

Worried about  
advertising and  
childhood obesity?

So is the ASA.

That's why our Advertising Codes have seven pages on food advertising alone. Each contains the rules every chocolate bar, soft drink and fast food chain advert has to follow. They're there to support parents and teachers in promoting healthy eating to children. Like rule 13.2: *'Advertisements must avoid anything likely to condone or encourage poor nutritional habits or an unhealthy lifestyle, especially in children'*. Or Rule 13.9.4: *'Advertisements must not encourage children to eat more than they otherwise would'*. So yes, we're worried about childhood obesity. And helping to tackle it. See how we're keeping ads across all media socially responsible at [asa.org.uk](https://asa.org.uk)

# Problem drinking is our problem too.

We might not be the first people you think of when it comes to alcohol advertising.

But we enforce the Advertising Codes which lay down the rules that every alcohol brand has to follow. They state that no ad should suggest alcohol can *'overcome boredom, loneliness or other problems'* or *'encourage excessive drinking'*.

We keep ads socially responsible which means an ad showing problem drinking is our problem too.

See how we're keeping ads across all media socially responsible at [asa.org.uk](https://asa.org.uk)

# We've already written a climate change agreement.

It's called the Advertising Code. It lays down the rules brands have to follow when they make environmental claims in their adverts. So they can't *'mislead consumers about the environmental benefit that a product offers'* or say anything that they can't back up with scientific evidence. We're here to make sure brands do what they say because we've got to be honest about climate change. See how we're keeping ads across all media socially responsible at [asa.org.uk](https://asa.org.uk)

# What do we know about irresponsible gambling ads?

## Enough to write a book on them.

Our Advertising Code is over 122 pages long. Its rules keep every advert you see in check. Sometimes that means removing an ad that exaggerates. Other times they help protect vulnerable people from ads that could lead to debt, anguish or even worse. Because when it comes to gambling, our rules state ads can't encourage behaviour that *'could lead to financial, social or emotional harm'*. See how we're keeping ads across all media socially responsible at [asa.org.uk](https://asa.org.uk)

Tackling negative  
body image  
requires experts  
working together.

Some of them  
are in advertising.

Body conformity. Emotional wellbeing. Harmful gender stereotypes. They're all tackled in the Advertising Codes. These are the rules that every online influencer has to follow. From models and pop stars to streamers and bloggers. It prevents their ads from suggesting an *'individual's happiness or emotional wellbeing depends on them conforming to an idealised gender stereotypical body shape'*. We understand some of the factors that can contribute to body image disorders, and we're here to ensure advertising has no part to play in causing them. See how we're keeping ads across all media socially responsible at [asa.org.uk](https://asa.org.uk)