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## REPORT HIGHLIGHTS NEED TO REDUCE CHILDREN'S EXPOSURE TO ALCOHOL ADS

A comprehensive national audit of the reach and impact of Australia's alcohol advertising supports concerns about children's exposure to alcohol ads during live sports broadcasts.

The [draft paper](#), by the Australian National Preventive Health Agency (ANPHA), presents national and international evidence to make the case for restricting alcohol advertisements to children.

In reference to children, ANPHA recommends:

- a. '...removing the exemption for free-to-air television that allows direct advertising of alcohol before 8.30pm as an accompaniment to live sport broadcasts on public holidays and weekends.'
- b. '...restrict direct advertising of alcohol products on subscription television before 8.30pm and after 5am.'

It also recommends expanding the restriction of alcohol ads nearby schools and more research into the impact of alcohol ads on children – particularly digital media.

VicHealth believes that closing the loophole that allows alcohol advertising during live sports broadcasts that air during children's television viewing hours should be considered a high priority.

VicHealth CEO Jerril Rechter said this loophole means thousands of children are associating their sporting heroes with alcohol and are being fed messages that portray alcohol as an intrinsic part of Australia's sporting culture.

"Children should be able to watch their favourite sports stars on TV without the influence of the alcohol industry," Ms Rechter said.

"While alcohol ads may not be specifically targeted at kids, the evidence shows that the ads do make an impression.

"Essentially, any child who watches a footy match on TV will associate alcohol and sport and there is something intrinsically wrong with that.

"We believe that the government and the alcohol industry must make a better effort to shield children from alcohol marketing until they are old enough to make informed decisions."

**ENDS**