



# **The kids are not alright.**

**How the food and beverage  
industry is marketing our  
children and youth to death.**

**2017** Report on the Health of Canadians.



# Losing our appetite for advertising

Once upon a time marketing to kids mostly meant commercials on Saturday morning; many adults have fond memories of ads that featured cartoon characters from their favourite sugary cereals. Television commercials are still a major ad platform and mascots still hawk sweet bowls of breakfast food, but today's kids are bombarded with food and beverage marketing morning, noon and night, every day of the week.

Marketing is big business and it is sophisticated. Millions of dollars are spent convincing our impressionable children and teens they want a whole range of products, including food and beverages that are having a devastating effect on their health. Children and youth are targeted through multiple channels and locations including movies and video games, websites, apps and social media. Marketing targets kids in their homes, at school, on the street, and in rec centres, stores, restaurants, and through celebrity endorsements. In short, it is anywhere and everywhere.

It is time for this to stop.

“Heart & Stroke is committed to giving kids the best start for a long, healthy life,” says Diego Marchese, Interim CEO and Executive Vice President, Heart & Stroke. “Pushing for legislation to restrict food and beverage marketing to children and youth may seem like a bold measure, but given experts’ prediction that today’s children may be the first generation to have poorer health and shorter lifespans than their parents, we need to be bold.”

The Heart & Stroke 2017 Report on the Health of Canadians examines how industry is marketing unhealthy food and beverages directly to our children and youth, and how this is affecting their preferences and choices, their family relationships and their health. We looked at national and international studies and reports and we polled Canadians to understand their perspectives on the issue. We also commissioned one of the country’s leading researchers to examine the volume of food and beverage advertising online to Canadian children and teens, and the quality of the products — the first research of its kind in the country. ❤️

It's time for this to stop.  
**We need to be bold.**

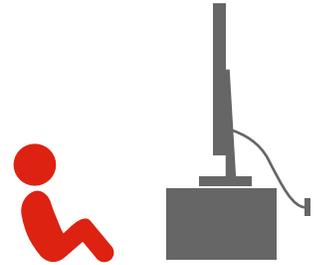


Kids see **over 25 million food and beverage ads** a year on their favourite websites.\*

# Not a magic bullet, just one effective weapon

Marketing is preventing too many kids from developing healthy habits that would extend into adulthood. It's not the only obstacle, but it is a significant one. Legislation restricting food and beverage marketing aimed at our youngest citizens is a critical component of a multi-pronged strategy to improve children's nutrition—one that has proven successful, including in Quebec for several decades.

Other elements of such a strategy include improved food labelling and information, better access to affordable healthy food, public awareness and skills building, and policies that support reduced sugar consumption, especially in liquid form. A good example with successful results exists in tobacco control. Smoking rates in Canada have been more than cut in half, including fewer young people starting, thanks to a comprehensive strategy which included restrictions around how these harmful products could be marketed and sold. ♥



The average child watches about **2 hours of TV a day** and sees **4 – 5 food and beverage ads** per hour.





# Eat healthy early, eat healthy often



**Childhood obesity** levels in Canada have **tripled** since 1979.

What we eat affects our health. It has become increasingly clear that the overall quality of our diets—including the types and amounts of food we eat—is one of the most important overall factors impacting our health. According to the World Health Organization, unhealthy diet is a major risk factor for non-communicable diseases; these risks start in childhood and build through life.

“Unhealthy eating is a leading risk for death in Canada,” says Dr. Norm Campbell, Heart & Stroke CIHR Chair in Hypertension. “According to the Global Burden of Disease, unhealthy diets were responsible for about 50,000 deaths in Canada in 2015.”

We know how important nutrition is and yet our children’s health is threatened; their risk factors for premature heart disease and stroke, high blood pressure and diabetes are at epidemic levels. Kids who eat an unhealthy diet enter adulthood predisposed to develop chronic disease. Since 1979, the number of Canadian children with obesity has tripled, with almost one in three children overweight or obese. Obesity puts children and adolescents at risk for many health problems, including heart disease, stroke, diabetes and depression.

Chronic disease treatment accounts for over two-thirds of health care spending, and costs are projected to grow. Heart disease and stroke cost the Canadian economy \$21 billion each year. The economic burden of obesity in Canada due to direct healthcare costs and indirect costs from lost productivity is estimated to be between \$4.6 billion and \$7.1 billion annually.

