

# **An Overview of the CDPAC Policy Consensus Conference on Obesity and the Impact of Marketing to Children**



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- We will be recording this Fireside Chat

- **Visual Presentation:**

- Via Bridgit software (see Fireside Chat instructions)

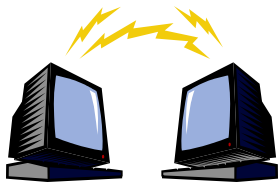
- There may be a few seconds delay in transmission

- If difficulties:

- ✦ Use the back up PowerPoint presentation at [www.chnet-works.ca](http://www.chnet-works.ca)

- ✦ Click on Fireside Chat

- ✦ Scroll to today's 'chat' info



- **Agenda:**

- Sign in and tech help prior to the 'chat'

- Welcome and Introductions

- Presentations and Discussions

- Closure



# Today's 'Chat'



- Follow-up to the CDPAC multi-sectoral policy consensus conference on March 4 and 5, 2008
- Will describe the conference process, the evidence presented at the conference, and share the conference-generated policy consensus statement developed by the panel



# CDPAC



- A network of leading health and non-health organizations who share a common vision for an integrated system of research, surveillance, policies, and programs for maintaining health and prevention of chronic disease in Canada

Consists of national, provincial and territorial organizations and alliances representing hundreds of groups across Canada

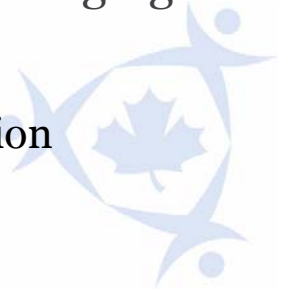
- **Mission:**

To lead and promote country-wide efforts toward systems changes that will reduce chronic diseases and improve the health of Canadians

- **Role:**

To build and strengthen linkages among established, new, and emerging chronic disease prevention initiatives in Canada by being:

- ✦ A strong national voice of influence for chronic disease prevention
- ✦ A facilitator of knowledge exchange, connecting people and information together for improved population health



# CDPAC and Advertising to Children



- Three CDPAC priority areas for federal action to advance chronic disease prevention in Canada, with a focus on policies and interventions that will reduce risk factors and improve health at the level of whole populations, are:
  1. Addressing determinants of physical activity, healthy eating and obesity. Within the context of obesity, CDPAC decided to focus on the built environment and marketing directed to children.
  2. Building a strong public health response to chronic diseases
  3. Protecting Canadians from tobacco exposure

NOTE: See all CDPAC Policy Positions at  
**<http://cdpac.4poyntzdesign.com/media.php?mid=349>**

# Panelists



## **Manuel Arango**

- Assistant Director, Government Relations, Heart and Stroke Foundation of Canada
- Co-Chair of the Policy Consensus Conference and CDPAC Advocacy Committee
- Contact: [marango@hsf.ca](mailto:marango@hsf.ca)

## **Monique Potvin Kent**

- Consultant on the Advisory Committee of the Policy Consensus Conference
- PhD Candidate in Population Health examining the influence of marketing directed to children at the University of Ottawa
- Contact: [mpotv097@uottawa.ca](mailto:mpotv097@uottawa.ca)



# Presentation Outline



1. Policy Consensus Conference background and process
2. Key research findings relating to obesity and marketing to children as presented at the conference
3. Policy Consensus Statement recommendations and potential next steps



# Comments/Questions



- Comments and questions from participants at the end of each of the aforementioned three sections
- Final discussion





# CDPAC Policy Consensus Conference on Obesity & the Impact of Marketing on Children



- **Date: March 4 & 5, 2008**
- **Location: Ottawa**
- **Participants: approximately 130 (by invitation)**

Academics, food industry, broadcasters, advertising interests, toy industry, NGOs, government officials.

# Funding



- **Public Health Agency of Canada (Diabetes Strategy)**  
\$160,000
- **Government of British Columbia**  
\$50,000
- **CIHR, INMD**  
\$15,000

# Conference Committees

## Steering Committee

- Karen Philp (co-chair conference)
- Manuel Arango (co-chair conference)
- Bonnie Howstrawser (CDPAC Exec Dir)

## Staff support

- Jane Tsai (project manager)
- Jennifer Clipsham (coordinator)
- Edna Alonso (administrative assistant)

## Funder's Advisory Committee

- Margaret de Groh (Public Health Agency of Canada)
- Lisa Forster-Coull (BC Govt)
- Hasan Hutchinson (CIHR - INMD)
- Corinne Eisenbraun (CDPAC steering committee)
- Fannie Dagenais (EquiLibre)
- Monique Potvin Kent (committee consultant)

## Industry Advisory Committee

- Craig Hutchison (Concerned Children's Advertisers & Weston Foods)
- Diana Carradine (Concerned Children's Advertisers)
- Bev Deeth (Concerned Children's Advertisers)
- Linda Nagel (Advertising Standards Canada)

# Concept/Format



## Consensus Conferences:

- US & Europe – since early 1990s
- Institute of Health Economics, University of Alberta, first to hold in Canada.
- Typically focused more on scientific evidence rather than policy.

