

# CAP Consultation: food and soft drink advertising to children

## Annex 1

Proposed text of changes to the CAP Code



## Comparison/mark-up of proposed changes to the Code

Rule	Present wording	Proposed changes to implement CAP policy recommendations
	<p><b>Background</b></p> <p>See also the <i>Help Note for food or soft drink product advertisements and children</i>.</p>	<p><b>Background</b></p> <p><b>"HFSS products" are those food or soft drink products that are assessed as High in Fat, Salt or Sugar in accordance with the Department of Health nutrient profiling model. Information on the nutrient profiling model is now available on the Department of Health website at: <a href="https://www.gov.uk/government/publications/the-nutrient-profiling-model">https://www.gov.uk/government/publications/the-nutrient-profiling-model</a></b></p> <p>[...]</p>
15.14	<p>Except those for fresh fruit and fresh vegetables, food product advertisements that are targeted through their content directly at pre-school or primary school children must not include a promotional offer</p> <p>[...]</p>	<p><b>HFSS</b> product advertisements that are targeted through their content directly at pre-school or primary school children must not include a promotional offer</p> <p>[...]</p>
15.15	<p>Licensed characters and celebrities popular with children must be used with a due sense of responsibility. Except those for fresh fruit or fresh vegetables, food advertisements that are targeted directly at pre-school or primary school children through their content must not include licensed characters or celebrities popular with children.</p> <p>For the avoidance of doubt, that prohibition applies to food or drink advertisements only. The prohibition does not apply to advertiser-created equity brand characters (puppets, persons or characters), which may be used by advertisers to sell the products they were designed to sell.</p> <p>Licensed characters and celebrities popular with children may present factual and relevant generic statements about nutrition, safety, education or similar.</p>	<p>Licensed characters and celebrities popular with children must be used with a due sense of responsibility. <b>HFSS product advertisements</b> that are targeted directly at pre-school or primary school children through their content must not include licensed characters or celebrities popular with children.</p> <p>For the avoidance of doubt, that prohibition applies to food or drink advertisements only. The prohibition does not apply to advertiser-created equity brand characters (puppets, persons or characters), which may be used by advertisers to sell the products they were designed to sell.</p> <p>Licensed characters and celebrities popular with children may present factual and relevant generic statements about nutrition, safety, education or similar.</p>

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15.18 N/A

[new rule]

**Advertisements for HFSS products must not be directed at people under 12/under 16\* through the selection of media or the context in which they appear.**

**No medium should be used to advertise HFSS products, if more than 25% of its audience is under 12/under 16\* years of age.**

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\*The wording of the new rule will depend on the outcome of the consultation; specifically, question (4)(b) in section 51 of the consultation document.

## Contact us

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