

Minister of Industry



Ministre de l'Industrie

Ottawa, Canada K1A 0H5

4/11/09

Ms. Linda Stewart  
Executive Director  
Association of Local Public Health Agencies  
425 University Avenue, Suite 502  
Toronto, Ontario M5G 1T6

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Dear Ms. Stewart:

Thank you for your letter of August 5, 2009, addressed to the Honourable Leona Aglukkaq, the Honourable Ted McMeekin, and myself, in which you attach two Association of Local Public Health Agencies (ALPHA) resolutions on the subject of advertising to children.

As Minister responsible for consumer affairs, I appreciate your concern for protecting children, the most vulnerable consumers. I note that your letter includes dissemination of your resolution to the federal Minister of Health, in addition to myself. However, I must mention that my own department's role in this area is limited to specific rules prohibiting misleading advertising under the *Competition Act*.

The regulation of television advertising content raises issues under the *Broadcasting Act*. I have therefore taken the liberty of forwarding a copy of this correspondence to the Honourable James Moore, Minister of Canadian Heritage, for his consideration.

Once again, thank you for raising this important matter.

Yours sincerely,

Tony Clement

c.c. The Honourable James Moore, P.C., M.P.

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