

CHRIS HEATON-HARRIS MP



HOUSE OF COMMONS

LONDON SW1A 0AA

January 2017

Dear Constituent,

Thank you for contacting me about the Government's plan to tackle childhood obesity.

With nearly a third of children aged two to fifteen overweight or obese, I agree that this is an important issue to tackle.

The Government has launched a far-reaching plan to curb childhood obesity, which urges industry to cut the amount of sugar in food and drinks while investing millions of pounds into school sport.

I am pleased that the food and drinks industry is working towards a 20 per cent reduction in the sugar used in products popular with children, including a five per cent reduction in year one. This can be done through cutting sugar levels, making portions smaller or encouraging the uptake of lower sugar alternatives.

As you know, there is a total ban on the advertising of less healthy food during children's television programmes, on dedicated children's broadcast channels and in programmes deemed to be 'of particular appeal' to children under the age of 16. The rules also contain restrictions on advertising content for both broadcast and non-broadcast media, for example promotional offers may not be used in less healthy food TV adverts targeted at pre-school or primary school aged children.

The Government is committed to reducing childhood obesity and one of the best ways to do this is to boost sports in schools. That is why the plan also asks primary schools to help every pupil get at least 60 minutes of moderate to vigorous physical activity a day.

However, the Government can only do so much. Important choices are made every day by parents and guardians about their children's diets and the amount of exercise their children get. The Government can do little to influence these decisions. I obviously hope that all parents take their children's health as seriously as you do.

Once again, many thanks for taking the time to contact me.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Chris'.

**CHRIS HEATON-HARRIS MP
MEMBER OF PARLIAMENT FOR DAVENTRY**

Tel: 020 7219 7048 Fax: 020 7219 1375
E-mail: chris.heatonharris.mp@parliament.uk
www.heatonharris.com