

Inquiry into Diabetes

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My submission is relevant to terms of reference 4 and 5, particularly the areas highlighted:

1. Any interrelated health issues between diabetes and obesity in Australia, including the relationship between type 2 and gestational diabetes and obesity, **the causes of obesity** and the evidence-base in the prevention, diagnosis and management of obesity; and
2. **The effectiveness of current Australian Government policies and programs to prevent, diagnose and manage diabetes.**

My submission requests that the committee consider the impacts of the currently unregulated advertising of 'discretionary foods' in Australia (in all forms of media including social media).

More than half of Australian adults are overweight or obese and about a quarter of Australian children are overweight or obese.

Several overseas countries have taken steps to regulate the advertising of discretionary foods as part of tackling the health issues related to weight gain, obesity and increased rates of type 2 and gestational diabetes. Despite regulating unhealthy food advertising being identified as a priority area for the federal government to act to address unhealthy diets and obesity, no action has been taken in this area.

Restricting unhealthy food advertising would impact on obesity and the costs to personal health, as well as the cost of health care and related social costs. of health care and social costs.

The Australian Chronic Disease and Prevention Alliance has a position statement: *Protecting children from unhealthy food marketing (2018)* and I ask that this inquiry consider this already published statement. [ACDPA | Unhealthy food marketing](#)

Unhealthy food comprises 40% of the daily intake of Australian children and this directly contributes to weight gain, obesity and diabetes.

The World Health Organisation recommends that governments establish policy to reduce the exposure of children to unhealthy food marketing. It is an abuse of children that we do not limit the effects of unhealthy food marketing to them.

Please see below links to two advertisements regularly shown on television and the internet in Australia, These are just two examples of advertisements contributing to overweight and obesity in children.

[Singalong 🎵 | The Natural Confectionery Co. | 🎵 Superwoman by Tamara Bubble - YouTube](#)

<https://www.youtube.com/watch?v=0-HvP61VOaU>

Thank you for your investigation of this area.