



Department
of Health &
Social Care

*From Ashley Dalton MP
Parliamentary Under-Secretary of State
for Public Health and Prevention*

*39 Victoria Street
London
SW1H 0EU*

Layla Moran MP

By email to: layla.moran.mp@parliament.uk

05 January 2026

Dear Layla,

I am writing to you as Chair of the Health and Social Care Committee (HSCC) to highlight that, today, the Government has fulfilled our commitment of implementing the advertising restrictions for less healthy food or drink on TV and online. I am sure you will agree that today marks an important milestone in our efforts to tackle the childhood obesity crisis and raise the healthiest generation of children ever.

We are pleased to have already seen a positive shift in the type of adverts shown on TV and online since businesses started to voluntarily comply with the restrictions from 1 October 2025. I expect this to continue and accelerate now that the restrictions will be enforced by the Advertising Standards Authority (ASA) as the frontline regulator. The [implementation guidance](#) published by the ASA on 4 December 2025 will support businesses to produce compliant adverts and ensure we fulfil the policy's objectives of reducing children's exposure to adverts for less healthy products. We estimate that the restrictions will remove up to 7.2 billion calories from UK children's diets per year and deliver around £2 billion in health benefits over the coming years.

As I am sure you are aware, these restrictions are just one part of the ambitious moonshot set out in our 10 Year Health Plan for England aiming to improve the food environment and end the obesity epidemic. On 1 October, we implemented restrictions on volume price promotions of less healthy products (e.g. 3 for the price of 2 offers) in retail stores and their online equivalents. We have consulted on banning the sale of energy drinks to children under 16 years and we announced an extension of the Soft Drinks Industry Levy as part of the Autumn Budget. We are progressing commitments in the 10 Year Health Plan ahead of consulting on Healthier Food Targets and Reporting and on strengthening the advertising and promotions restrictions by updating the Nutrient Profiling Model that underpins them. I

am sure that the HSCC will take interest in the progress of these commitments and look forward to updating you in due course.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Ashley Dalton', with a stylized flourish at the end.

ASHLEY DALTON MP