

Stop Marketing to Children: A Window of Opportunity

Dr. David McKeown
Medical Officer of Health
April 25, 2016

Board of Health's positions:

- **1979:** “advocate, in appropriate places, for a total ban on all TV ads directed at children”
- **2008:** “prohibit all commercial advertising of food and beverages to children under the age of thirteen”
- **2010, 2013:** “a total ban on all commercial advertising targeted to children under thirteen”

Restricting Marketing to Children – A Childhood Obesity Prevention Tool



- 29% of Toronto students (gr 7-12) are overweight or obese
- Marketing can normalize unhealthy behaviours and encourage greater consumption of unhealthy products
- 85% of Canadian parents support restrictions on marketing unhealthy foods and beverages to children

Commercial Marketing Impacts children's eating habits and food choices

- **Consumption of unhealthy foods** is linked with rising rates of obesity, diabetes and poor nutrition
- **Promoting “healthy” food as entertainment** increases consumption up to 50%



Marketing to Children as a broader public health, ethical, children's rights issue

American Psychological Association: “young children inherently lack the cognitive capability to effectively recognize and defend against televised commercial persuasion.”



Supreme Court of Canada: “advertising directed at young children is per se manipulative...such advertising aims to promote products by convincing those who will always believe.”

UN Convention on the Rights of the Child: "In all actions concerning children ... the best interests of the child shall be a primary consideration.”

Commercial marketing impacts children's health beyond obesity and poor eating



- **Marketing “screens” promotes sedentary behaviour**
- **Advergaming and in-game advertising target privacy and children as future consumers**

Commercial marketing impacts children's health beyond obesity and poor eating



- Exposure to **sexualized, gendered and violent images** affects body image, eating habits, and behaviour
- Alcohol ads normalize alcohol consumption for children and youth

Comprehensive laws to restrict marketing are achievable and effective

- 1980 - *Quebec Consumer Protection Act*
- Research shows the Quebec law has decreased fast food consumption
- Montreal kids view 23% lower volume of candy, cereal and cookie ads than Toronto kids

Ad bans lead to less fast food eating in Quebec, study says

By Carmen Chai
Health Reporter, Global News

Comments Facebook 5 Twitter Email Print ...



Listen

• A A +

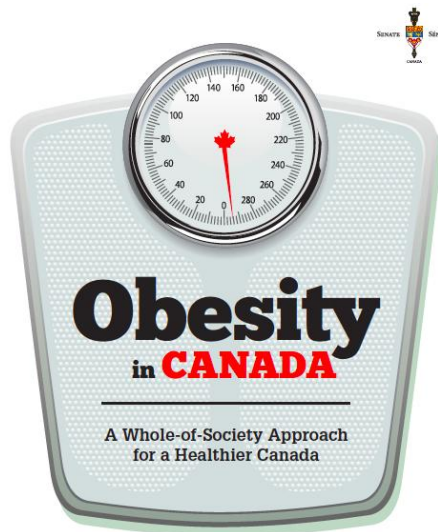
TORONTO - Kids who don't see a cheeseburger Happy Meal when they watch TV are less likely to bug their parents to have one, according to a Canadian study.

Ban fast food ads targeting children and watch obesity rates decline - it's a simple recommendation, and one a University of British Columbia marketing and policy

A federal window of opportunity

Minister of Health Mandate Letter

“Promote public health by...introducing new restrictions on the commercial marketing of unhealthy foods and beverages to children, similar to those now in place in Quebec.”



Report of the Standing Senate
Committee on Social Affairs,
Science and Technology

The Honourable Kelvin Kenneth Ogilvie, Chair
The Honourable Art Eggleton, P.C., Deputy Chair
March 2016

Senate Report on Obesity in Canada

“Immediately conduct a thorough assessment of the prohibition on advertising food to children in Quebec; and,

- Design and implement a prohibition on the advertising of foods and beverages to children based on that assessment. “

Starting with food and beverages



Stop Marketing to Kids Coalition
Advocates for restricting food and beverage marketing to kids



- More independent
 - Vulnerable to peer pressure, risk taking
 - Less impulse control
 - Not yet able to understand consequences
 - A major target of marketing
- ∴ Children under 16 should be included in commercial marketing restrictions

