



Shelflife

Monday, 1 December 2008

Page: 14

Circulation: 9671

Area of Clip: 5434.00 mm

Clip ID: 249770

Page 1 of 1

Ads make kids fatter

A recent report from the National Bureau of Economic Research (NBER) in the US has confirmed the suspicion that junk food ads on television do increase the chances of children becoming obese. It said that banning the offending advertisements could reduce the number of overweight children by as much as 18%.

The report, which measured the number of hours of fast food television advertising viewed by children on a weekly basis, found that a ban on fast food ads during children's programming would reduce the number of overweight children aged three to 11 by 18%, and lower the number of overweight adolescents aged 12 to 18 by 14%. It also found that the effect is more pronounced for males than females.