I met with Guy Parker, Chief Executive of Advertising Standards Authority to talk about the importance of challenging misleading claims on medicines and alternative treatments, which can be dangerous and risky to health if they encourage people not to use traditional, evidence-based treatments. A recent example is the ASA ruling on a company promoting thermal mammography, a medically unproven process of diagnosis. We also discussed concerns over the marketing of unhealthy foods to children. In its recent Childhood obesity: brave and bold action report, the Health Committee made a number of recommendations aimed at protecting children from unsuitable advertising and to promote healthier family choices.