

## **The Potential Cost-Effectiveness of Equity Impacts of Restricting Television Advertising of Unhealthy Food and Beverages to Australian Children**

As demonstrated by multiple studies, childhood obesity has been defined as a risk factor for overweight and obesity in adulthood. Given the short- and long-term adverse health effects associated with it, interventions focusing on the prevention of obesity are gaining momentum. Diets high in fat, salt and sugar are a key modifiable risk factor for childhood obesity and diet-related non-communicable diseases. However, these 'unhealthy' products are often advertised on television, which led many countries to introduce regulatory schemes to reduce or restrict their advertising. This paper aims to strengthen the evidence base of the potential cost-effectiveness of legislation to restrict high in fat, salt and sugar television advertising from an obesity prevention perspective. The proposed intervention was defined as a legislation to implement time-based restrictions of unhealthy food and beverage marketing to children under the age of 16 on television until 9:30pm.

The study highlights the significant potential cost-effectiveness of the intervention. Results highlighted that an intervention restricting the exposure of Australian children to television advertising of high in fat, salt and sugar food and beverages is likely to be cost-saving over the lifetime, with the greatest health benefits observed for children living in the most disadvantaged areas compared to children living in the least disadvantaged areas.

Reference: Brown V, Ananthapavan J, Veerman L, et al. The Potential Cost-Effectiveness and Equity Impacts of Restricting Television Advertising of Unhealthy Food and Beverages to Australian Children. *Nutrients*. 2018;10(5):622. doi:[10.3390/nu10050622](https://doi.org/10.3390/nu10050622)