## Purpose:

- To evaluate available scientific evidence on an issue & develop consensus statement that answers a series of pre-determined questions.

# Concept/Format



## How?

- A panel (jury) evaluates evidence presented by “experts” with potentially differing perspectives.
- At the end of expert presentations, panel meets in camera & develops consensus statement based on questions posed to them and evidence presented by experts.
- Consensus statement read to participants next morning & experts and invited participants may ask questions to clarify issues. At this time, the consensus statement may be amended and then publicly released to media etc.

# Program Agenda



## 4 March 2008

1. Setting the context
2. What is the impact of marketing on children?
3. What is the current federal system governing marketing to children? Does it work?
4. What are the options available to mitigate the impact of marketing on children? Do they work?

## 5 March 2008

1. Panel policy consensus statement read by Panel Moderator
2. Audience questions/feedback
3. Panel makes amendments

# Panel Member Selection Criteria



Panel members could be considered for participation on the panel if they met the following criteria:

- The individual has not publicly stated or published in any electronic or print media on the issue of obesity and the impact of marketing on children.
- The individual is not currently elected to serve the public.
- The individual is not currently an employed public servant with any level of government.
- The individual is not currently employed by a health charity, a public health advocacy organization, a private corporation or by an NGO advocating on behalf of the food, marketing or media industry.
- The individual must be a resident of Canada.

# Panel Member Selection Criteria



The following criteria was also considered in the composition of the panel, but did not rule out a potential panel member:

- Geographic location (*e.g.* East, West and Central Canada)
- Gender & diversity
- Occupation & sectoral interests
- Public profile
- Public policy expertise
- Communication skills
- Legal expertise
- Academic



# Panel Members



- Avi Lewis (Moderator) – *broadcaster, journalist*
- Jane I. Campbell – *educator*
- Sheree Fitch - *children's author*
- Renée Hodgkinson – *youth leader*
- Sharon Manson Singer – *policy leader*
- Adam Spence – *food bank representative*
- Catherine Turner – *aboriginal representative*
- Kenneth Wong – *marketing professor*

# Objective



- To inform public policy makers, Canadians and the media on the need to take action to reduce impact of marketing on children's health/obesity.  
Through the development of an evidence-based policy consensus statement.

# Challenges & Benefits



- **Challenges**

- Integration of two perspectives

- Panel members difficult to attract, entails panel members giving up 3 days of their time.

- More logistically complex

- **Benefits**

- Integration of two perspectives

- Buy-in from broad range of stakeholders

- Innovative & comprehensive process

# Questions/Comments



# Conference Agenda



- I. Setting the context
- II. What is the impact of marketing on children?
- III. What is the current federal system governing marketing to children? Does it work?
- IV. What are the options available to mitigate the impact of marketing on children? Do they work?

