



HOUSE OF LORDS

Select Committee on Communications
House of Lords
London SW1A 0PW
Tel: 020 7219 6076
Email: holcommunications@parliament.uk
www.parliament.uk/lords

Steve Brine MP
Parliamentary Under Secretary of State for Public Health
and Primary Care
Department of Health & Social Care
39 Victoria Street
London
SW1H 0EU

13 September 2018

Dear Steve

High in Fat, Salt or Sugar (HFSS) Advertising

Thank you for your letter dated 3 September on high in fat, salt or sugar (HFSS) advertising. This letter was considered by the Communications Committee at its meeting on 11 September.

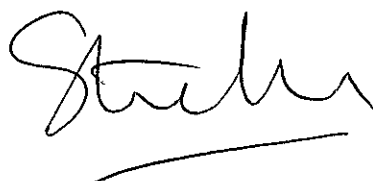
We welcome your objective to tackle the challenge of childhood obesity. We note your evidence that children's exposure to HFSS advertising affects what children eat and what they choose to eat over time. We remain concerned, however, that banning TV advertising will not have a significant impact on the problem of childhood obesity, as it is likely that producers of HFSS products will divert their marketing resources elsewhere, such as in price reductions. We repeat that between 2005 and 2009 the rate of childhood obesity either remained constant or increased at the same time as a 37% reduction in children's exposure to such advertising.

We are concerned that a watershed for TV advertising of HFSS products would have a disproportionate impact on the revenue of commercial public service broadcasters and their provision of original programming. We would be grateful to know whether as part of your consultation you will conduct an impact assessment of such a watershed on the production of original UK content.

We note your intention to consult on similar protection for children viewing adverts online. What form of protection online do you consider would be analogous to a 9pm TV watershed.

We look forward to your response.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Gilbert', with a horizontal line underneath it.

Lord Gilbert of Panteg
Chairman of the House of Lords Select Committee on Communications