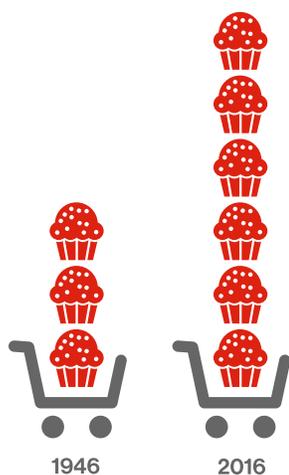
“We have seen a transition in the last few decades,” says Dr. Campbell. “For the first time we have kids who have spent their whole lives eating unhealthy diets high in processed foods.” ♥/

# Growing up surrounded by unhealthy choices

We live in an environment that does not help us eat well. We are surrounded by unhealthy, low cost food and beverages. The easiest, most accessible and heavily marketed choices are often energy-dense, nutrient-poor processed foods and sugary drinks.

The result is that over the past 70 years our consumption of processed and ultra-processed foods has doubled; these products are now 60% of the average family's food purchases, up from 30%. Highly processed foods are generally high in calories, sugar, fat and sodium. Sugary drinks are the single largest contributor of sugar in our diets—one can of pop provides close to the recommended daily maximum. According to a report from the Public Health Agency of Canada, one-quarter of children ages 5 – 19 say they consume sugary drinks every day.

“Canadians are not only eating an excess of unhealthy processed foods, they are also not eating enough healthy foods especially vegetables and fruit, but also nuts, seeds and legumes etc.,” says Dr. Campbell. ❤️



**Processed food** purchases have **doubled in 70 years** to **60%** of family food purchases.



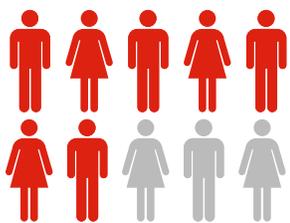
# Family food fights

Many factors influence our ability to eat a healthy, balanced diet: access, price, skills and knowledge all come into play. Another important aspect is marketing.

Research—and common sense—show that marketing affects kids' food and beverage preferences and the kinds of products they pester their parents to buy. The World Health Organization states that evidence shows that TV ads influence children's food preferences, purchase requests and consumption patterns. It also points out that the evidence is unequivocal: childhood obesity is influenced by marketing of food and beverages high in fat, sodium or sugar. A recent systematic review out of McMaster University shows that kids' extensive exposure to marketing for unhealthy food and beverages resulted in increased calories consumed and preference for junk food.

As much as 90% of food and beverages marketed on TV are high in salt, fat or sugar. The average child watches about two hours of TV a day and sees four to five food and beverage ads per hour. Canadian children and youth spend almost eight hours a day in front of screens.

Canadians are savvy. They know children are being targeted and they are worried. According to our poll, most Canadians (72%) believe the food and beverage industry markets its products directly to children, and an even higher number (78%) believe the food and beverages advertised to children are unhealthy.



**70% of Canadians** feel that children are **exposed to too much advertising** by the food and beverage industry.

“It is unethical to teach vulnerable kids to consume foods high in fat, sugar and salt. These are unhealthy foods that cause long- and short-term problems for their health,” says Dr. Tom Warshawski, Chair, Childhood Obesity Foundation.

Marketers understand the power kids hold. Children to some extent, and teens to a greater degree, have purchasing power themselves, but more importantly they influence what their parents buy. Children and youth are also potential life-long customers.

“Marketing works. The ‘nag factor’ does not come out of nowhere—it is driven by marketing messages. Marketers know that 90% of food and beverage purchases are driven by kids,” says Geoff Craig, Chief Marketing and Communications Officer, Heart & Stroke. “This is not a fair fight for parents; winning the battle for harmony often means losing the battle for health.”

Again, according to our poll, Canadians know the game is stacked against parents; 70% of Canadians feel that children are exposed to too much advertising by the food and beverage industry. Roughly the same number (71%) believe that because the food and beverage industry spends so much money on advertising to kids, it has an unfair advantage over parents when it comes to influencing children's eating and drinking habits.

“The effect on families is often corrosive or disruptive,” says Dr. Warshawski. “Parents love their kids and want them to flourish but marketing persuades kids to want junk food and drinks. Part of the goal of that persuasion is setting up a conflict between kids and parents. Kids agitate for these products.” ♥/



# It's too much

According to our poll of Canadians:

**77%**

believe it is hard to monitor and control the advertising that is directed at children.

