



NEWS RELEASE

Issued on Wednesday 16 October 2002

FOOD ADVERTISING UNIT ANNUAL CONFERENCE
“Promoting Healthier Lifestyles – what works and what doesn’t?”
Wednesday 20 November 2002
Broadway House, Tothill Street, London SW1

Obesity as a social and economic problem has hit the headlines in recent weeks. The report of the International Obesity Task Force has reawakened media and lobby interest in the problem and ways to resolve it.

The Food Advertising Unit’s Seventh Annual Conference will focus on how the rising levels of obesity can be tackled through the promotion of healthier lifestyles and the positive contribution of food advertising.

The Conference to be held on Wednesday 20 November, at Broadway House, Tothill Street, London SW1 will be addressed by speakers who will present their views on how best to promote healthier lifestyles and to bring about a reversal in the rise of obesity.

This important conference will also launch the results of newly-commissioned research into the effectiveness of several prominent public policy campaigns (eg folic acid, drink-drive) and assess whether they have worked and what can be learnt from the experiences.

Speakers include:

- Hazel Blears MP, Parliamentary Under-Secretary of State for Public Health (tbc)
- Jo Revall, Health Editor, *The Observer*
- Karen Barber, Campaigns & New Media Manager, Food & Drink Federation
- Angela Balding, Schools Health Education Unit
- Charles Gallichan, Director, Giraffe Marketing (formerly of the Health Education Authority)
- Lionel Stanbrook, Acting Director, Food Advertising Unit

For further information and reservation of limited press places,

Please contact Fiona Ross on:

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Notes to editors:

1. The Food Advertising Unit (FAU), based in the offices of the UK Advertising Association, is a centre for information, communication and research in the area of food advertising, particularly TV advertising to children. In addition to the commission and publication of research, the FAU holds an annual conference, produces a bulletin and is an active and influential participant in the debate surrounding children and commercialism. The FAU has also produced and widely distributed its *ParentPower* booklets, which are designed to help parents consider the commercial nature of the modern world, and how best to introduce their children to it. Further details about the FAU can be found at: www.fau.org.uk

2. The Advertising Association (AA) is a federation of 25 trade bodies representing the advertising and promotional marketing industry, including advertisers, agencies, the media and support services in the UK. It is the only body speaking for all sides of an industry that was worth over £16.5 billion in 2001. Further details about the AA can be found at: www.adassoc.org.uk

3. A copy of the conference programme is enclosed with this press release.