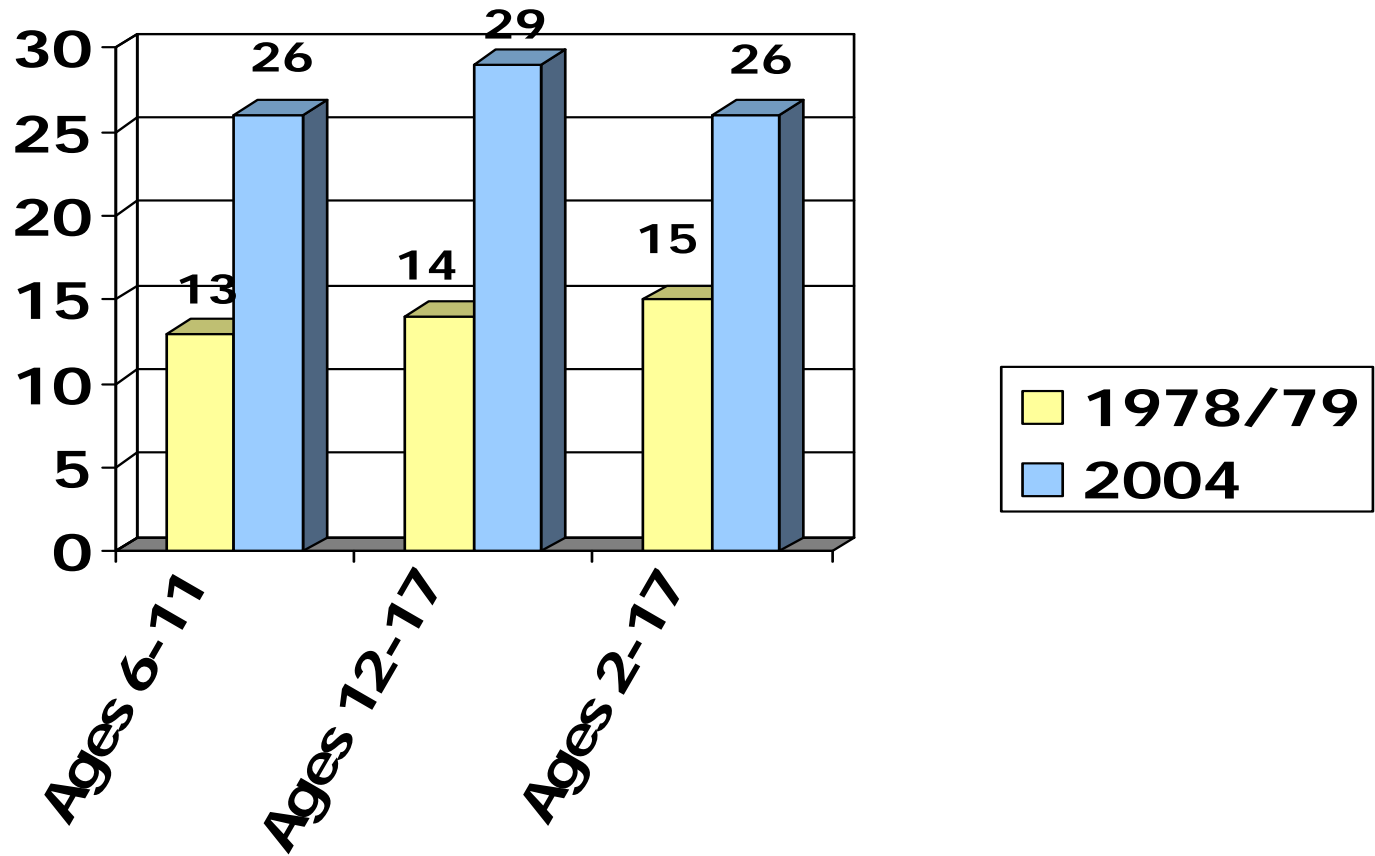
# I. The Context: Children's Overweight/Obesity rates



Source: CCHS 2.2 (2004), Statistics Canada.<sup>1</sup>

\* Significantly different from the Canadian average,  $p < .05$ .

# Increase in Childhood Overweight/Obesity



# Children's Nutrition



- The majority of children do not meet the minimum 5 servings of fruits and vegetables per day

Age	4 to 8 years	9 to 13 years: males	9 to 13 years: females
	71%	62%	78%

- 17.6% of calories consumed by 4 to 18 year olds comes from the “other foods” category
- The majority of children ages 1 through 18 have a usual sodium intake which is above the recommended upper limit
- Beverages account for approximately 19% of daily energy intake for children ages 4 to 18



