

BITE BACK 2030 PARTNERSHIP

Across all platforms, from TV, to social media, to bus stops, children and young people are surrounded by cues to consume unhealthy food. Research from **Bite Back 2030** found 70% of children are significantly influenced by marketing and advertising to buy new products and that is why this year, we are partnering with them to launch a national conversation.



The partnership began earlier this month with Debate Mate Plus competition takeover, where students discussed the roles that celebrities play in promoting unhealthy food online at Bite Back's offices in North London. Jamie Oliver attended to open the event, and it was hugely inspiring, with lots of delicious and healthy food to enjoy!



We were looking forward to the Bite Back 2030 takeover of the regional Debate Mate Cup finals and the Grand Final of the Debate Mate Cup. In light of the current situation, these competitions have been postponed.

However, we continue to work and plan with Bite Back 2030 in our joint effort to build a movement of young people who are empowered to hold the biggest influencers in business and government to account, and to listen and act on a very important topic - child health. This partnership helped students to understand and think critically about how the food system is designed; how they can redesign it to put young people's health first; and build a powerful alliance that will help make that redesign a reality.