



# The Parents Jury

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# What is the Parents Jury

- A web based network of parents, grandparents and guardians of children aged under 18 who want to improve the food and physical activity environments for children
- Commenced in Australia in 2004/5
- Supported by Diabetes Australia, Cancer Council Australia & VicHealth
- Objectives include: supporting parents as champions, generation of media debate, informing the public, lobbying governments for policy /regulation change, putting pressure on the food industry to improve marketing practices



# Why is The Cancer Society keen to start a Parents Jury in New Zealand

*Because:*

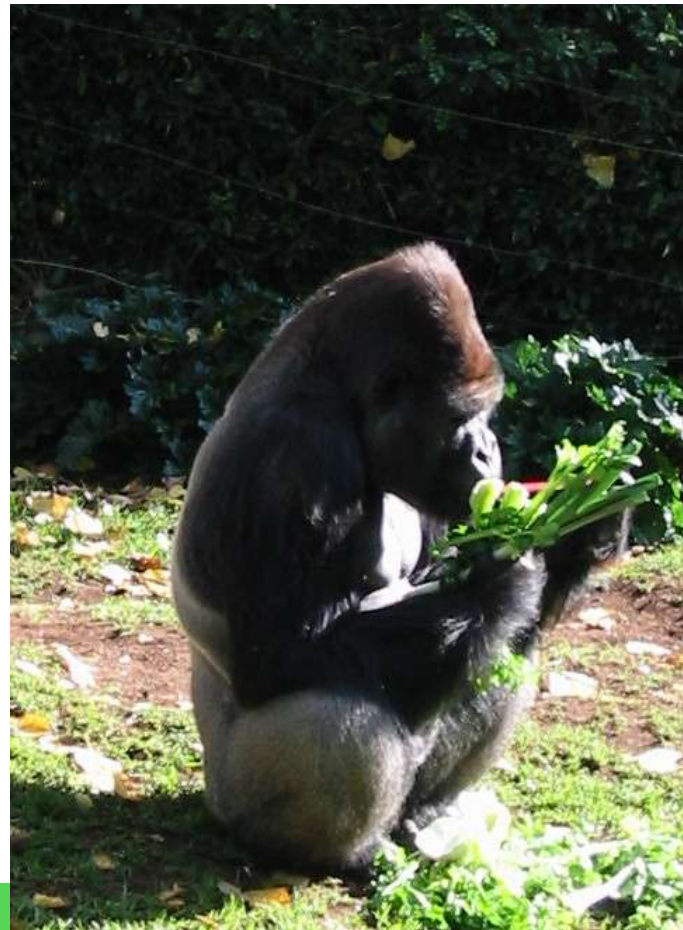
- Obesity is a “convincing” risk factor for some important cancers
- Addressing upstream policy interventions is crucial in the fight against obesity & obesogenic environments
- Advocacy & grass roots activism - successful strategy in fight against tobacco
- Difficult for public health NGO’s to be heard  
Parents may be more successful



# A Zoo:

## A healthy environment for animals

- Western Lowland Gorilla
- Fruit, leafy green veg, skim milk, protein rich 'primate' cake (grains, cereals, peanuts)
- Tailored to the needs of each gorilla
- Daily exercise program



# Is it a healthy environment for visiting primates?

<b>piazza</b>	pizza	\$6.95	chic
	kids sized pie	\$1.00	hot
	chunky steak pie	\$3.90	gou
	chunky sausage roll	\$3.50	spin
	fish and chips	\$7.50	pas
	chicken and chips	\$7.50	veg
	chips	\$3.50	har

Under SURPRISE



Under SURPRISE



Under SURPRISE



VALUE 1.00

NEW 4.00

4.00



4.00

OK

# What parents Jury does/provides

- Website
- Free membership
- Advocacy resources & information
- Polls, surveys feedback opportunities
- Press releases, articles, presentations
- Media training for parents
- Voting on & presentation of awards



# Key Areas of interest in Australia

- Food Marketing to Children
- Healthy Schools
- Healthy Supermarket checkouts
- Improved Physical Activity Environments
- Health eating for Children



# Food Marketing Campaign

## Trial by Jury

Aim to Highlight food marketing to children

Marketers put on trial by Parents Jury

Member nominations & judging

Awards - given at an event by relevant celebrity:

- Parents Choice: eg. Sanitarium Weetbix
- Pester power: McDonalds Happy Meal, Action Man & little pony advertisement
- Smoke & Mirrors: Karicare toddler gold formula advertisement.



# New Zealand progress

- Meeting for potential stakeholders 5 November - health & parenting orgs
- Support in mind but little funding available
- Proposal in process to CSNZ as part of operating plan for 2010/11