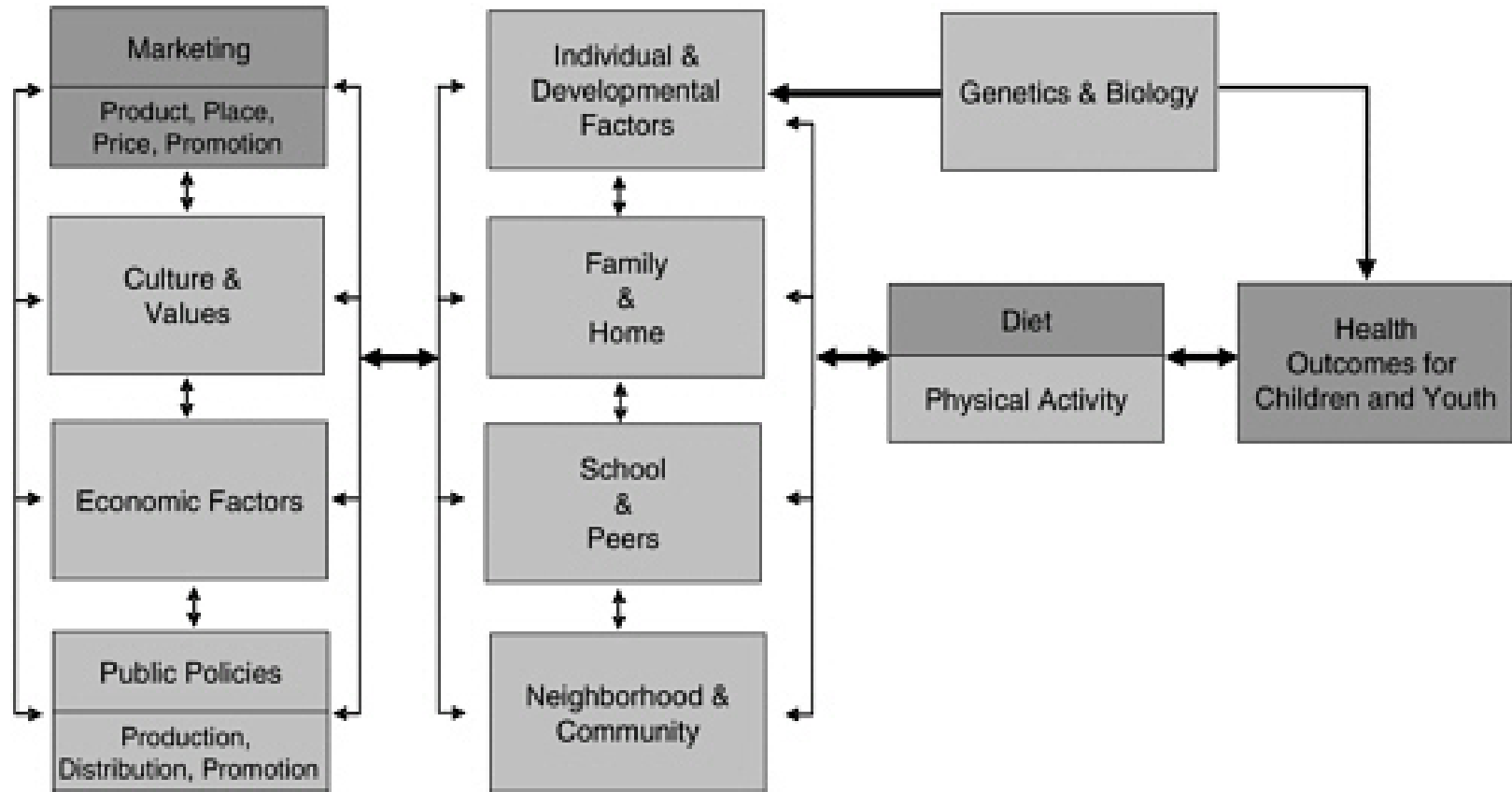


# Children's Physical Activity



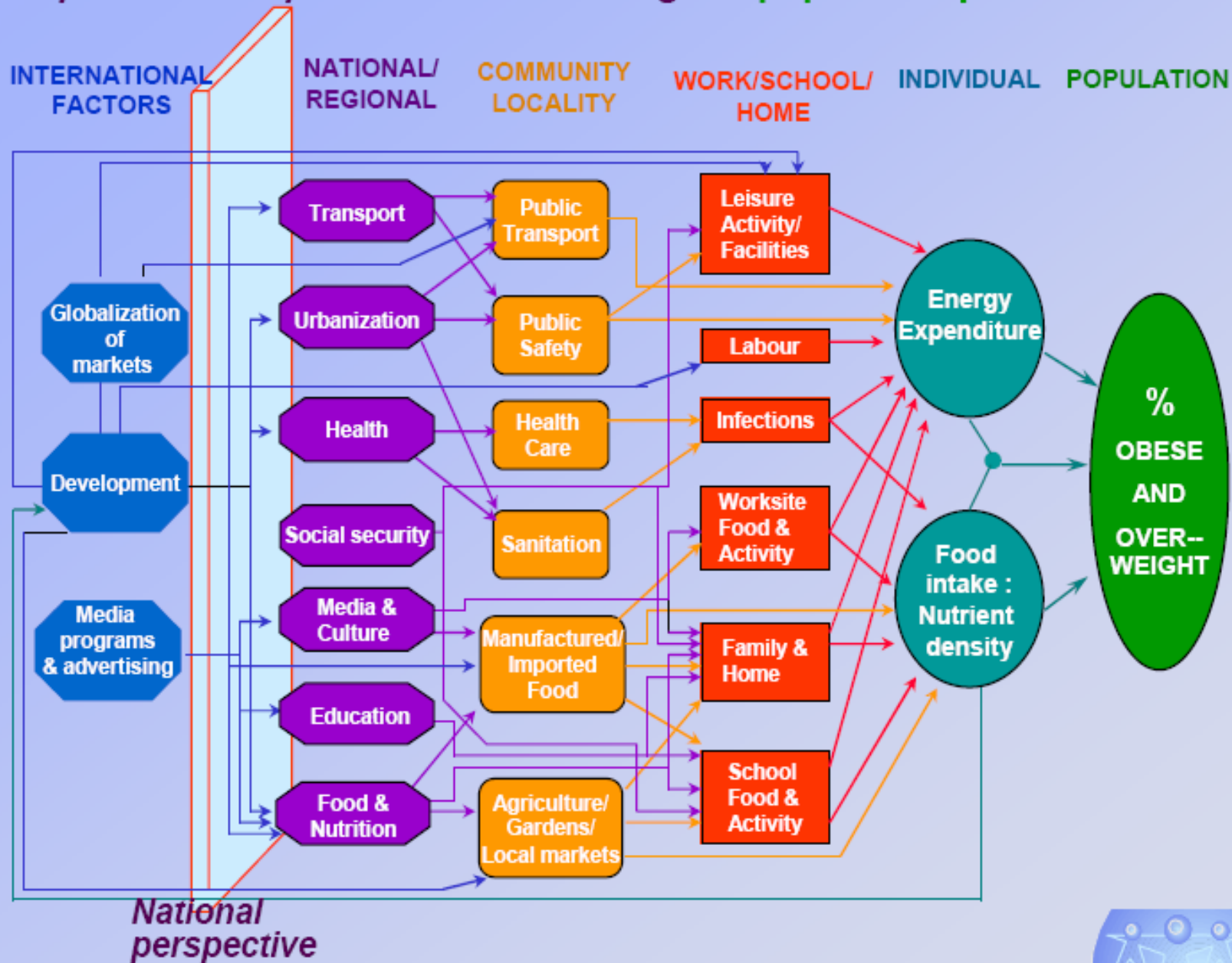
- Majority of children are not meeting the recommended physical activity levels
- Less than 35% of children 5 to 19 years are meeting targets (2005-06 CANPLAY study)
- Only 48% of Canadians ages 12-19 meet recommended physical activity levels (2002/03 CCHS)
- An increasing trend in Canadian households of entertainment equipment that promotes sedentary behaviour
- Research has shown a relationship between television watching and overweight/obesity