**72%**

believe the food and beverage industry markets its products directly to children.

**78%**

believe the food and beverages advertised to children are unhealthy.

**70%**

feel that children are exposed to too much advertising by the food and beverage industry.

**71%**

believe that because the food and beverage industry spends so much money on advertising to kids, it has an unfair advantage over parents when it comes to influencing children's eating and drinking habits.

# Not your grandmother's commercials

The family television that used to sit in the living room delivering ads to children and youth at certain times of the day still exists, and it is still a dominant medium. However there are now multiple and often portable devices and screens that offer entertainment 24/7. In fact, many of the devices children and youth use are small and almost always close at hand: laptops, smartphones and tablets.

According to Media Smarts data collected in 2013, virtually all students have access to the Internet inside and outside of school and the majority of students access the Internet through portable devices like laptops, netbooks, tablets and smartphones. Over one-quarter of students in Grade 4 have their own smartphones and this number jumps to 85% by Grade 11. These devices help parents stay connected to their children throughout the day, but they also provide more opportunities for food and beverage companies to connect with them.

Newer forms of marketing, such as digital and social media marketing and product placements, can be more difficult to recognize than older methods, and even adults cannot always identify them. ♥/



Canadian children and youth spend almost **8 hours a day** in front of screens.

# Almost all junk, almost all the time

Dr. Monique Potvin Kent, an expert on food and beverage marketing and children's nutrition, reviewed advertising on children's and youths' preferred websites for Heart & Stroke. Looking at a one-year period (June 2015 – May 2016), she reviewed the top 10 most popular websites for children (ages 2 – 11) and adolescents (ages 12 – 17).<sup>\*</sup> She determined the volume of food and beverage advertising and carried out a nutritional analysis of the products using the Pan-American Health Organization (PAHO) Nutrient Profile Model (see **What's unhealthy?** below).

Her findings are surprising, even to herself.

"I could not get over the numbers," says Dr. Potvin Kent. "There are many ads on TV directed at kids and it's even higher for teens, but there are only so many spots available, there is a limit. On the Internet there are absolutely no limits."

## | On the internet there are **absolutely no limits.**

Her research discovered that in one year children viewed over 25 million food and beverage ads on their favourite websites.<sup>\*</sup> Of the product ads, over 90% are for unhealthy foods — mostly processed foods and beverages which are high in fat, sodium, or sugar.

In the same year teens viewed over 2.5 million food and beverage ads on their favourite websites.<sup>\*</sup> Like the ads viewed by their younger counterparts, over 90 per cent are for unhealthy foods. Dr. Potvin Kent notes that the seemingly lower level of marketing for teens in her research is not because they actually see fewer ads. She reasons that because teens look at a much larger number of diverse sites than younger children, each site receives a smaller share of the overall teen audience and the research only looked at the top 10 sites for each age group. For example, the number of unique visitors to the top site for younger kids was 1.4 million, compared with 114,000 for the top teen site.<sup>\*\*</sup>

Advertising on the Internet is cheap, allowing food and beverage companies to place their ads on a host of



The **most frequently advertised** products to teens online are **cakes, cookies, ice cream, cereal, restaurants, and sugary drinks.**<sup>\*</sup>

## What's unhealthy?

The World Health Organization – Pan American Health Organization Nutrient Profile Model is a tool to classify processed and ultra-processed food and drink products that contain excess sugar, salt, and fat. It is intended to help design and implement strategies to prevent and control obesity/overweight, including restrictions on marketing of unhealthy food and beverages to children. The nutrients and criteria were defined by a group of globally recognized experts in public health nutrition. ♥

sites that appeal to kids. These same companies can also create branded environments on their own websites that encourage user participation. For example, advergames are video games with embedded advertising, and kids can join sites and participate in contests.

“When a company gets kids on its site, they become immersed in the brand. If they can get a kid to stay on the site for seven or more minutes — that is huge. They can also get kids to market to their friends by sharing their scores from video games,” says Dr. Potvin Kent.

One of the top websites for both kids and teens is an educational math site that provides fun and interactive learning opportunities, but it also includes lots of food and beverage ads.\* “I don’t think teachers realize this. It is an educational tool but it is filled with ads,” says Dr. Potvin Kent.

