



Alison Watkins
Group Managing Director
Coca-Cola Amatil
40 Mount Street
North Sydney
NSW 2060

Dear Ms Watkins,

As a collaboration of health bodies working to promote healthier lifestyles for Australian children, we are dismayed by the arrival of the Coke Christmas Truck.

The truck, deceptively promoted as an opportunity to spread "Christmas cheer", flies in the face of your commitment to avoid marketing to kids under 12. As a recent article in The Northern Daily Leader confirms, young children are among those welcoming the truck's arrival and being encouraged to consume your product.

We believe the truck is a prime example of stealth marketing. Children in the three targeted communities, Tamworth, Townsville and Mt Isa, will be exposed to Coca-Cola branding in addition to the truck's bright lights and Christmas carols. The truck is therefore essentially a giant mobile billboard marketing unhealthy Coke products to targeted communities.

As the first stop on the journey, Tamworth is of great concern to us, with the Australian Health Policy Collaboration finding that 79.8% of adults in the West Tamworth region are either overweight or obese.

Further to this, regular consumption of sugar sweetened beverages, such as Coke, is linked to obesity, which in turn increases the risk of type 2 diabetes, cardiovascular disease, some cancers and tooth decay, with two in five Australian children aged 12-14 years having decay in their adult teeth.

Upon learning of the truck's imminent arrival, Parents' Voice launched a petition which has since received more than 750 signatures and comments from concerned Australians, including: "It's unethical and opportunistic for Coca-Cola to target children and in particular vulnerable communities at Christmas time." Please keep your truck out of Australia and away from kids."

While we wish the truck had never toured, we now request that its journey ends before its planned conclusion at Sydney's Carols in the Domain, an event primarily for children. We also appeal to Coca-Cola to cease campaigns which promote unhealthy Coke branded products to Australian kids.

Yours Sincerely,



Alice Pryor, Parents' Voice



Hugo Sachs, President, Australian Dental Association



Gemma Crawford, President, Australian Health Promotion Association



Melanie Hayes, Chief Executive Officer, Dental Hygienists Association of Australia

Parents' Voice is supported by:



PARENTS' VOICE



Greg Johnson, CEO, Diabetes Victoria



Maria Szybiak, Director, LiveLighter WA



Kirsten Grace, Chief Executive Officer, Mai Wiru Sugar Challenge Association



Maree O'Flaherty, President, Nutrition Australia



Jane Martin, Executive Manager, Obesity Policy Coalition



Public Health Association AUSTRALIA

Michael Moore, President, Public Health Association of Australia



Peter Brukner, Convenor, SugarByHalf



Matthew Hopcraft, Co-Founder, Sugar Free Smiles



Ari Kurzeme, Manager-Advocacy, YMCA Victoria

Alexandra Jones
Convenor, Food Governance Node
Charles Perkins Centre, University of
Sydney

Belinda Reeve,
Convenor, Food Governance Node
Charles Perkins Centre, University of
Sydney

Parents' Voice is supported by:





Floyd Tidd
National Commander
The Salvation Army
95-99 Railway Road
Blackburn
VIC 3130

Dear Mr Tidd,

As a collaboration of health bodies promoting healthier lifestyles for Australian children, we are concerned by The Salvation Army's partnership with Coca-Cola regarding the Coke Christmas truck.

While we acknowledge that Coca-Cola has assisted The Salvation Army with humanitarian efforts overseas and will now help deliver food and community facilities throughout the campaign, we are concerned the partnership will inadvertently compromise the health of young children.

Promoted as an opportunity for the soft drink company to spread "Christmas cheer", the truck has been criticised in the UK for targeting children with unhealthy Coke branded products.

Although Coca-Cola claims the partnership will benefit local communities, we believe the company's motivations are more aligned to brand positioning. Despite its commitment to avoid marketing to kids under 12, children in Tamworth, Townsville and Mt Isa will be exposed to Coca-Cola branding in addition to the truck's bright lights and Christmas carols.

Given that The Salvation Army's mission includes a commitment to building healthy communities, we are surprised by the partnership and fear it may facilitate Coca-Cola's efforts to promote unhealthy products to targeted communities. Though we recognise that both parties wish to leave a positive legacy in each community, we hope this doesn't come at the expense of their health.

Regular consumption of sugar sweetened beverages, such as Coke, is linked to obesity, which in turn increases the risk of type 2 diabetes, cardiovascular disease, some cancers and tooth decay, with two in five Australian children aged 12-14 years having decay in their adult teeth.

Upon learning of the truck's imminent arrival, Parents' Voice launched a petition which has since received more than 750 signatures and commentary about the Salvation's Army's involvement. We would be happy to forward you this feedback and would also appreciate the opportunity to discuss our concerns further.

Yours Sincerely,



Alice Pryor, Parents' Voice



Hugo Sachs, President, Australian Dental Association



Gemma Crawford, President, Australian Health Promotion Association



Melanie Hayes, Chief Executive Officer, Dental Hygienists Association of Australia

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