# Influences on the Diets and Related Health Outcomes of Children and Youth



Source: IOM, 2006.

# Societal policies and processes influencing the population prevalence of obesity



# Strategies to Address Childhood Obesity with a Focus on Marketing

- WHO Global Strategy on Diet, Physical Activity and Health (2004)
- European Charter on Counteracting Obesity (2006)
- May 2007- World Health Assembly voted to develop a set of recommendations on marketing of foods and non-alcoholic beverages to children
- Sept 2007-Health ministers in Europe called for an international code
- Health ministers in Middle East calling for similar action
- February 2008- a pan-Asian Conference on Marketing of Food to Children called for new global standards
- March 2008- IOTF released its Recommendations for an International Code on Marketing of Foods and Non-Alcoholic Beverages to Children



# Marketing versus Advertising



- **Marketing** is “a process by which a variety of strategies are used to stimulate consumer demand, promote frequency of purchases, build brand awareness and brand loyalty, and encourage potential or existing customers to try new foods and beverages. ” (IOM)
- **Advertising** is a component of marketing, usually described as a paid commercial representation by any means for the purpose of promoting directly or indirectly the sale of any product or service.

# Marketing to Children



- Children are marketed to from multiple media sources
  - on television
  - over the Internet
  - on the radio
  - on billboards
  - in magazines
  - through digital phones
- Targeted in various settings
  - home
  - day care centres
  - schools
  - grocery stores
  - parks
  - recreation centres
  - theatres



# Marketing Tools



- Advertisements
- Advergames on the Internet
- Product placement in movies and subsequent tie-ins with food products and fast-food chains
- Product packaging and wrappers
- Logos on vending machines
- Corporate sponsored educational materials
- Toys and books with brand logos
- Contests
- Viral marketing



# Marketing/Advertising Expenditures in Canada



Total marketing	\$19 billion
Total advertising	\$13 billion
Total TV advertising	\$3 billion
Child directed TV advertising	≈\$60 million
Food and beverage child-directed TV advertising	≈\$20 million

- No statistics presented regarding total marketing to children
- In the U.S., food marketers spend \$10billion/year marketing to children

# What is Children's Exposure to Television Advertising?



- Very little current Canadian research in this area
- Between Spring 2002 and Fall 2007
  - The total number of minutes television advertising down 15%
  - Chocolate bar advertisements down 75%
  - Only 4 snack foods advertised
  - No soft drink ads
  - Cold breakfast cereals ads down by 30%
- On average, 1 public service announcement for every 4 food or beverage ads on TV

# Children's Exposure to TV Advertising in the U.S.



- Kaiser Family Foundation Study (2007)

	2- 7 years	8-12 years	13- 17 years
# of TV food ads viewed per year	4,400	7,600	6000

**\* most frequently advertised foods to children included candy and snacks, fast food, cereal, and dine-in and delivery restaurants**

# Children's Exposure to TV Advertising in the U.S.



- FTC study in the U.S. (2007)
  - Measured exposure to television ads more directly by using Nielson Media Research data
  - In 2004, 22% of all ads viewed were for foods
  - Exposure to food advertising did not rise between 1977 and 2004 (a 9% decrease based on 1977 estimates)
  - Exposure to ads for sedentary entertainment has risen during this period

# Exposure on the Internet?



- Food and beverage websites are not in the top 75 most visited by children ages 2-17 years
- These sites reach only 1% of children each month
- Kaiser Family Foundation (2006)
  - Content analysis of the websites of 96 food brands which are heavily advertised to children
  - according to Neilson data from the U.S., 27% of these sites were rated as “high visitor” sites
  - 73% of the sites posted 1 or more advergames containing food brands
  - Extensive use of overt mechanisms to extend play time
  - “The clear emphasis throughout the game is entertainment and brand reinforcement.”



