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**From the Chair,
Dame Deirdre Hutton CBE**



**FOOD
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TV ADVERTISING TO CHILDREN

I am writing to welcome Ofcom's announcement of proposed new restrictions on TV advertising to children. As you know, the Agency has been concerned for some time about the impact of the current imbalance in promotional activity on efforts to improve children's diets. We were therefore pleased to see that Ofcom is taking firm action to tackle this imbalance by introducing restrictions on advertising of foods high in fat, salt or sugar. We were also pleased to see that you were able to take account of representations about the importance of taking action to protect older, as well as younger, children. Concern about this issue led us to call for restrictions up to the 21.00 watershed, and we are keen to hear more about your plans for monitoring the impact of the approach you are taking.

As you know, the Agency has made a commitment to review the nutrient profiling model we developed for use in the context of these new rules after one year of use. We will of course do this and will be happy in due course to discuss how this is best taken forward.

I am copying this letter to Caroline Flint, Minister of State for Public Health and Shaun Woodward, Minister for Creative Industries and Tourism. It will also be made available on our website.

DAME DEIRDRE HUTTON



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