

April 21, 2016

Nancy Martins
boh@toronto.ca

Dear Ms. Martins:

The Canadian Diabetes Association (CDA), together with our volunteers and partners, is proud to represent the estimated 11 million people living with diabetes or prediabetes in this country. We are also committed to helping those at risk of diabetes avoid it whenever possible.

In this regard, an important factor linked to childhood obesity is food and beverage marketing to children and youth. Childhood obesity puts them at risk of type 2 diabetes later in life and quite shockingly, is actually occurring at younger ages than ever before. The CDA supports efforts to ensure children and youth are protected from such marketing and so we are proud to partner with other health organizations, leaders and governments in this effort.

As a member of the Stop Marketing to Kids Coalition, the CDA is committed to changing policies and regulations to protect children from food and beverage marketing.

We know that regulations limiting marketing to children are effective and cost-efficient. In fact, restricting TV food advertising to children would be one of the most cost-effective actions any government could take. Our call for restrictions is being made because industry measures to self-regulate have not worked and further action is needed.

Together we need to make a stand. Therefore, the CDA encourages the Toronto Board of Health to:

- request that the Government of Canada implement a ban on all commercial marketing to children aged sixteen years and under;
- act swiftly to implement recommendations on commercial marketing of all foods and beverages to children signalled in both the Minister of Health's Mandate Letter of November 12, 2015, and the Senate Report on Obesity in Canada; and
- request that the Ontario Minister of Health and Long-Term Care support the government of Canada in implementing restrictions on marketing to children.

As a public health leader, the Toronto Board of Health has an opportunity and responsibility to do its part to fight our childhood obesity epidemic. We ask that you adopt a clear position and make recommendations to restrict the marketing of food and beverages to children in Canada.

Thank you in advance for your consideration of these requests on behalf of the CDA and our children at risk of childhood obesity as a result of food and beverage marketing to them.

Yours truly

A handwritten signature in black ink, appearing to read "Jan Hux". The signature is stylized and cursive.

Jan Hux, M.D.
Chief Science Officer