

## **Alcohol and Families Alliance Comment on Child Obesity Consultation “Don’t let this be a missed opportunity to protect children”**

In response to the publication of the obesity and marketing consultation today, Eric Appleby, chair of the Alcohol and Families Alliance commented:

“We are disappointed that alcohol has been left out of this consultation. Research has shown that primary school children as young as 10 are [more familiar with alcohol brands](#) than leading brands of biscuits, ice cream and crisps. When children are exposed to alcohol advertising, they’re more likely to start drinking, and to drink more when they do.”

“Children are exposed to alcohol marketing through TV and the internet, including young people’s social media platforms like Snapchat. Especially worrying is sports sponsorship, linking a harmful and addictive substance with a healthy pastime which incites passion and loyalty in children. Exposure to alcohol sports sponsorship is linked to [increased drinking amongst schoolchildren](#). While the country is gripped by the six nations, it’s scary to think about the impact of all the Guinness imagery that children are subjected to.”

“There is evidence that targeting of children and young people through alcohol marketing is a deliberate tactic by companies. [Analysis of industry documents](#) as part of a House of Commons inquiry found that Lambrini’s TV ads aimed to be ‘a cross between myspace and High School the Musical’ while Carling hoped to ‘become the most respected youth brand’ “

“We urge the government to change their plans and make restrictions on alcohol advertising on television, the internet and in sports sponsorship. Don’t let this be a missed opportunity to protect children from developing unhealthy behaviours.”

### **Notes to editors**

For more information, please contact Jennifer Keen Head of Policy at the Institute of Alcohol Studies on 0207 222 4001 or [jkeen@ias.org.uk](mailto:jkeen@ias.org.uk)

- The Alcohol and Families Alliance (AFA) exists to reduce the harms experienced by children and families affected by alcohol use. Members are drawn from both the alcohol and children/families sector – including the NSPCC, the Children's Society, Adfam, and the Institute of Alcohol Studies. The full list of members is available [here](#).