



**THE HON NICOLA ROXON MP**  
**Minister for Health and Ageing**

**MEDIA RELEASE**

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**Responsible Children's Marketing Initiative**

The Minister for Health and Ageing, Nicola Roxon, today welcomed the Australian Food and Grocery Council's announcement that they would develop a responsible children's marketing initiative.

Obesity is one of the most significant health problems facing our country.

Just a few weeks ago, the National Preventative Health Taskforce warned that if we don't act soon, our children may live two years less than the current generation of Australian adults.

To tackle obesity, we will need the whole community on board – schools, governments, health professionals, businesses, and industry.

We welcome the Council's preparedness to involve industry in being part of the solution.

Once details of the Council's initiative are finalised, the Government will closely examine their proposal.

We look forward to working with the Food and Grocery Council and other industry and community organisations to find new ways to help tackle childhood obesity, and all the health problems associated with it.

**Media inquiries only – please contact Sean Kelly on 0417 108 362**

**Any other inquiries, please contact the Department on 02 6289 1664**