

# A JOINT STATEMENT FROM VICTORIA'S LEADING HEALTH AND COMMUNITY ORGANISATIONS

## It's Time to Protect Victorian Children from Unhealthy Food and Drink Advertising near Schools and on Public Transport

10 March 2022

A healthy childhood sets the foundation for a healthy future. Victorian children should be able to go about their lives in an environment that supports their health and wellbeing, setting them up for the best start in life.

Instead, Victorian children are bombarded with unhealthy food and drink advertising as they go about their daily lives, including on public transport and near schools.<sup>1,2</sup>

In 2019, Over 60% of food advertisements on Melbourne's public transport network and near schools were for unhealthy food and drinks.<sup>3</sup>

Unhealthy food and drink advertising influences what children eat, want to eat and what they buy.<sup>4</sup> Unhealthy diets put children at risk of cancer and other serious diseases later in life.<sup>5,6</sup> To give children the best chance of growing up healthy, they must be protected from unhealthy food and drink advertising.

Just like the Australian Capital Territory Government's removal of unhealthy food advertising on all government run bus and light rail services, and recent commitments from the Western Australian and Queensland governments to address unhealthy food advertising on government-owned assets, the Victorian Government has the opportunity to protect Victorian children from unhealthy food and drink advertising.

We call on the Victorian Government to remove unhealthy food and drink advertising within 500m of schools, and on public transport and public transport infrastructure (i.e. stations, platforms, stops and shelters).

It's time to prioritise the health and wellbeing of our children and protect them from unhealthy food and drink advertising near schools and on public transport.



Todd Harper - CEO



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