# Fun Foods in Canada



Elliott (2007; in press)

- Content analysis of 367 dairy, dry-goods and frozen food products targeted to children in Canadian supermarkets
- 89% of products were of poor nutritional quality
  - 23% excessive fat
  - 17% high sodium
  - 69.5% high sugar
- “Fun” connoted by use of cartoon imagery (75%), unusual product names or flavours (38%), interactivity or transformative properties (18.3%)
- 10% urged kids to collect points or enter a contest
- 30% had a game or activity on package
- 10.9% encouraged kids to go to a website
- 1.6% had nutrition related activities
- 55% portable foods

## II. What is the Impact of Marketing on Children?



- Institute of Medicine (2006) concluded that, for 2 to 11 year old children, there is strong evidence that:
  - Television advertising influences children's
    - Food preferences
    - Food and beverage purchase requests
    - Short-term food consumption
  - “There is strong evidence that exposure to television advertising is associated with adiposity in children 2-11 years and teens ages 12-18.”



# Impact of Marketing on Children



- Hastings (2003) review in the U.K. concluded that:
  - Food marketing influences children's
    - Food preferences
    - Purchase behaviour
    - Food intake
- “This effect is independent of other factors and operates at both a brand and category level.”

See Mum? Normal people  
get to eat those tasty snacks  
five times an hour...



Wilcox

# Children's Vulnerability



- To understand commercial advertising messages children must be able to:
  1. Discriminate commercial from non-commercial content
  2. Must be able to understand the persuasive intent
- Developmental Stages of Cognitive Development (APA, 2004)
  - <4-5 years cannot consistently discriminate commercial vs. non-commercial content
  - Around 4-5 years can distinguish commercial content
  - >7-8 years can recognize persuasive intent
- The current marketing environment blurs the lines between programming and marketing (i.e. advergames, product placement)

### III. What is the Current Federal System Governing Marketing to Children? Does It Work?



- A patchwork of federal, provincial (Quebec) and self-regulatory codes and guidelines.
- The ***Canadian Code of Advertising Standards*** is administered by Advertising Standards Canada and applies to **non-broadcast advertising**.

Clause 12 : Advertising that is directed to children must not exploit their credulity, lack of experience or their sense of loyalty, and must not present information or illustrations that might result in their physical, emotional or moral harm.

Clause 13: Products prohibited from sale to minors must not be advertised in such a way as to appeal particularly to persons under legal age, and people featured in advertisements for such products must be, and clearly seen to be, adults under the law.

- The *Code* excludes packaging, wrappers, labels and foreign media

# Canadian Code of Advertising Interpretation Guidelines



- Food product advertising must be consistent with the *Food and Drugs Act* and the Canadian Food Inspection Agency's *Guide to Food Labelling and Advertising*
- Advertisements depicting mealtime must clearly depict the role of the product within a balanced diet
- Snack foods cannot be presented as meal replacements
- Responsible use of the product should be encouraged, and healthy lifestyles, the consumption of fruits or vegetables or other recommended foods should not be discouraged
- The amount of food featured must be reasonable
- Other guidelines include the factual presentation of products, avoiding undue pressure, that children or adults must not be portrayed in unsafe acts and that moral, ethical and legal standards must be maintained

# Current Guidelines Regarding Broadcast Advertising



- The guidelines are specified in ***The Broadcast Code for Advertising to Children***
- This Code is endorsed by the CRTC and “may constitute a condition of broadcasting licenses.”
- children are those under the age of 12
- themes addressed include the factual presentation of products, avoiding undue pressure, safety and maintaining social values
- Scheduling maximums for paid commercials = 4 mins per 30 minute program, 8 minutes per 60 minute program
- Puppets, persons or characters (including cartoons) must not be used (with the exception of those created by advertisers)
- No endorsements by professional actors, or announcers

# Interpretation Guidelines for *The Broadcast Code for Advertising to Children*



- Food product advertising must be consistent with the *Food and Drugs Act* and the Canadian Food Inspection Agency's *Guide to Food Labelling and Advertising*
- Advertisements depicting mealtime must clearly depict the role of the product within a balanced diet
- Snack foods cannot be presented as meal replacements
- Responsible use of the product should be encouraged, and healthy lifestyles, the consumption of fruits or vegetables or other recommended foods should not be discouraged
- The amount of food featured must be reasonable
- During school day morning hours, advertisements should be directed at adults

# Clearance and Consumer Complaint System



- All broadcast advertisements must be pre-cleared by the Children's Clearance Committee.
- Upon the request of advertisers, Advertising Standards Canada's Clearance Division also pre-clears food advertisements to ensure compliance with the *Food and Drugs Act* and the Canadian Food Inspection Agency's *Guide to Food Labelling and Advertising*.
- A volunteer Consumer response Council adjudicates complaints
- A complaints report is published annually



# Criticisms Levied at Self-Regulation in Canada



- The goals of self regulation are to promote trust in ads
- The vulnerability of children is not addressed
- The two *Codes* do not address the existing marketing environment
- System lacks transparency
- Enforcement procedures are weak
- Complaints can only be filed for individual ads, not volume of exposure

