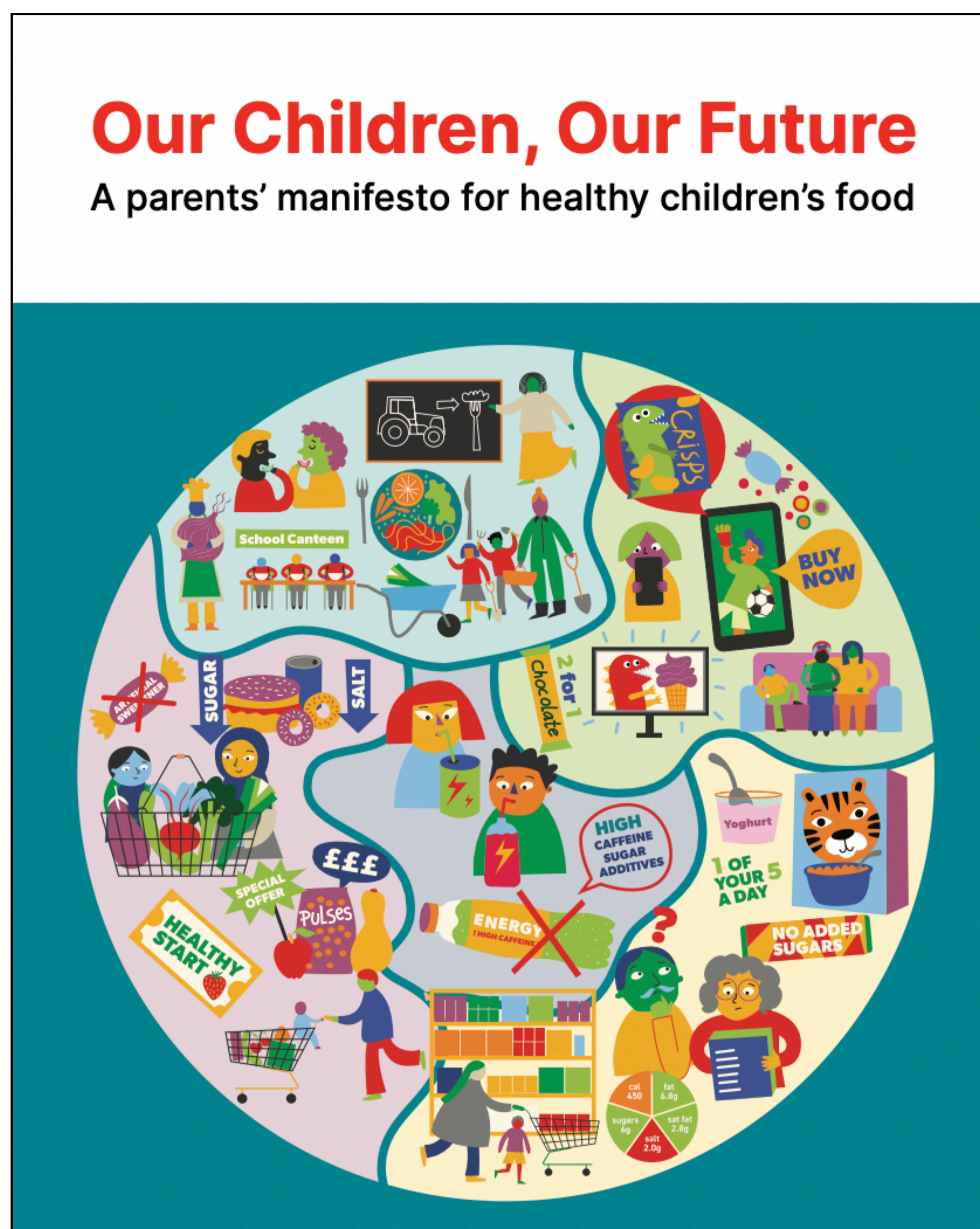


Our Children, Our Future

A parents' manifesto for healthy children's food



The Children's Food Campaign recently published their extensive research into the barriers to healthy eating, why UK kids have one of the worst diets in Europe, and most importantly how to fix the situation.

2039 parents were surveyed and 13 parent ambassadors from a wide range of socio-economic and cultural backgrounds were consulted...

Here are the Top Ten takeaways:

The Problems:

- The primary concern amongst parents is the cost of living, and specifically the cost of food. It's clear parents want to feed their children good food, but it's not always available or affordable enough.
- Parents have lost faith in food companies and retailers. They don't trust that the food they buy for their children is healthy and that the claims and labels aren't misleading them. The traffic light system is not mandatory so is rarely used on products designed for children under the age of 3.
- 9 in 10 parents felt that their children are influenced by unhealthy food advertising. Every year the food industry spends 30 times more on junk food marketing than the government spends on promoting healthy eating.

- The environments where children and families spend time (e.g. leisure centres) sell predominantly unhealthy foods in their cafes and vending machines.
- The use of cartoon characters etc on unhealthy food products for children is unhelpful and confusing.

The Solutions

- Expanding access to healthy, free school meals up to the age of 16 received the highest level of overall support from parents
- Make the traffic light system mandatory for all baby and children's food and drink products.
- Make healthy foods more accessible and affordable by increasing access to the Healthy Start food voucher scheme, and swap multi-buy and discount offers from unhealthy foods to healthier foods.
- Legislate to control the marketing of unhealthy foods to children and teenagers
- Make the sale of any energy drinks to under 16s illegal

Making things better requires two things... billions more in government funding and significant changes to legislation. The current government have failed spectacularly, the question is will the new one fair any better?

Download the full report here <https://www.sustainweb.org/reports/apr24-our-children-our-future/>