

30 June 2021

Ms Libby Coker MP  
26/500-540 Torquay Road  
Armstrong Creek, VIC, 3217

Dear Ms Coker,

**Re: BRANDS OFF OUR KIDS! Call to Action**

Bellarine Community Health (BCH) commits to advocating for healthy environments in our community. We strongly believe that the places in our community where we live, work and play, should put health and wellbeing of our residents first wherever possible.

As part of BCH's Integrated Health Promotion strategy, we are working to create healthy places for children on the Bellarine Peninsula. We are working together with our community to see change in our local schools, kindergartens, playgroups and health service to support the health and wellbeing of families.

However, the recent ['Brands off our kids!' report \(March 2021\)](#) released by the Obesity Policy Coalition (OPC), highlights the clever tactics that the processed food industry uses to target children with unhealthy food marketing. The report is calling on government to set higher standards and stop the industry setting its own rules.

The report sets out four actions to protect all Australian children from unhealthy food marketing:

1. Ensure TV, radio and cinemas are free from unhealthy food marketing from 6am to 9:30pm
2. Prevent unhealthy food companies from targeting children
3. Ensure public spaces and events are free from unhealthy food marketing
4. Protect children from digital marketing of unhealthy food

BCH is showing our firm support for the 'Brands off our kids!' campaign by signing the ['Brands off our kids!' petition](#) and is encouraging Bellarine Peninsula community members and organisations to join us in doing so. We strongly urge you to join us in supporting these actions to protect our children from unhealthy food marketing.

Yours sincerely,



Garry Ellis  
**Chief Executive Officer**