



Campaigns

9,000+

Which? members who called us in March said they had been charged a fee by their bank in the last 12 months for exceeding their overdraft limit

How to avoid junk food marketed at kids

Advice for parents

HEALTHY EATING

Leading children's cookery writer Annabel Karmel has joined our campaign to stop junk-food makers irresponsibly targeting children.

She has devised a set of tips to help parents combat the pester power generated by marketing campaigns directed at youngsters.

Annabel, the author of 14 best-selling books on nutrition and cooking for babies and children, said: 'Parents are under enormous pressure when they shop, but there are practical things they can do to avoid buying unhealthy foods.'

Three quarters of parents surveyed by Which? in March think the ways that unhealthy foods are marketed to children make it more difficult to get them to eat healthily. Eighty eight per cent want companies to be more responsible in marketing food to children.

Welcoming Annabel's support, Sue Davies, who leads our

campaign on healthy eating, said: 'Parents are fed up with the way that unhealthy food brands target their children. These tips will give parents some great practical ideas to help them fight back.'

More than 3,300 people have already joined our campaign and 35,000 members have expressed support. Go to www.which.co.uk/parenttips to add your views and see Annabel's tips in full.



Annabel Karmel lends support

HOW TO BEAT CHILDREN'S PESTER POWER

SHOW THEM HOW FOOD ADVERTS WORK Talk to your child about marketing ploys and TV adverts.

WATCH OUT FOR KIDS' MENUS IN RESTAURANTS Ask for a half portion from the adult menu instead.

PLAY THE FOOD DETECTIVE GAME Make rejecting unhealthy food into a game for your child.

HOW TO SURVIVE THE SUPERMARKET Play games such as finding six red fruits that your child likes to eat.

HOW TO RUN THE CHECKOUT GAUNTLET If you can't avoid the checkout laden with sweets, distract children by getting them to help unload the trolley or play games.

DON'T BE SCARED TO SAY 'NO' Instead of rewarding good behaviour with sweets, get children to choose treats such as stickers or comics.

YOUR DENTIST IS YOUR ALLY Ask him to explain what

will happen to your children's teeth if they have too many sweets and sugary drinks.

DON'T MAKE A FUSS If your children refuse to eat healthily, relax: they'll soon find there's not much point in making a fuss if you don't over-react.

DEMAND SCHOOL RULES ON PACKED LUNCHES Ask your child's school for some rules about what children can have in their lunch boxes.

MAKE YOUR OWN PACKED LUNCH GIMMICKS Thread tomatoes and cheese or fresh and dried fruit on to a straw.

A SPOONFUL OF SUGAR HELPS THE MESSAGE GO DOWN Help your children to understand why you're saying 'no' by, for example, asking them to work out how much sugar there is in a box of breakfast cereal by checking the nutrition label.

AFTER-SCHOOL HUNGER PANGS Have healthy snacks, such as sliced fruit, ready.

WIN £579-WORTH OF FAMILY SUMMER FUN

Win a football, two tennis racquets, a barbecue and 12 bottles of wine

We're offering an Adidas Teamgeist football, two Prince O³ tennis racquets, a European Outdoor Chef barbecue, plus six bottles each of Asda's Chilean Chardonnay and Extra Special Rioja Reserva

TO ENTER, SIMPLY ANSWER THE FOLLOWING QUESTION

Which is the longest day?

(a) 14 June 2006 (b) 21 June 2006 (c) 28 June 2006

To enter our Best Buy competition online, go to www.which.co.uk/whichextra and click 'competition' or send your entry on a postcard to 'Best Buy June 06', Which?, PO Box 44, Hertford X, SG14 1SH. Include your name, address and postcode, daytime phone number and Which? membership number (on your Which? Extra membership card as your user name). Entries received by 27 June 2006 will be entered. Our

competition is open only to current Which? members. Only one entry per household. Winners will be informed in writing 15 days after the closing date. To claim a prize you must contact us, and your claim be received by us, by midnight 20 days after. If we do not hear from you by the deadline we shall select another winner(s). The first two winners drawn will win our family summer fun worth £579. If the model(s)

offered are not available, an equivalent will be given. No cash equivalent. Editor's decision is final. Those under 18 years of age and employees of Which? Ltd, its associated companies and suppliers are not eligible to enter any Which? competition. Members of their immediate families (namely spouse, children, parents, siblings) are also ineligible, as is anyone living in the employee's household.

**Worth
£579**

