Action on Local Advertising – submitting an example

Instructions

* Please use the bullets below to submit any example of HFSS advertising you find in public spaces
* Fill in as much of the template as you can – incomplete examples are still useful
* Please use a separate template for each example
* Return to Ben (Sustain) and Alex (Food Active) via email ben@sustainweb.org, alex.holt@foodactive.org.uk

This form can also be completed on your mobile phone - <https://tinyurl.com/action-on-advertising>

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| 1 | Name of example (also to be used as file name) format location\_company\_setting e.g. Middlesbrough\_KFC\_Bus Stop |  |
| 2 | Picture of advert(include name of the file and attach separately) |  |
| 3 | Date picture was taken |  |
| 4 | Time the picture was taken |  |
| 5 | Location - local authority and postcode or nearest landmark (please be as accurate as possible e.g. Liverpool, Water St Outside Boots Chemist) |  |
| 6 | Proximity to children’s setting (delete those not relevant | * Within 100m of a school? (give distance)
* Within 100m of other venues that children frequent – sports, leisure, cinemas, shopping centres? (give distance)
* Not within 100m of a school / venue children tend to frequent
* Not sure
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| 7 | Type of advertising (delete those not relevant) and please add if the category does not appear on this list | * Council owned property (Council buildings)
* Council magazines/newspaper
* (Trojan) telephone boxes\*
* 'A boards' outside properties
* Large billboards
* Transport/bus stop advertising
* Shop front advertising
* Coupons on the backs of bus tickets
* Flyering (door to door, or on street)
* Local transport companies
* Umbrellas for outdoor seating
* Branded vending machines
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| 8 | Category of advert (delete those not relevant) | * Directed at children/using child friendly characters
* Showing food that is HFSS (if in doubt include it and we can check this out)
* Just brand adverts (for brands associated with HFSS)
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| 9 | What attempts have you made to see this advertising removed (and with whom)? |  |
| 10 | What policy/justification did you use to back up this call? |  |

\*A Trojan Telephone box is a kiosk purporting to be a phone box which is used to display advertising material