Her research revealed that the most frequently advertised product categories on children’s favourite websites are restaurants, cakes, cookies, ice cream and cereal. The most frequently advertised food and beverage product categories on teens’ favourite websites are cakes, cookies and ice cream, cereal, restaurants and sugar sweetened beverages.\*

“The level of food and beverage marketing online is very high and almost all products advertised are unhealthy,” says Dr. Potvin Kent.

The most frequently advertised products on children’s favourite websites are:

- Kellogg’s Pop Tarts
- Kellogg’s Frosted Flakes
- McDonald’s Happy Meal
- Red Bull Energy Drink
- Kraft Lunchables.\*

The most frequently advertised food and beverage products on teens’ favourite websites are:

- Kellogg’s Pop Tarts
- Kellogg’s Froot Loops
- Red Bull Energy Drink
- Kellogg’s Frosted Flakes
- Tim Hortons’ Roll Up the Rim to Win.\* ♥/

# Industry should pick on someone its own age

“Marketing affects us all, including children, and the techniques are so sophisticated. There are two important factors in how ads affect us: Exposure and power. Exposure is the volume of ads across different media. Kids see ads everywhere: TV, online, on billboards and even at school,” says Dr. Potvin Kent. “Power refers to the impact of the different techniques used to make the ads more appealing to children, like using animation or featuring an athlete that kids like in an ad.”

Children are vulnerable to marketing. It is well documented that before age five, most children cannot distinguish ads from unbiased programming; those under eight do not understand the intent of marketing messages and believe what they see. By age 10 to 12, children understand that ads are designed to sell products, but they are not always able to be critical of these ads.

Teens are also affected — more than might be expected. According to research from the Rudd Centre for Food Policy and Obesity at the University of Connecticut, teens are exposed to more ads than younger kids and they remember them better. They can critique ads when prompted, but on their own are likely to believe misleading claims.

“Younger kids nag their parents for the food and beverages they see advertised. Kids under 13 or 14 generally do not buy food but youth do and they are not supervised as extensively. Adolescents are now the major target of marketing,” says Dr. Warshawski.

Both young children and adolescents should be protected from food industry tactics. Young kids are particularly impressionable but teens are also susceptible. There are good examples of activities where age is a barrier to participating because a certain maturity is required to make appropriate decisions: driving, voting, and purchasing and consuming alcohol or tobacco. ♥/

# Legislation means a fair fight for everyone

Legislation is about creating rules that protect society and are applied equally and enforced with meaningful penalties — for instance, seat belt laws and smoke-free legislation. These types of policies that apply to the entire population are also a cost-effective way to improve health outcomes. In particular, restrictions on food and beverage marketing to kids have been shown to be highly cost effective in preventing childhood obesity.

However, for the past 10 years the food and beverage industry has set its own standards and self-regulated its marketing through the Canadian Children's Food and Beverage Advertising Initiative (CAI). Because the program is not mandatory, not all food and beverage companies participate. Those who do have either committed to advertise only products that meet the CAI's nutrition criteria to children under 12, or they have committed to not advertise to them at all.

In 2014 the CAI adopted uniform nutrition criteria to replace individual company-specific ones, but the strength of the new criteria — which define what the CAI considers “better-for-you products” — has been questioned.

“Look at the CAI's latest report and some of the foods they say are ‘healthier dietary choices’ and are therefore advertised to kids: Lucky Charms, Froot Loops, Eggo Waffles. At which breakfast tables are these considered healthy choices?” asks Geoff Craig.

As long as regulation is optional, the playing field is not even. Even if the criteria were strong, companies who comply and put children's health first would be at a competitive disadvantage, and industry's priority is to maximize profits.

Recent Canadian research into industry self-regulation has shown that there has been no reduction in children's exposure to ads for unhealthy foods. In fact, children's exposure to food and beverage advertising has actually increased.

“Industry self-regulation is a failure,” says Dr. Warshawski. “Legislation will protect kids, support parents as they teach their children healthy habits, and ensure all companies have to play by the same rules.”

## Industry self-regulation is a failure.

Dr. Potvin Kent's research reveals grave weaknesses in the CAI approach and its criteria. She concluded: “Given the very high volume of unhealthy food marketing seen by children, it is clear that the Children's Food and Beverage Advertising Initiative is not limiting children's exposure to unhealthy digital food and beverage marketing. Our research results also show that teens are viewing high levels of unhealthy food and beverage marketing online.”

