



## **Criança e Consumo Project welcomes the decision to end the advertising of soft drinks targeting children**

*Announcement made by industry members of the Brazilian Association of non-alcoholic drinks and soft drinks (Abir) is a victory for Brazilian childhood*

The Alana Institute Project Criança e Consumo, which this year complete ten years, is now celebrating the historical decision by Abir – The Brazilian Association of Non-Alcoholic Beverages and Soft Drinks – including brands such as Coca-Cola, Pepsi and Ambev – to end all advertising directed at children.

The industry has put a halt to advertisements whenever 35% of the audience is younger than 12-years old. Next step for Abir will be to listen to the society's opinion regarding the proposal to end the sales of beverages with high levels of sugar at schools all over Brazil. These measures take place at an important moment, and also answer to demands from the society as well as organizations like Alana, who work to defend children's rights.

“This self-regulation must be followed by action from the Congress, for the further development and approval of specific, hard laws aimed at forbidding the companies to advertise directly to children. Executive action supervising the implementation of the law, and judiciary action addressing the law's abuse, are also pivotal to the law's performance”, says Isabella Henriques, Criança e Consumo Coordinator, and head of Alana Institute.

It is worth noting that a Brazilian regulation prohibiting abusive advertisement to children already exists. In 2014, Conanda (National Council of the Rights of the Child and the Adolescent) published a Resolution strengthening the actual understanding, already established by the Brazilian Consumer Defense Code. The Child and Consumption Project now hopes that other companies and other industry segments may understand the relevance of this decision, and stop the children-oriented advertisement, and respect children's rights.

### **About the Criança e Consumo Project**

Launched in 2006, the [Criança e Consumo Project](#) by Institute Alana works to spread and debate ideas on matters related to the children-directed advertisement. The project also strives to point out ways to minimize and prevent harm that may be inflicted by this form of consumer communication.

### **About Alana Institute**

The Alana Institute is a non-profit civil society organization, focused on gathering projects that pursue conditions essential for a happy, complete childhood. Founded in 2002, the institute has been maintained by an endowment fund since 2013. Its mission is to “honor the children”.

### **Press info**

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