

Cap Code Review
Code Policy Team
Broadcast Committee of Advertising Practice
Mid City Place
71 High Holborn
London
WC1V 6QT

19 June 2009

Dear Sir/Madam,

We, the undersigned organisations, have considerable experience of and interest in issues concerning children's rights and write in response to Committee on Advertising Practice (CAP) Code Review Consultation.

We are concerned that the current CAP Code is inconsistent in its definition of a child. While the CAP Code 1.3i states that "a *child* is anyone under 16" (original emphasis), certain sections use different definitions. For example, CAP Code 47.8 states that "Except those for fresh fruit or fresh vegetables, food or drink advertisements that are targeted directly at *pre-school or primary school children* through their content should not include promotional offers."

Such clauses are inconsistent with the current Ofcom regulations governing broadcast advertising. These define a child as anyone under 16, and have recently been reviewed and found to be working to protect children from unhealthy food marketing in the way that they are intended to.

We believe that all children and young people under the age of 16 have a right to be protected from unhealthy food marketing. We therefore call upon the Committee of Advertising Practice to ensure that the sections of the CAP Code on food marketing are appropriately amended to ensure that all children and young people have equal protection. To bring the Code into line with the Ofcom regulations, we recommend deleting the words '*pre-school or primary school*' from sections 47.8 and 47.9.

We look forward to the outcome of the consultation.

Yours sincerely,



Jo Butcher
Assistant Director
National Children's Bureau



Bob Reitemeier
Chief Executive
The Children's Society



Lily Murtaza
Convener
British Association for Community Child Health



Christopher Clouder
Director
Alliance for Childhood



Tam Fry
Chairman
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Jackie Schneider
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Cc Rt Hon Dawn Primarolo
Gillian Merron MP