More specifically, her study shows that companies who participate in the CAI are the worst offenders. Three-quarters of the unhealthy ads viewed by children and youth were from companies that participate in the CAI. ❤️



**Over 90%** of food and beverage product ads viewed by kids and teens online are **unhealthy**.

# Protecting kids will support parents

Dr. Potvin Kent says that's why government regulation is essential. "I get irritated when I am told these types of restrictions are about the government trying to control parents. This is the type of policy that supports parents. Parents are doing the best job they can but our environment makes it hard; every environment we go into is filled with products high in sugar and fat," she says.

Canadians agree that parents face a tough battle to protect their children from marketing messages. According to our poll, 77% believe it is hard to monitor and control the advertising that is directed at children.

"Restricting marketing to kids is one step of many that need to be taken to make our environment healthier. We tell people to be healthy but we don't help them to do it," says Dr. Potvin Kent. ♥

Parents are doing the best job they can **but our environment makes it hard.**

**Researcher Dr. Monique Potvin Kent** examined the volume of food and beverage advertising online to Canadian children and teens, and the quality of the products.



# The best example is in our own backyard

Far ahead of its time, Quebec banned commercial advertising of all goods and services to children under 13 starting in 1980. The result? A 2011 study concluded that the law is associated with a 13% reduction (compared with Ontario) in the likelihood to purchase fast food and that “the social-welfare impact of such a ban can be significant.” Quebec has the lowest obesity rate in Canada among children ages 6–11 and the highest rate of vegetable and fruit consumption. Impressive, considering that Quebec children have among the most sedentary lifestyles, and that the law still contains loopholes and exceptions that need to be addressed. ♥/

## What in the world is going on?

### In Canada:

- The *Quebec Consumer Protection Act* was implemented in 1980, banning advertising of all goods and services targeted to children under age 13. Quebec children have the highest vegetable and fruit intake and the lowest obesity rates (among 6–11 year-olds) in the country.
- In his 2015 mandate letter to Health Minister Jane Philpott, Prime Minister Justin Trudeau instructed the minister to act on the government’s election platform commitment to restrict the marketing of unhealthy food and beverages to children.
- In March 2016, the Senate of Canada’s Standing Committee on Social Affairs, Science and Technology issued a report recommending that the federal government conduct an

assessment of the prohibition on advertising food to children in Quebec and design and implement a national prohibition on the advertising of food and beverages to children based on that assessment.

- In September 2016 Senator Nancy Greene Raine introduced the *Child Health Protection Act* in the Senate to prohibit the marketing of food and beverages to children under the age of 13 years.
- The federal government announced a Healthy Eating Strategy in October 2016 including the intention to restrict the commercial marketing of unhealthy food and beverages to kids.

### Internationally:

- **2010 World Health Organization:** Called for national and international action to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars or salt. Restrictions should cover all media, including digital, and close any regulatory loopholes.
- **2014 Mexico:** Restricted food marketing to children on television (during afternoons and weekends) and in theatres showing children’s movies.
- **2014 Brazil:** Defined all advertising directed at children up to 12 as abusive. Defined “advertising” as any direct marketing communication with the intention of persuading them to consume products or services.
- **2006 United Kingdom:** Banned advertisements for foods high in fat, sugar or sodium (HFSS) in TV programs made for children age four to 15, or that are of particular appeal to that age group.
- **1992 Norway:** Banned television advertising aimed at children under 16, and banned advertising that the Consumer Ombudsman/Market Court deemed to be exploiting the vulnerabilities of children.
- **1991 Sweden:** Banned television advertising aimed at children under 12, and banned mail advertising aimed at children younger than 16.

# Heart & Stroke is committed to children's nutrition

Heart & Stroke is committed to providing children with the best start for a long, healthy life. We deliver initiatives, fund research, and advocate for healthy public policy that will drive healthy behaviours and build healthy environments leveraging our partnerships with nearly 4,000 schools and communities across Canada as well as other organizations and decision-makers. Find these resources on our website, [heartandstroke.ca](http://heartandstroke.ca):

- **Tips and information to help parents raise healthy kids**
- **Heart-healthy recipes kids will love**
- **Jump Rope for Heart has been getting kids active for 35 years.**



**Heart disease and stroke** cost the Canadian economy **\$21 billion each year.**

## Stop Marketing to Kids Coalition

The Stop Marketing to Kids (Stop M2K) Coalition was founded by Heart & Stroke in collaboration with the Childhood Obesity Foundation in 2014. The Stop M2K Coalition is made up of 11 non-governmental organizations with written endorsement from dozens of additional organizations and individuals. Our goal: to restrict all food and beverage marketing to children and youth 16 years and under.

