January 25, 2017

VIA EMAIL

The Honourable Jane Philpott  
Minister of Health  
Health Canada  
70 Colombine Driveway, Tunney’s Pasture  
Ottawa, ON  K1A 0K9

Dear Minister Philpott:

Re: Restricting the Marketing of Unhealthy Foods and Beverages to Children

The link between the marketing of unhealthy foods and beverages to children and obesity is a significant public health concern.

At its meeting on November 24, 2016, the Sudbury & District Board of Health carried the following resolution #60-16:

WHEREAS children are particularly susceptible to commercial marketing and need to be protected from marketing influences on their food and beverages choices; and

WHEREAS Health Canada, through the newly introduced multi-year Healthy Eating Strategy, is committed, following a review of the evidence and consultation with experts in the field, to introducing restrictions on the commercial marketing of unhealthy food and beverages to children; and

WHEREAS the Stop Marketing to Kids Coalition’s Ottawa Principles outline the components required for effective policies and regulations on any form of commercial advertisement or otherwise promotion of food and beverages to children age 16 years and younger; and

WHEREAS the Association of Local Public Health Agencies endorsed The Ottawa Principles, and has written a letter of support for Senator Nancy Green-Raine’s Bill S-228, Child Health Protection Act, which if passed would ban food and beverage marketing to children under 13 years of age; and
THEREFORE BE IT RESOLVED THAT the Sudbury & District Board of Health encourage Members of Parliament to endorse Bill S-228, and commend the Honourable Jane Philpott, Minister of Health, for introducing the multi-year Healthy Eating Strategy; and

FURTHER THAT this motion be forwarded to local, provincial and federal health and non-health sector partners as appropriate.

Dietary patterns are established early in life and consistent exposure to unhealthy food and beverage advertisements have a significant negative impact on child food preferences, purchase requests and consumption patterns\(^1\).

Regulation of food and beverage marketing to children is an effective and cost saving population based intervention to improve health and prevent disease\(^2\). The Sudbury & District Board of Health commends Senator Nancy Green-Raine for this bill and strongly urges the federal government to implement a legislative framework to protect child health by ensuring protection from aggressive marketing of unhealthy food and beverages.

Sincerely,

\[Signature\]

Penny Sutcliffe, MD, MHSc, FRCPC
Medical Officer of Health and Chief Executive Officer

cc:  The Honourable Kathleen Wynne, Premier of Ontario
     The Honourable Eric Hoskins, Minister of Health and Long-Term Care
     Ms. Roselle Martino, Assistant Deputy Minister, Population and Public Health Division
     Dr. David Williams, Chief Medical Officer of Health
     Ms. Nancy Green-Raine, Senator
     Mr. Marc Serré, MP, Nickel Belt
     Mr. Paul Lefebvre, MP, Sudbury
     Ms. Carol Hughes, MP, Algoma-Manitoulin-Kapuskasing
     Mr. Glenn Thibeault, MPP, Sudbury
     Ms. France Gélinas, MPP, Nickel Belt
     Mr. Michael Mantha, MPP, Algoma-Manitoulin
     Ms. Linda Stewart, Executive Director, Association of Local Public Health Agencies
     Ontario Boards of Health
     Mayors/Reeves, Sudbury & District Health Unit Constituent Municipalities
     Stop Marketing to Kids Coalition

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