

News Release

SCC welcomes Ofcom's first steps in tackling junk food advertising to children

For immediate release: 28 March 2006

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The SCC today welcomed the publication of Ofcom's proposals to restrict the television advertising of food and drink products to children as heralding a welcome new change of regulatory direction that takes account of public health concerns.

Commenting on the proposals, Graeme Millar, the SCC Chairman, said "We welcome Ofcom's acceptance that the case has been made for targeted action to tackle childhood obesity. This is particularly important in the light of Scotland's poor health record and against the background of Scotland's key public policy agenda to improve healthy eating.

Much more needs to be done to achieve a consumer-focused, workable solution but this is an important first step. We look forward to working with Ofcom and others to take this process forward.

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About the Scottish Consumer Council

The Scottish Consumer Council was set up by the government in 1975 to promote the interests of consumers, particularly those who experience disadvantage in society. While producers and suppliers of goods and services are usually well organised when protecting their own interests, individual consumers very often are not. The people we represent are consumers of all kinds: they may be council tenants, patients, parents, solicitors' clients, public transport users, or simply shoppers in a supermarket. We speak up for them by communicating with the professions, industry, business, local authorities and central government, using careful research and persuasive lobbying.