# Canadian Children's Food and Beverage Advertising Initiative



- Voluntary initiative by 16 of Canada's largest food and beverage corporations
- Each company has published its own voluntary commitments  
(<http://www.adstandards.com/en/childrensinitiative/participantCommitments.html>)
- ASC will publish annual compliance reports
- 8 companies have committed to advertise only better for you products
- 8 companies will not direct advertising to children under 12 years

# Criticism of Canadian Children's Food and Beverage Advertising Initiative



- “Healthier dietary choices” are based on selected dietary standards
- Children’s programming is defined very narrowly
  - 30-50% of the audience must be under 12 years
- School advertising is not permitted however, fundraising, displays, educational programs and public service announcements are permitted
- Advertiser-created characters will still be allowed
- The commitments do not address the existing marketing environment (i.e. product placement)
- Research evidence in the U.S. that industry not always meeting its self-imposed targets

## IV. What Are the Options Available to Mitigate the Impact of Marketing on Children? Do They Work?



1. Laws and regulations
2. Guidelines not enshrined in law
3. Framework for self-regulation developed by industry and government
4. Targets for voluntary initiatives set by industry

# The Quebec Model



- In Quebec, the 1978 *Consumer Protection Act* bans all commercial advertising directed at children
- 1980 implemented
- 1990 challenged unsuccessfully in Supreme Court
- Described as the most stringent restriction on advertising directed at children in the world
- Applies to:
  - kids under 13 yrs
  - all commercial advertising during programs where children consist of at least 15% of total audience.
  - Advertising originating within Quebec.

# Influence of the Quebec Ban



- **Goldberg (1990)**
  - Compared to Anglophone Quebec children, Francophone Quebec children
    - Have fewer children's cereals in their homes
    - Recognize fewer U.S. toy brands
    - With greater exposure to U.S. TV, the number of cereals and toy brand recognition increases
- **Baylis & Dhar (in press)**
  - Examined weekly household food expenditure in Francophone and Anglophone families with children in ON and QUE
  - Less fast food purchases for Francophones from Quebec

# Other Jurisdictions



	Policy regarding advertising directed at children
Sweden	<ul style="list-style-type: none"><li>• law bans TV advertising directed at children under 12 years</li><li>• Effective prohibition of all forms of marketing directed at children (i.e. on the Internet, in schools)</li></ul>
France	<ul style="list-style-type: none"><li>• law requires a positive nutritional message and link to French pro-health website on all food advertisements directed at children in all media (2007)</li><li>• Penalty of 1.5% advertising tax if exclude message</li></ul>
U.K.	<ul style="list-style-type: none"><li>• Statutory regulation bans TV food advertising that is high in fat, sugar and salt to children under 16 years (2007/08)</li><li>• 27% reduction in advertising in first 6 months, product reformulations on the rise</li></ul>

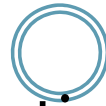
# Conclusions Regarding Policy Options



- Government regulation of marketing directed at children is becoming “de rigueur”
- High compliance has been shown in various countries with government regulations
- Regulations need to be well-designed, enforced and compliance needs to be monitored
- “Statutory restrictions are proving most effective as a means of limiting [children’s] exposure”



# Social Marketing



- Concerned Children's Advertisers
  - Public service announcements on healthy active living and media literacy
  - Curriculum tools for teachers including lesson plans
  - Resources for parents and community organizations
  - Workshops and CD-Roms/DVD's distributed across Canada
- Long Live Kids
- Health Rock Initiative
  - the majority of children surveyed felt the commercial made them stop and think about their health
  - almost half felt it changed their behaviour in terms of food consumption and activity choices

VIACOM



Childhood obesity.  
Don't take it lightly.



EAT FRUITS & VEGETABLES  
AND BE ACTIVE

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

452

VIACOM



I'm lovin' it



my kinda  
shoppin'  
spree

Dollar Menu



452

# Media Literacy



- APA (2004)
  - Research shows that media literacy training can teach children about advertising techniques and goals and teach them to be skeptical
  - However, research shows it's difficult to impart those skills to children under 7-8 years
  - Evidence reviewed also shows that media literacy training does not result in any reduction in children's desire or want for the advertised product

# Questions/Comments



# Draft Statement Excerpts



- We have been given a difficult task given the volume of information presented in one day. We have done our best, however, to deliberate on the information presented by the experts, and reach a consensus in one long night.

# Draft Statement Excerpts



## **WHAT IS THE IMPACT OF MARKETING ON CHILDREN?**

- Marketing food and beverages to children is having an impact on their food and beverage choices. The foods and beverages that are marketed to children are predominantly unhealthy, and unhealthy food and beverage choices are contributing to obesity.

