposed approach to implementing the new restrictions on advertising and sponsorship for these products on TV, ODPS and online.

[X]