



December 1, 2014

The Honourable Thomas J. Mulcair
Leader of the Official Opposition
House of Commons
Ottawa, ON K1A 0A6

Dear Mr. Mulcair,

Re: Advertising directed toward children

The Chronic Disease Prevention Alliance of Canada (CDPAC) would like to applaud your announcement of November 26, 2014 that the federal New Democratic Party would introduce federal legislation to ban commercial food and beverage advertising targeting children under 13 years of age.

As noted in your announcement, advertising of unhealthy food and beverages is linked to unhealthy weights in Canadian children. Unhealthy weights and eating practices track into adulthood and directly contribute to many chronic diseases such as diabetes, cardiovascular diseases and many types of cancer.

While provincial initiatives such as Quebec's Consumer Protection Act can help reduce the amount of advertising and marketing that children are exposed to, CDPAC has for many years been a vocal proponent of federal regulation. Canada must level the playing field such that all food and beverage producers across the country are held to comply with a common set of standards.

We would like to emphasize that regulatory controls will have to be sufficiently broad to apply to the wide range of avenues and tactics being used to reach children. Controls need to apply not only to television and physical settings where children live, learn and play, but also to the expansive array of games and messaging that industry is employing via mobile phones and other internet-based media.

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We would be pleased to discuss our insights and recommendations in more detail with you or your staff.

Sincerely,



Hon. Mary Collins, P.C.
Chair



Craig Larsen
Executive Director

CDPAC (cdpac.ca) is an alliance of twelve national organizations sharing a common vision for an integrated system of research, surveillance, policies and programs for maintaining health and preventing chronic disease in Canada.

Members of the Chronic Disease Prevention Alliance of Canada:

Active Health Kids Canada
Arthritis Society
Canadian Alliance for Mental Illness and Mental Health
Canadian Cancer Society
Canadian Diabetes Association
Canadian Medical Association
Canadian Mental Health Association
Canadian Nurses Association
Dietitians of Canada
Heart and Stroke Foundation of Canada
The Kidney Foundation of Canada
YMCA Canada