

One restriction would arguably be on food advertising. 95% of these during children's television programs were for products high in fat, salt or sugar (Grissom, 2010) and many, including the World Health Organization, believe that there is a link between such foods and increasing levels of obesity and high blood pressure. Yet for every \$1 spent by the WHO to combat these effects of a poor diet, the global food industry spends \$500, part of an annual industry worth \$25 billion (WHO, 2009). It is obviously not a fair fight and as children's health is at stake, there is a strong case for a limitation on food advertising to the young.