

ATTACHMENT 2



Dr. David McKeown
Medical Officer of Health

Public Health
277 Victoria Street
5th Floor
Toronto, Ontario M5B 1W2

Tel: 416-338-7820
Fax: 416-392-0713
dmckeown@toronto.ca
toronto.ca/health

March 20, 2015

Dr. Tom Warshawski
Chair, Childhood Obesity Foundation
771A-2635 Laurel Street
Robert HN Research Centre, VGH Hospital Campus
Vancouver, BC V5Z 1M9

Mary Lewis
Vice President, Research and Knowledge Exchange, Canada
Heart and Stroke Foundation of Canada
222 Queen Street, Suite 1402
Ottawa, ON K1P 5V9

Re: Endorsement of the Ottawa Principles

I am pleased to confirm Toronto Public Health's endorsement of the Ottawa Principles. Toronto Public Health has been a leading advocate of restrictions on advertising targeted to children. This generation of youth faces a greater intensity and frequency of marketing messages than ever. There is strong evidence that younger children lack the cognitive abilities to understand commercial advertising and even older children are likely to be influenced by ever more sophisticated marketing strategies. Numerous studies have shown that the dominant focus of commercial advertising targeted to children is for products that undermine parents' and public health professionals' efforts to promote healthy diets and physical activity. For these reasons, in February 2010, the Toronto Board of Health called for "a total ban on all commercial advertising targeted to children under 13 years of age".

I applaud the efforts of the Heart and Stroke Foundation and Child Obesity Foundation in building a national coalition to raise awareness of this important issue and advocating public policy measures to support parents and protect children. I look forward to working with you and other partners on this project.

The document that our organization is endorsing is attached to this letter.

Sincerely,

Dr. David McKeown
Medical Officer of Health

Attachment

