

## Advertising of Unhealthy Food & Beverages on Government Assets

### Applicability

This policy applies to NT Health employees.

### Policy statement

NT Health supports the removal of existing unhealthy food and beverage marketing on NT Government (NTG) owned or managed assets, and endorses use of advertising spaces on NTG assets to communicate messaging in line with NTG objectives.

NT Health recognises that reducing population exposure to unhealthy food and beverage marketing in public settings, particularly for children, is one important strategy to address rising obesity rates. NT Health supports healthy environments for healthy living therefore its assets remain advertising-free.

NT Health supports and encourages the implementation of this Policy Statement across all NTG Departments to assist with healthier environments by reducing unhealthy food marketing.

The purpose of this policy statement is to:

- outline the position of NT Health on unhealthy food and beverage marketing on NTG owned or managed assets with the aim of limiting public exposure, particularly children, and
- assist staff in their advocacy interacting with governmental agencies for the removal of advertising.

### Rationale

Food and beverage marketing is recognised as a key commercial determinant of obesity. It is an active contributor to the obesity epidemic and associated poor health outcomes.<sup>1</sup>

Overweight and obesity is a serious public health issue in the Northern Territory, with over 65% of adults and 25% of children above their healthy weight range (excluding population data from very remote locations).

Overweight and obesity is strongly associated with increased incidence of multiple chronic conditions, cancers and higher mortality rate. These account for 8.4% of Australia's total disease burden and present a significant cost to the healthcare system.

Regulating and removing food marketing is an evidence-based strategy to reduce the impact of obesogenic environments. NT Health endorses health-supportive environments across the Territory to help address the challenge of rising obesity rates.

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## Policy

## Policy suite

The policy suite for this topic contains the following related documents:

- NT Health Sugar sweetened beverages, intensely-sweetened beverages and formulated caffeinated beverages policy
- NT Health Physical Activity policy
- [Northern Territory Social Outcomes Framework](#)
- [National Obesity Strategy 2022-2032: Enabling Australians to eat well and be active.](#)

## Policy principles

- We use the best available evidence to inform our position
- We support taking action to promote the health and wellbeing of our population, and will actively work towards the elimination of unhealthy food and beverage advertising on all government assets.

## Policy requirements

- Not applicable

## Legislative or other Authority

- Not applicable

## Policy compliance

- Not applicable

Indicator	Description	Responsibility
Procurement contracts aligning with NT Health advertising policy	Number of contracts aligning with NT Health advertising policy	Health Improvement, System Policy Planning

## Definitions

The following definition(s) are relevant to this Policy.

Term	Definition
Food and beverage marketing	Advertising depicting and promoting the sale of food and beverages, for example billboards, banners and transit advertising used on public transport.
Obesogenic environment	An environment with multiple characteristics conducive to weight gain, for e.g. the built environment, food environment, fast food marketing.
Obesogenicity	Collective impact of multiple societal factors promoting obesity.

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This guideline has been developed for NT Health practice setting only. Clinical content is intended to guide clinical practice and does not replace clinical judgement. Modification will occur according to internal audit processes and literature review. The rationale for the variation from the guideline must be documented in the clinical record.


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## Policy

### Document history

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### National Safety and Quality Health Standards

National Safety and Quality Health Service Standards							
							
Clinical Governance	Partnering with Consumers	Preventing and Controlling Healthcare Associated Infection	Medication Safety	Comprehensive Care	Communicating for Safety	Blood Management	Recognising & Responding to Acute Deterioration
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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