

Campaigns

3,080
copies of our kids' food campaign
toolkit given out
FEBRUARY TO OCTOBER 2007

Consumers take action

Since the launch of our kids' food campaign toolkit in February, you've taken to the streets to fight against the irresponsible marketing of unhealthy food to children

COOKING UP A STORM

Focus on Food has been travelling the UK for more than ten years with its 'Cooking buses', showing youngsters how fun and easy it is to cook healthy food. Director Anita Cormac: **'Messages from parents and teachers on healthy eating are totally undermined by the irresponsible marketing of unhealthy food to children. We're giving out your materials to teachers and pupils to encourage others to act.'**

Help by the busload: Anita Cormac, Director of Focus on Food, promotes our toolkit as she tours the UK teaching youngsters to cook healthy food

Getting noticed

Cindy Spence, Child Play Specialist on the children's short-stay unit at Nottingham University Hospital NHS Trust, prepared a noticeboard for her ward. Cindy: **'The display sparked a lot of discussion from parents. Many agreed that advertising encouraged their children to pester them for unhealthy choices of food.'**

On board: Child Play Specialist Cindy Spence and outpatient Charlotte with the campaign display at Nottingham University hospital

'Junk food marketing? We don't buy it!'

Inspiring action – all around the country

'I gave out information from you to the PTA meeting that was being held that week. I've had good feedback.' Amanda Champion, Wimbledon

particular interest to our area of work.' Frances Marriott, Cornwall

'I use your "Delicious facts" cards in classes at the school where I'm assistant head.' Denise Gould, Derbyshire

'As a nurse specialising in health promotion, I've found your food shopping card a hit with colleagues.' Janet James, Bournemouth



'I handed out literature from Which? in support of your campaign at our oral health conference. "Food fables" and "Breakfast bar breakdown" were of

Spreading the word

Annette Preston and Melissa Challinor from Which? Customer Services led a session on our campaign with sixth-form students at St Edmunds College, Hertford. Annette: **'A local school invited me to give a talk, and**

I thought it would be an ideal opportunity to spread our own campaign message. I've also written a piece for my daughter's school newsletter and given out our campaign toolkits to other parents.'

Message deliverer: Annette Preston (in pink) spoke about our campaign to sixth-form students at St Edmund's College, Hertford

Be part of the consumer movement

✓ **Make contact** Email kidsfood@which.co.uk and ask for a copy of our toolkit or for help in getting your MP or local paper involved.
✓ **Expose** Contribute to our 'Kids' Food Wall of Shame' with photos of irresponsible food promotions. Text them to 07795 828465 or email us at

kidsfoodphotos@which.co.uk.
✓ **Look** Watch out on www.which.co.uk/kidsfood for news and updates about our campaign.
✓ **Act** Promote the issue to other parents at your child's school, your GP surgery or your local library or community centre.

