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**OUTSMART**

*PRESS RELEASE: For Immediate Release*

## **Outdoor advertising media owners to provide up to £15m of space a year to healthy living campaigns**

- Trade body, Outsmart launches 'Get Smart, Outside' campaign to use the power of advertising for healthy living campaigns
- Space would be made freely available annually to public authorities who work with Outsmart to promote their own campaigns
- New website to hub campaign activity can be found at [www.getsmartoutside.org.uk](http://www.getsmartoutside.org.uk)

**[APRIL 29, LONDON]** Outsmart, the Out of Home (OOH) advertising media owners trade body, today launched its 'Get Smart, Outside' campaign to work in partnership with public authorities to promote healthy living campaigns in their areas. Outsmart members have pledged to provide unsold advertising space to the value of up to £15m annually to support the campaign. A new website containing further details about the campaign has also been launched at [www.getsmartoutside.org.uk](http://www.getsmartoutside.org.uk).

The initiative recognises the importance of the problem of childhood obesity and builds on previous moves by the industry to tackle the issue such as voluntarily removing advertising of food and drink products high in fat, sugar and salt (HFSS) close by schools.

Tim Lumb, Director of Outsmart said:

"We're really excited to be launching our 'Get Smart, Outside' campaign today. It's based on our core belief that we can harness the power of advertising to effect real behavioural change as a force for good.

"Whilst some bodies are looking at imposing further media restrictions, a better way to tackle the issue is for public authorities and business to work together in partnership, and that is the heart of the 'Get Smart, Outside' campaign we are launching today.

"We aim to go around the country speaking with local authorities and working in collaboration with them to publicise evidence-based solutions that will reduce childhood obesity, promote a healthy and active lifestyle and effect real behavioural change in kids. Importantly, this will have no cost to already hard-pressed local authorities."

In addition to the centrepiece of the campaign of voluntarily donating advertising space to partner authorities, the sector is looking to discuss a wider package of other measures, including voluntarily adoption of:

- ✓ additional advertising guidelines on children's food preferences
- ✓ restrictions on multi-buy HFSS promotions
- ✓ extending our existing "schools exclusion zone" with partner authorities
- ✓ promoting a healthy lifestyle tagline message on HFSS advertising

These measures underline the determination of the OOH sector to play a positive role in tackling the issue of childhood obesity in partnership with public bodies. They mirror the large body of evidence on childhood obesity which supports a whole systems approach that is proven to work and in-line with public opinion.

Tim Lumb concluded:

"Children and families are faced with a huge number of food choices but less messages about healthy lifestyles. We want to help create a balance and promote smart choices for all."

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## NOTES TO EDITOR

### 1. About Outsmart

Outsmart is the national body representing the out-of-home (OOH) advertising media owners in the UK, supporting the employment of around 4500 people including 2700 directly in the sector. Our members work in partnership with TfL, local authorities and landlords across the UK to display advertisements on, and invest, their estates.

### 2. Public Investment created by the OOH sector

PwC has estimated that in the ten years up to 2017, the OOH sector contributed a total of £710m to investment in public infrastructure such as bus shelters, live digital bus timetables, public wifi, improvements to the local environment etc. Any media restrictions imposed by public authorities that reduces the revenues of the sector will, inevitably, reduce the amount of funding available to local authorities to invest in their areas.

### 3. The Outsmart 'Schools Exclusion Zone'

Outsmart members have always recognised the seriousness of childhood obesity. We went on the front foot in July 2017 to remove voluntarily the promotion of all HFSS food and drink products within 100m of all school boundaries. This has resulted in HFSS adverts being removed from over 23,000 sites across the UK, representing 14% of the total number of static outdoor advertising sites in the whole country. Advertisers and our members have rigorously complied with this voluntary initiative, with just a few inadvertent transgressions across the tens of thousands of sites since the initiative came into force.