

Item 6c.

Original Petition: End Junk Food Advertisements in Peterborough

We the undersigned petition the council to restrict the advertisement of food high in fat, salt and sugar in advertising spaces owned by the council or on council owned land.

Who chooses what you eat? Is it you, or the corporations who advertise to you?

Our campaign team, composed of Peterborough Youth Council members, seeks to end the rampant advertising of junk food in Peterborough. Some of us encounter 3-4 junk food adverts in 30-minute walks to school.

It makes us feel powerless that young people are constantly bombarded with junk food ads and left to deal with the consequences of obesity and poor mental health on our own. 1 in 10 children in Peterborough are obese by the age of 5.

Inspired by other campaigns including TfL's 2019 HFSS advertising ban and BiteBack 2030's "Bombarded by junk food: Our story" collection, we seek to restrict junk food advertising in the city, increase the visibility of healthier options provided by local businesses and inspiring others to advocate for change.

About Peterborough Youth Council (PYC):

We are a city-wide youth voice group that campaigns on issues important to young people and helps Peterborough City Council and local organisations to ensure young people have a say on decisions that affect them. We are made up of young people aged 11 – 19 from across Peterborough. There are two Youth Council members from each secondary school or college in Peterborough as well as extra membership spaces.

This ePetition ran from 19/06/2023 to 22/07/2023 and has now finished.

68 people signed this ePetition.

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