

## Marketing food and beverages to children questionnaire

The Oxford Health Alliance (OxHA) would like to hear your views on the current debate concerning food and drink marketing to children.

Please fill in answers to the following questions and email the completed questionnaire to [marisa.pulaski@oxha.org](mailto:marisa.pulaski@oxha.org) or fax to + 44 (0) 20 7637 4336, by **16 February 2007**.

All answers will be treated confidentially, and OxHA will only use/share anonymous summary data.

This information will help inform OxHA's response to the International Obesity Task Force's 'Guiding Principles for Reducing the Commercial Promotion of Foods and Beverages to Children' ('Sydney Principles'): <http://www.ietf.org/sydneyprinciples/>

If you have any questions, please do not hesitate to telephone us on +44 (0) 20 7637 4330.

**Name** (optional):

**Organisation:**

**Country:**

**Age** (underline one): a) under 18; b) 18–30; c) 31–44; d) 45–60; e) 60+

**Have you ever been to an OxHA summit?**

*Please feel free to elaborate on any of your answers to the questions below.*

- 1) Do you think there should be restrictions on marketing food and drink to children?  
(If no, please explain why and skip to question 8).
- 2) What ages should define 'children'?
- 3) Should there be different approaches for young children and adolescents?
- 4) Should marketing to children of all food and beverages be restricted?  
If no, how would you see restrictions being applied (e.g. according to fat/sugar/calorie count)?
- 5) Should any marketing code be statutory or voluntary? (please specify which)
- 6) Should advertising that transcends national boundaries be restricted?
- 7) Are there any settings that should be completely free from commercial promotions?
- 8) Do you think the lessons from the tobacco experience can be applied to food and drink?
- 9) Who has the greatest responsibility to promote healthy diets in children? (Please rank the following in order, with '1' indicating the greatest responsibility):

Food and drink manufacturers  
Family doctors  
Government  
Retailers  
Parents  
Celebrities  
Teachers