Guidance for advertising and marketing affecting children- Submission 2021

Submitted to Standards Australia (July 2021).

Dietitians Australia strongly supports the proposal made by Standards Australia for Guidance for advertising and marketing affecting children.

Children are exposed to high levels of unhealthy food marketing through TV advertising, games, the internet and print marketing. This exposure is widely accepted to be a direct contributor to poor diets and unhealthy weight gain in childhood.

We support the development of an international standard aligned with World Health Organization guidelines that puts the health and wellbeing of children first, and is free from commercial interests.

For more download our full submission.

Get in touch

If you have questions about this submission, contact us at policy@dietitiansaustralia.org.au