



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

Canada's First Stop Marketing to Kids (M2K) Coalition





Standing Senate Committee on
Social Affairs, Science and Technology

SENATE | SÉNAT
CANADA

Obesityⁱⁿ CANADA

A Whole-of-Society Approach for a Healthier Canada

Report Recommendations



RECOMMENDATION 2

The committee recommends that the federal government:

- 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.





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MINISTER OF HEALTH MANDATE LETTER



Dear Dr. Philpott:

I am honoured that you have agreed to serve Canadians as Minister of Health.

We have promised Canadians a government that will bring real change – in both what we do and how we do it. Canadians sent a clear message in this election, and our platform offered a new, ambitious plan for a strong and growing middle class. Canadians expect us to fulfill our commitments, and it is my expectation that you will do your part in delivering on those promises to Canadians.

We made a commitment to invest in growing our economy, strengthening the middle class, and helping those working hard to join it. We committed to provide more direct help to those who need it by giving less to those who do not. We committed to public investment as the best way to spur economic growth, job creation, and broad-based prosperity. We committed to a responsible, transparent fiscal plan for challenging economic times.

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

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HEART &
STROKE
FOUNDATION

Childhood
Obesity
Foundation



Canadian
Cancer
Society

Société
canadienne
du cancer



Une initiative parrainée par l'Association pour la santé publique du Québec



FSC

Food Secure Canada
Healthy - Just - Sustainable





**HEART &
STROKE
FOUNDATION**



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Stop Marketing to Kids Coalition

Shop by Department ▾ Gwen's Store Deals Store

Toys & Games Action Figures Building Toys Dolls

Toys & Games › Dress Up & Pretend Play › Beauty & Fashion

7 SLURPEE

Make your own
with juice or soda!
Prépare ton propre granité
avec du jus ou du soda!
Prepara tu propio raspado
con jugo o gaseosa!

Available from these sellers.

7 new from **CDN\$ 70.99** 1 collectible from **CDN\$ 48.10**

- Contains: 1 Slurpee Maker, 2 Cups, 2 Straws and 1 User Instruction
- Ready to use right out of the box
- No batteries / refills required
- Use your favorite juice or soda to create great flavors
- Just like the real thing

www.stopmarketingtokids.ca



It's time
to make it a
fair fight for
our kids' health.

Food and beverage companies bombard our children with millions of irresistible messages every year, and we're all living the unhealthy results. It's time for Canadians to fight back. Take action. Tell food and beverage companies our kids are not their business.

TAKE ACTION NOW

Tell government to restrict commercial food and beverage marketing to our children.

www.stopmarketingtokids.ca

“Ottawa Principles” Recommendation:

Mandatory restrictions to all food and beverage marketing to children 16-years-old and younger.



The Ottawa Principles have been Endorsed by 27 organizations! ...and counting





Screenshot source:
<http://www.frootloops.com/games/>
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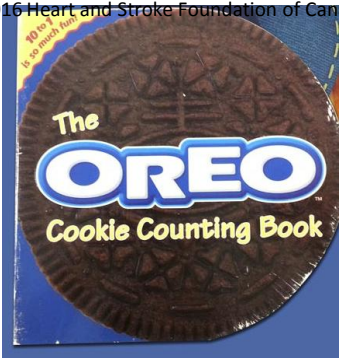


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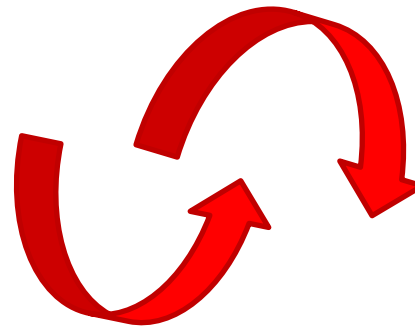
History in the making for Canada



Source of screenshot:
http://www.mcdonalds.ca/ca/en/menu/meal_bundles/happy_meal.html
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THANK YOU!

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