



# INTRODUCING BITE BACK

## A YOUTH MOVEMENT PROTECTING CHILD HEALTH

From the moment we are born junk food has us surrounded. Giant food companies flood our world with their products, then manipulate us using cute, colourful, clever marketing. They deceive us with misleading health claims, and pump millions into making sure their junk-filled products are always in the spotlight. It's the cultural wallpaper. It's hidden in the small print. It's constantly being forced down our throats.

Now, it's endangering the health of a generation. The good news? It's totally preventable. Bite Back is a youth-led movement working to change the way food is made, marketed and sold. We empower young people to protect child health.

## FOOD-RELATED ILLNESS IN SCOTLAND

**1 in 3 children in Scotland are at risk of food-related ill-health [1].**

Children living in areas of deprivation are **twice as likely** to be at risk of food-related ill-health compared to their wealthier peers [2].



“ [I see junk food adverts] **every single day** walking to school, walking the street, **EVERYWHERE!**”

~ Young Scottish person, age 12-16 [3]





## STEPPING INTO SCOTLAND

---

**Bite Back is thrilled to be stepping into Scotland for the first time - and we don't arrive empty-handed.** We're bringing proven programmes, funded pilots and support for young Scots ready to lead change. We're excited to join forces MSPs, schools, local authorities and partners to learn, collaborate and build something meaningful together.

### **BITE BACK IN SCHOOLS**

We're launching a fully funded 2026 pilot with five Scottish secondary schools, combining youth-led assemblies, interactive sessions and a **School Food Champions** club. Pupils drive real change in their own schools with a £1,000 grant and ongoing support to build leadership and health advocacy.

### **SHAPE YOUR STREETS**

Launching in Scotland with one local authority in Autumn 2026, this fully funded pilot **empowers young people to investigate their local food environment** and turn lived experience into a powerful research report and video. Their voices help shape evidence-based local policy while building skills in research, storytelling and leadership.

### **BITE BACK YOUTH BOARD**

We're recruiting 14-16-year-olds to join Bite Back's Youth Board, **shaping UK-and-Scotland-wide campaigns** through media, meetings with decision-makers and creative activism. All expenses are covered, with a strong focus on inclusion and developing confident, skilled young campaigners.



## BITE BACK STANDS FOR

---

1. Stopping the flood of junk food in our high streets and communities.
2. Showing our teeth to the junk food giants using exploitative marketing tactics on young people.
3. Ensuring every young person in Scotland has a tasty, healthy meal at school.



## HOW YOU CAN HELP BITE BACK

---

We need your help to help build a Scotland where every child can have a healthy future. We're asking MSPs to:

- Share our opportunities for young people in your constituency
- **Meet with and listen to our young activists**
- Share our message loud and clear

It's time to bite back.



2026. Bite Back 2030 is a registered charity (1180969) and a company limited by guarantee, registered in England and Wales number 11408816.



**YOUNG ACTIVISTS BOUGHT  
THIS AD SPACE SO THAT  
JUNK FOOD GIANTS COULDN'T**



OCEAN

## **BITE BACK'S CV**

---

We've been biting back for six years — but we're just getting started. Here are some of our highlights since 2019.

### **[#CommercialBreak](#): award winning campaign to end junk food adverts**

*2020 onwards*

After 6 years, the restrictions on junk food ads online at all times, and on TV before 9pm have finally come into place. But pushing junk food ads off screens will just pull them onto our streets. Fed up with being bombarded by endless outdoor junk food ads, we took over ad space and billboards across the UK, so that junk food giants couldn't. By August 2025, our billboards were silenced by the biggest outdoor advertising companies, causing thousands to rise in support of our mission.

### **[#FuelUsDon'tFoolUs](#): big food and child health**

*2024-2025*

We launched Fuel Us Don't Fool Us, a campaign to shine a light on the impact of some of the biggest food businesses on child health, underpinned by new evidence. The findings were stark. The majority of the 10 biggest food and drink manufacturers are reliant on selling unhealthy products. And 78% of their food products that use packaging to appeal to children are classed as unhealthy.

### **[Bite Back in Schools, England](#): young people making local change**

*200 schools, 12,000+ young activists*

We've seen some amazing results in schools across the country, where passionate young people have stood up and challenged the way it's always been done, and proposed smart solutions that are really making a difference.



## REFERENCES

---

[1] Scottish Government (2022). The Scottish Health Survey: 2022 edition (Volume 1: Main Report). Available at: <https://www.gov.scot/publications/scottish-health-survey-2022-volume-1-main-report/documents/>

[2] Public Health Scotland. Primary 1 Body Mass Index (BMI) statistics Scotland - School year 2024 to 2025. <https://publichealthscotland.scot/media/36424/2025-12-16-p1-bmi-statistics-publication-report-final.pdf>.

[3] Scottish Obesity Alliance (2024). 'Adverts, adverts everywhere': young people's perceptions of and exposure to unhealthy food marketing in Scotland. <https://www.scottishobesityalliance.org/media/utujojqq/adverts-adverts-everywhere-report-final-version.pdf>

## GET IN TOUCH

---

Please feel free to contact our Senior Programmes and Policy Manager - Scotland, Katie:

[katie.horsburgh@biteback2030.com](mailto:katie.horsburgh@biteback2030.com)



2026. Bite Back 2030 is a registered charity (1180969) and a company limited by guarantee, registered in England and Wales number 11408816.