

**YMA IS IN THE BUSINESS OF
KNOWING ABOUT MEDIA
AND CHILDREN AND CAN
HELP YOU TO MANAGE THE
MEDIA'S CONTRIBUTION TO THE
CHILDHOOD OBESITY PROBLEM**

These steps will also help ...

- Instead of watching commercial TV, watch videos and DVDs you have borrowed from your local video store or public library
- Check sales for cheap videos and DVDs that your children will watch over and over
- Get the TV out of your child's bedroom
- Talk to your children about the foods being advertised and why eating too much of them is not good for their health
- Write to your local MP and tell them you want advertising and food companies to behave more responsibly
- Support the work of Young Media Australia. Become a member, or contact us to find out what else you can do to help

And most importantly, set a good example. Choose healthy food, keep active and cut down on the amount of television you watch.

Keep your children out of the firing line.
YMA offers information and ideas to help you resist pester power.
Limiting your children's exposure to TV food ads will help!

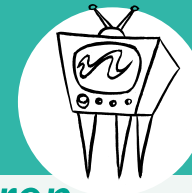
YMA gratefully acknowledges the sponsorship of the Telstra Foundation and the support of the Coalition on Food Advertising to Children (CFAC).

For more information, or to participate in YMA's parent survey:

- visit the **YMA** website www.youngmedia.org.au
- phone the **YMA** Helpline **1800 700 357** (freecall), or
- email **YMA** at helpline@youngmedia.org.au

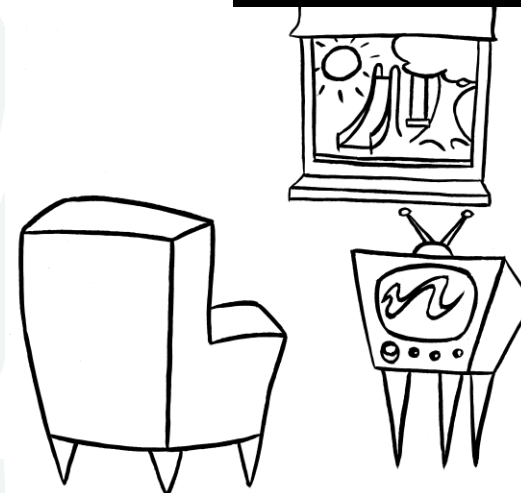


Fight childhood obesity



Keep your children out of the firing line

**MORE THAN ONE IN FOUR
AUSTRALIAN CHILDREN
ARE OVERWEIGHT
OR OBESE**



In the battle to reduce these figures
Young Media Australia (YMA)
has a secret weapon for you.



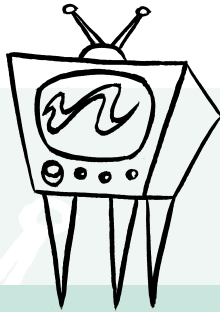
A BIG PROBLEM

many solutions

Young Media Australia (YMA) is a not-for-profit community organisation whose main business is to:

- know how the media affects children, and
- pass it on to parents, so that you know it too

We **know** that childhood obesity has many different causes and that a range of solutions will be needed.



We **know** that TV food advertising is contributing to the problem of childhood obesity.

We **know** that you are taking many steps to help your children. We also **know** that there is one step that is easy, effective and free.

READ ON FOR YMA'S SECRET WEAPON

KEEP YOUR CHILDREN

out of the firing line

Every time your children watch commercial TV they are bombarded with food ads.

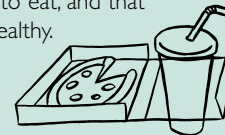
- The average Australian child sees over 20,000 TV ads per year
- A study of 13 developed countries showed that Australia had the highest number of television food advertisements per hour (higher than the USA and the UK)
- Most food ads push foods that are high in fat, sugar, or salt and of low nutritional value

TV food advertising works. Why else would the junk food industry spend billions of dollars per year on advertising?

TV food advertising works because:

- children don't know that advertising works by making them want things
- children don't know that what looks good to eat might not be good for them

We **know for sure** that TV food advertising influences what children want to buy and want to eat, and that much of it is unhealthy.



Think about this ...

The less ads for junk food your children see:

- the less they are going to pester you for unhealthy foods
- the easier it will be for them to maintain a healthy weight

DON'T LET TV FOOD ADVERTISING SABOTAGE YOUR PLANS FOR HEALTHY CHILDREN

SO WHAT IS YMA'S SECRET WEAPON?

so simple it might just work

Turn off the TV altogether?
That would certainly work.

But if you don't want to go that far ...



Cut down the amount
of commercial TV your
children watch.

- Don't let preschoolers watch any commercial TV at all
- If your children are older, wean them away from commercial TV
- Watch the ABC
- Teach your children to hit the 'mute' button whenever an ad appears
- If your children love a commercial TV program, pre-record it and have them fast-forward the ads
- Avoid the battle zones—the commercial time slots when food companies pay big dollars to reach your children with their message
- Get your children to do other things at these times: encourage outside play and family exercise—go for a walk

Steve Biddulph, noted Australian author of books on child raising, says that advertising to children is an unfair practice. He says that advertising works by making children unhappy with their lives, anxious and unsatisfied.