# Draft Statement Excerpts



## **WHAT IS THE CURRENT FEDERAL SYSTEM GOVERNING MARKETING TO CHILDREN? DOES IT WORK?**

- Access to our children is a privilege not a right, and as such should be subject to stringent regulation.
- We recognize and celebrate all ongoing efforts to promote media literacy and to harness the power of marketing to promote active healthy lifestyles. We believe, however, that the system of self-regulation of advertising to children – however extensive it -- is insufficient and was not designed to deal with the public health crisis of rising rates of childhood obesity. We live in a world where marketers are not just selling products, but are surrounding those products with multi-layered experiences. The current regulatory environment is insufficient in scope and vision to respond to this new world.

# Draft Statement Excerpts



## **WHAT ARE THE OPTIONS AVAILABLE TO MITIGATE THE IMPACT OF MARKETING ON CHILDREN? DO THEY WORK?**

- There are many options to mitigate the impact of marketing on children.
- For all of the reasons above, we believe this status quo is unacceptable, and cannot continue.



# Draft Statement Excerpts



## **WHAT ARE THE OPTIONS AVAILABLE TO MITIGATE THE IMPACT OF MARKETING ON CHILDREN? DO THEY WORK?**

- We considered the Quebec model of banning all commercial advertising to children under the age of 13, but we were concerned that applying it Canada-wide at this time would be divisive to introduce at this time and might eliminate the opportunities for positive marketing of healthy foods and beverages.
- We considered the UK and Swedish models of banning certain types of TV advertising to children, but we clearly see that TV advertising alone is a small piece of the puzzle.
- However, we agree, and we think Canadians would agree, that unhealthy food and beverages should not be marketed to children. After considering all the evidence presented to us, we came up with this made in Canada plan.

# Draft Statement Excerpts



## **THE PLAN**

- First of all, we affirm that marketing regulation should be only one piece of an integrated society-wide battle against obesity and all its many causes, including an increasingly sedentary lifestyle.
- We also understand that it is complex to define what constitutes unhealthy food and beverages, as well as the age definition of a child for this purpose. For these reasons, we call on the Government of Canada to appoint a panel of public health experts to define the age threshold and what constitutes unhealthy food and beverages.
- Once the definitions are established, we call on the Government of Canada to create and approve a regulatory regime that ends all marketing of unhealthy food and beverages to children within two years. As well, we include in here marketing that is targeted to children indirectly through their parents or guardians.

# Draft Statement Excerpts



## **THE PLAN**

- In view of the urgency of this public health crisis, the epidemic of obesity in children, we believe that the complexity of the issues is no excuse for inaction. If marketing of unhealthy food and beverages to children in Canada does not end within two years, we call for a ban on marketing of all food and beverages to children either directly or indirectly through their parents at that time.
- We know that bans are controversial, but we believe our recommendations are in line with the principles underlying the industry's Canadian Children's Food and Beverage Advertising Initiative, the voluntary food industry initiative around food and beverage advertising to children. We believe our plan provides a more level playing field for all participants.

# Media Coverage



## Print

- Ban junk-food ads, says doc: Industry self-regulation won't work: Canwest News Service, March 3
- Ban 'unhealthy' food ads to kids, group says: CBC online, March 5
- Canada under pressure to ban junk food ads: Food Navigator USA, March 6
- Candy isn't dandy: Conference Group determined to stop marketing of bad food to kids in bid to address obesity: Telegraph Journal, March 6
- Total ban on marketing unhealthy food to Canuck kids in the cards?: Media in Canada, March 7
- Ban junk food ads aimed at children: doctor, Ottawa Citizen, March
- Ban on junk food ads backed, thestar.com: March 6
- Is TV to blame for fat epidemic, thestar.com: March 8
- Stand up for Cap'n Crunch, Globe editorial: March 8
- Junk Food ad ban unrealistic, prof: The Leader-Post, March 10

# Media Coverage



## Radio:

CBL-FM

CBQ-FM

CBH-FM

CJNI-FM

## TV:

CBOFT-TV

CBOT-TV

CTV – Canada AM

CBC – NW – National

CHCH-TV

# Next Steps



- CDPAC will discuss panel statement shortly. Potential options might include:
  - Endorse panel statement and adoption as CDPAC position
  - CDPAC to develop its own position, informed by the panel statement
  - If not possible, or if CDPAC position not sufficiently specific, member organizations might develop their own specific position.
- Once position(s) adopted, advocacy work could begin.
- CDPAC may work with other actors that are moving forward on this issue

# The Various Players & Initiatives



- **Federal government**
  - Funded background research
  - Funded Policy Consensus Conference
  - Potential to amend Competition Act or the Food & Drug Act
  - Peter Julian, federal MP, private members bill
- **Provincial governments**
  - Quebec law
- **Municipal**
  - City of Toronto Public Libraries - practice is to not allow commercial food/beverage advertising to children in their facilities.
- **Industry**
  - Voluntary initiatives
- **Academia**
  - Research

# Questions/Comments





# Thanks for Joining In!



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