



December 19, 2016

Hon. Jane Philpott
Minister of Health
House of Commons
Ottawa, Ontario K1A 0A6

Dear Minister Philpott

Re: Health Eating Strategy and Marketing to Children

The [Ontario Society of Nutrition Professionals in Public Health](http://www.osnp-ph.on.ca) (OSNPPH) applauds the Ministry of Health on the announcement of the Healthy Eating Strategy. This strategy will improve the food environment in Canada to help make the healthier choice the easier choice for all Canadians. Although each element of the Healthy Eating Strategy will benefit the health of all Canadians, we are pleased to see a commitment to introducing new restrictions on the commercial marketing of foods and beverages to children. We support the Private Member's Bill S-228 and Bill C-313, and hope Health Canada will lead the way in promptly establishing legislation to protect children from marketing.

OSNPPH is the independent and official voice of Registered Dietitians working in Ontario's public health system. OSNPPH provides leadership in public health nutrition by promoting and supporting member collaboration to improve the health of Ontario residents. OSNPPH has long been advocating for legislation on commercial marketing to children at the local and provincial level and has endorsed the Ottawa Principles of the Stop Marketing to Kids Coalition.

Marketing to children is complex and it has a pervasive influence on children's eating habits and health. We were pleased to see that the two Bills tackle this issue from different angles. Bill S-228, tabled by Senator Nancy Green-Raine, would prohibit food and beverage marketing to children less than 13 years of age whereas Bill C-313 would serve as a complement to developing and providing guidance for a national strategy on advertising to children. These Bills support the directive in the Prime Minister's Health Mandate letter on restricting marketing to children and align with many strategic reports including the *2016 Canadian Senate Report* and *Towards a Healthier Canada - 2013 Progress Report on Advancing the Federal / Provincial / Territorial Framework on Healthy Weights*.

OSNPPH's [position](#) is that there should be legislation that prohibits all commercial advertising targeted to children as they lack adequate cognition to understand the effects of commercial advertising. Therefore, any type of advertising – including, but not limited to, food advertising – is manipulative. OSNPPH fully supports a ban of all commercial food and beverage marketing to children and feels Bill S-228 is a step in the right direction. Additionally, we hope that the Federal government will adapt a more comprehensive view on marketing to children by extending its proposed stance to include all food and beverages.



Ontario Society of Nutrition
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The time is now to implement enforceable legislation similar to what has been done in Quebec. Eliminating advertising targeted at children is a vital step towards creating environments that are supportive of making healthy choices the easier choices for both parents and children.

OSNPPH is very encouraged with the Healthy Eating Strategy and the focus on regulations that restrict marketing to children. OSNPPH can bring our expertise during the consultation period and would be pleased to be part of the expert roundtables. Please feel free to contact us at executive@osnpvh.on.ca.

Sincerely

Candice Einstoss RD
Co-chair, OSNPPH

Erinn Salewski RD
Co-chair, OSNPPH

cc.

Rt. Hon. Justin Trudeau, Prime Minister of Canada

Senator Nancy Green-Raine

Peter Julian, Member of Parliament

Dr. Tom Warshawski, Chair, Childhood Obesity Foundation

Kelsey Pinch, National Coalition Coordinator, Stop Marketing to Kids, Heart and Stroke Foundation