



April 30, 2013

Norm Campbell, MD, FRCPC
Professor of Medicine & HSFC/CIHR Chair in Hypertension Prevention and Control
University of Calgary
3280 Hospital Drive NW
Calgary, Alberta, Canada T2N 4Z6

Dear Dr. Campbell,

Re: *Policy Consensus Statement Restricting Unhealthy Food and Beverage Marketing to Children*

The Chronic Disease Prevention Alliance of Canada (CDPAC) applauds the Canadian Hypertension Advisory Committee on its research and articulation of the *Policy Consensus Statement Restricting Unhealthy Food and Beverage Marketing to Children*.

CDPAC is an alliance of nine national NGOs. Working primarily at the national level, our mission is to take an integrated, population health approach to influencing policies and practices that will help prevent chronic diseases. CDPAC has two core functions – advocacy and knowledge mobilization.

Since 2008, one of CDPAC's core advocacy priorities has targeted the marketing and advertising of unhealthy foods and beverages to children. Inappropriate marketing to children and youth is a significant contributor to unhealthy weights, which in turn is a major risk factor for many cancers and chronic diseases.

On behalf of the CDPAC Alliance, I am pleased to provide endorsement of the *Policy Consensus Statement Restricting Unhealthy Food and Beverage Marketing to Children*. While CDPAC agrees that industry's current voluntary approach is not sufficiently strong we wish to make it very clear that we believe it **could** be strengthened to become an effective tool for controlling marketing of foods and beverages to children. Along with other stakeholders, CDPAC has been vocal over the past few years on the inherent weaknesses of the current approach. More recently we have been in discussion with Advertising Standards Canada (ASC) and the working group of its Canadian Children's Food and Beverage Advertising Initiative (CAI) to offer a collaborative approach to strengthening the voluntary standard. CDPAC commends ASC and the CAI for having prioritized the need to strengthen their current approach as a 'front burner' objective. We are aware that work is diligently underway to meet that objective. CDPAC will continue its discussions with ASC/CAI to support the CAI's evolution as appropriate.

Chronic Disease Prevention Alliance of Canada

Alliance pour la prévention des maladies chroniques au Canada

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Again, congratulations on the excellent work that the advisory committee has done. Accompanying this letter of endorsement is CDPAC's logo for addition to the endorsement roster.

Sincerely,

A handwritten signature in cursive script, appearing to read "Craig Larsen". The signature is written in dark ink on a light background.

Craig Larsen
Executive Director

Cc: Tara Duhaney