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](mailto:ben@sustainweb.org), [alex.holt@foodactive.org.uk](mailto:alex.holt@foodactive.org.uk)

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

|  |  |  |
| --- | --- | --- |
| 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 |
| 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 |
| 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) |
| 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