

The cost-effectiveness of removing television advertising of high fat and/or high-sugar food and beverages to Australian children

In investigating some of the risk factors for the growing childhood obesity epidemic, a number of risk factors are at play. The mediums used for food marketing targeting children such as television advertising, are increasingly gaining interest of policy makers. There is a global concern that such targeted advertisement can have harmful consequences as young children are unable to comprehend such advertising. The aim of this study was to present the best available evidence of the health benefits and cost-effectiveness of reduced television advertising for energy-dense nutrient-poor food and beverages to inform policy debate.

Results from this study show that removing advertisements of such products during prime children-viewing times would be highly cost-effective as it would result both in health gains and a cost offset. While individual-level changes were relatively small, population-level benefits were noticeable: it is an intervention that would reach a large number of children at a low cost.

Reference: Magnus A, Carter R, Swinburn B. The cost-effectiveness of removing television advertising of high-fat and/or high-sugar food and beverages to Australian children. *Int J Obes.* 2009;33:1094-1102. doi:[10.1038/ijo.2009.156](https://doi.org/10.1038/ijo.2009.156)