



Department  
of Health &  
Social Care

*From Andrew Gwynne MP  
Parliamentary Under-Secretary of State  
for Public Health and Prevention*

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Mr Stephen Woodford  
Chief Executive  
Advertising Association  
By email to: [chris.walker@adassoc.org.uk](mailto:chris.walker@adassoc.org.uk)

30 July 2024

Dear Mr Woodford,

Thank you for your correspondence of 12 July, co-signed by Phil Smith, Paul Bainsfair and Jon Mew, kindly congratulating me on my appointment to the Department of Health and Social Care and offering to brief me on the work of your organisations.

It is a huge privilege to be joining the Department responsible for leading the health and care system on which everyone in this country depends at some point in their lives. I look forward to helping to improve health and social care across England in the coming months.

This Government has set a bold ambition to create the healthiest generation of children ever, including tackling the childhood obesity crisis. As part of this effort, the Labour manifesto and Child Health Action Plan committed to restricting advertising for less healthy food and drink products. These restrictions will prevent children from being exposed to, and influenced by, these advertisements on television and online, helping to create a healthier food environment.

I am committed to implementing these measures without further delay. I am aware that businesses and other stakeholders are calling for clarity on the details of the regulations, and we want to support industry and regulators to prepare for the implementation of these restrictions. We are working with the Advertising Standards Authority, Ofcom and the Department for Culture, Media and Sport to ensure that stakeholders receive a response to the consultation, guidance and secondary legislation as a priority.

I am very keen to meet a range of stakeholders across my portfolio. I hope you will appreciate that as this is an extremely busy time, I will be unable to commit to a meeting at this stage. However, I welcome your constructive engagement, and Departmental officials will be in touch shortly to discuss this further. I look forward to working with you and your colleagues in the coming months and years.

I hope this reply is helpful, and I would be grateful if you would share it with your co-signatories.

Yours sincerely,

**ANDREW GWYNNE**