

Vaughan Gething AC/AM
Ysgrifennydd y Cabinet dros Iechyd, Llesiant a Chwaraeon
Cabinet Secretary for Health, Well-being and Sport



Rebecca Evans AC/AM
Gweinidog Iechyd y Cyhoedd a Gwasanaethau Cymdeithasol
Minister for Social Services and Public Health

Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref : MA-P-VG-6575-16

Rt Hon Jeremy Hunt MP
Secretary of State for Health
Richmond house
79 Whitehall
London
SW1A 2NS

healthsofs@dh.gsi.gov.uk

13 September 2016

Dear Jeremy,

We are writing in response to the UK Childhood Obesity Strategy which impacts across our portfolios in terms of the potential impact on NHS services and the contribution to our approach to reduce levels of preventable obesity in Wales.

We are pleased to see commitment to strong UK action to reduce sugar in those foods contributing the most to our children's diets, and welcome the approach extending to all food sectors. We urge that strong leadership is taken, to emulate the approach taken for salt reduction.

We are disappointed with the lack of action in the strategy to further restrict the advertising of food and drink to children that are high in fat, sugar and salt. Whilst the Welsh Government recognises and supports the necessary review of the nutrient profile model as a first step, more action is needed to restrict high fat, salt and sugar foods to our children. We therefore continue to urge you support a ban on all advertising of high in fat, sugar and salt foods and drinks before the 9pm watershed.

The Welsh Government also recognises there is a shift in children's screen time away from television, and that digital marketing strategies are rapidly growing and are a potentially influential area.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

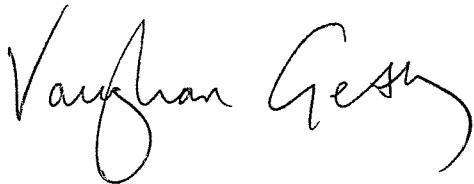
We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

In our response to the Committee of Advertising Practice consultation on the introduction of restrictions on non-broadcast advertising of food and soft drinks this summer, we have called for the toughest possible measures to be introduced. Whilst we recognise that evidence could be stronger, we consider that the stakes are high enough to justify strong regulation across all forms of promotion of high fat, salt and sugar food and drink to children.

I hope such a stance will be emulated across the UK.

I am copying this letter to the Secretary of State for Wales and Ministers in Scotland and Northern Ireland.

Yours sincerely,



Vaughan Gething AC/AM

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