



NEWS RELEASE

Australian Divisions of General Practice Ltd.

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Advertisers' health campaign a step in the right direction

Australian Divisions of General Practice (ADGP) has commended the Australian Association of National Advertisers for its *Healthy Lifestyle Awareness Campaign*, which was launched in Sydney yesterday.

The multi-million dollar, multi-media campaign is a collaborative initiative of Australian advertising, marketing and media associations – the first of its kind. It features an animated character known as “Jo Lively”, who extols the virtues of a balanced, healthy diet and regular exercise.

“The Australian Association of National Advertisers is to be congratulated for taking proactive leadership on this issue,” ADGP Chair Dr Rob Walters said.

“This is a positive contribution to national, cross-sector efforts to combat the serious problem of obesity, particularly in children.”

“Through the Divisions Network, the ADGP is well-aware of the increasing incidence of obesity among Australian children and the serious implications of this trend for the future health of our nation. The Divisions Network has been actively involved in recent years in raising awareness about the problem of childhood obesity and the influence of junk food advertising on children eating habits, so we are pleased to see advertisers joining the fight.”

Dr Walters also acknowledged the efforts of McDonalds in its move to place nutritional information on products, and expressed surprise that other fast-food chains had not followed their lead.

“It would be great to see other fast food outlets do the same.”

CEO Kate Carnell said a junk food advertising audit conducted by ADGP in the 2002-03 summer school holidays had suggested that an average Australian child would have sat through as much as three hours, 22 minutes of junk-food advertising during the holiday period.

“Since this audit, ADGP has supported industry self-regulation of junk food advertising aimed at children, so we welcome this new campaign initiated by advertisers. It is an important step in encouraging healthy lifestyles habits in young Australians.”

For more information call Jane Castles, National Communications Coordinator, on 02 6228 0822 or 0412 392 577.

What is ADGP?

ADGP is the peak body representing 119 Divisions of General Practice around Australia. The Divisions Network supports general practice and their practice teams and drives the implementation of innovative health strategies. ADGP is committed to promoting the health of all Australians by supporting the role of Divisions in the nation's primary health care system.