The BOH request the Government of Canada to:

- a. implement a **ban on all commercial marketing** to children aged **sixteen years and under**, in order to provide the most comprehensive protection of child and youth rights and health; and
- b. act swiftly to implement recommendations on **commercial marketing of all foods and beverages** to children

APA Task Force on Advertising and Children, 2004

Irwin Toy Ltd v. Quebec (Attorney General), (1989)

United Nations Convention on the Rights of the Child. Geneva: United Nations, 2009

Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth 2012. <http://www.participaction.com/programs-events/infographics/screen-time/>

Elliott, Charlene. "Marketing foods to children: are we asking the right questions?." *Childhood Obesity (Formerly Obesity and Weight Management)* 8.3 (2012): 191-194. Available at http://dspace.ucalgary.ca/bitstream/1880/50206/1/2012_Elliott_CO.pdf

Childhood Obesity Foundation 2011 http://childhoodobesityfoundation.ca/wp-content/uploads/2015/02/AMorel_food_advertising_directed_at_children.pdf

The Toronto Public Health Student Survey.

<https://www1.toronto.ca/wps/portal/contentonly?vgnextoid=953962ca69902410VgnVCM10000071d60f89RCRD>

85% of Canadian parents want government to place limits on advertising unhealthy foods and beverages to children.

<http://www.heartandstroke.com/site/apps/nlnet/content2.aspx?c=iklQLcMWJtE&b=3485819&ct=13129431>

Potvin Kent, Monique, Lise Dubois, and Alissa Wanless. "Self-regulation by industry of food marketing is having little impact during children's preferred television." *International Journal of Pediatric Obesity* 6.5-6 (2011): 401-408.

Potvin Kent, M., and A. Wanless. "The influence of the Children's Food and Beverage Advertising Initiative: change in children's exposure to food advertising on television in Canada between 2006-2009." *International Journal of Obesity* 38.4 (2014).

Potvin Kent, Monique 2016. *The Marketing of Foods and Beverages to Children on Television: A Tale of Two Cities*. Presented to the CDPAC 2016 Conference Integrated Chronic Disease Prevention: The Value Proposition. Toronto.

Dhar, Tirtha, and Kathy Baylis. "Fast-food consumption and the ban on advertising targeting children: the Quebec experience."

Journal of Marketing Research 48.5 (2011): 799-813. Available at

<http://foodsecurecanada.org/sites/default/files/fastfoodconsumption.pdf>

Slide 3 - <http://acmesmartmediaeducation.net/2015/05/28/advertising-to-children-illegal/>

Slide 4 - <https://mphonthego.wordpress.com/2010/05/14/shrekjunk/>;

http://www.huffingtonpost.com/susan-linn/food-advertising-children_b_3455147.html

Slide 5 - <https://www.nichd.nih.gov/news/resources/spotlight/Pages/061215-growing-brain.aspx>

Slide 6 – <http://goodmenproject.com/ethics-values/sexualized-as-a-preteen-advertising-gone-bad-s2h/#sthash.Ob9WyZiE.dpuf>; <http://nishapollayil.blogspot.ca/>;

<http://nick.mtvnimages.com/nick/promos-thumbs/games/game-shakers/punchy-face/game-shakers-punchy-face-4x3.jpg?quality=0.51&maxdimension=600>

Slide 7 – <https://www.amazon.ca/Fisher-Price-Ipad-Appitivity-Seat-Newborn-to-Toddler/dp/B00EL4NI5U>’;

<http://www.marriageenvy.com/great-relationships-blog/2015/10/14/parenting-marketing-disconnection-when-did-you-dont-have-to-connect-with-your-kids-become-a-selling-point>;

<http://advertisinginanonlineworld.blogspot.ca/2011/06/food-industrys-use-of-advergames-to.html>

Slide 8 – <http://globalnews.ca/news/209938/ad-bans-lead-to-less-fast-food-eating-in-quebec-study-says/>

Slide 9 – http://www.parl.gc.ca/content/sen/committee/421/SOCI/Reports/2016-02-25_Revised_report_Obesity_in_Canada_e.pdf

Slide 10 - <http://stopmarketingtokids.ca/>