

Graffiti attack on fast food

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Attack on fast food 'avalanche'

Thirty years after health activists in Perth gained notoriety by spraying graffiti on cigarette billboards, fast food has become the new target of a consumer backlash.

A Hungry Jack's billboard in North Perth promoting its premium range of burgers has been daubed with the message, "Obesity has never tasted so good".

A group known as Billboard Utilising Graffitists Against Unhealthy Promotions, or Buga Up, defaced tobacco billboards in Perth from the late 1970s.

While health groups have distanced themselves from the latest graffiti attack, they say it shows consumers are fed up with being bombarded by junk food promotions.

The Heart Foundation, which is planning a major new campaign targeting overweight and obese people, said it was alerted to the billboard this week by a member of the public.

Chief executive Maurice Swanson said the marketing of junk food was out of control and people could not drive down the street without seeing it.

"We don't condone people taking action that's against the law but we understand the community's frustration about the ubiquitous marketing of junk food in every medium, including sport," he said.

"So while the Heart Foundation doesn't condone this graffiti, as was the case with tobacco this type of action could become the catalyst for legal restrictions, this time on the avalanche of junk food marketing and advertising that we're all exposed to, especially children.

"Many people are ringing me and saying they're fed up with it."

Mr Swanson said Buga Up had been run by highly respected health professionals, including doctors.

A spokesman for Hungry Jack's said while the company did not condone illegal graffiti or want to make light of the complex health and community issues surrounding obesity, "we can at least agree with the author about the great taste of our new Premium Choices range".

He said the range was an initiative designed to improve the quality of its menu, which now included salads and organic beef burgers.

<http://au.news.yahoo.com/thewest/a/-/breaking/12573657/attack-on-fast-food-avalanche/>