The coalition has developed the Ottawa Principles, which outline the policy recommendation of restricting commercial marketing of food and beverages to children and youth 16 and under, with marketing being defined as any means of advertising or promoting products or services. The restrictions would not apply to non-commercial marketing for valid public health education or public awareness campaigns. The Ottawa Principles also include a set of definitions, scope, and principles to guide policy development.

### Coalition members

- Heart & Stroke (founding member)
- Childhood Obesity Foundation (founding member)
- Alberta Policy Coalition for Chronic Disease Prevention
- BC Healthy Living Alliance
- Canadian Cancer Society
- Canadian Diabetes Association
- Chronic Disease Prevention Alliance of Canada
- Dietitians of Canada
- Food Secure Canada
- Toronto Public Health
- Quebec Coalition on Weight related problems

Over 60 organizations and individuals have provided written endorsement of the Stop M2K Coalition's recommendation to restrict food and beverage marketing to children and youth 16 and younger.

For more information visit [stopmarketingtokids.ca](http://stopmarketingtokids.ca)

# Action items:

## How we can protect children and support parents

### What can Canadians do?

- Limit their children's screen time.
- Eat a healthy, balanced diet including a variety of natural/whole and minimally processed foods. Eat more vegetables and fruit and choose whole grains.
- Consume fewer processed and pre-packaged foods and sugary drinks.
- Prepare meals at home as much as possible.
- Involve children and youth in planning and preparing meals.
- Promote, encourage and support policies that create healthier environments for children, including restrictions around food and beverage marketing.

### What can the federal government do?

- Enact legislation to restrict commercial food and beverage marketing to children and youth ages 16 and under as outlined in the Ottawa Principles, which are endorsed by the Stop Marketing to Kids Coalition. This legislation should:
  - afford substantial protection to children
  - be statutory in nature—the voluntary approach does not work—with clear policy definitions
  - adopt a wide definition of commercial marketing
  - restrict commercial marketing in child-focused settings (e.g. rec. centres, libraries and rinks)
  - take action to manage cross-border media
  - be evaluated, monitored, resourced and enforced
  - be enacted quickly.
- Educate Canadians about the risks associated with unhealthy food and beverage consumption through public awareness and education campaigns.

### What can provincial governments do?

- Implement and enforce restrictions on the commercial marketing of foods and beverages to children and youth (see Quebec example which uses its Consumer Protection Act).
- Restrict exposure to food and beverage marketing in public places, including settings where children gather, such as nurseries, schools and school grounds, preschool and daycare centres, recreation centres, playgrounds, pediatric services, sporting or cultural activities, as well as hospitals.
- Educate Canadians about the risks associated with unhealthy food and beverage consumption through public awareness and education campaigns. Consider media literacy as part of school curriculum to address marketing to children.
- Conduct a review of food and beverage marketing in child-focused settings.
- Review and limit sole-sourced contracts with food and beverage companies to ensure the healthfulness of food and beverage options. This would include the numbers, content and placement of vending machines.

### What can municipal governments do?

- Conduct a review of food and beverage marketing in child-focused settings
- Review zoning restrictions close to child-focused settings including schools and playgrounds.
- Restrict food and beverage marketing to children on municipal property, such as childcare settings, schools, libraries, public transit, recreation centres and parks.
- Educate people about the risks associated with unhealthy food and beverage consumption through public awareness campaigns.
- Review and limit sole-sourced contracts with food and beverage companies to ensure the healthfulness of food and beverage options. This would include the numbers, content and placement of vending machines.

## What can schools and school boards do?

- Review and limit sole-sourced contracts with food and beverage companies to ensure the healthfulness of food and beverage options. This would include the numbers, content and placement of vending machines.
- Review, broaden and strengthen nutrition policies. These policies should include guidelines around the types of foods available to children; restrictions around food and beverage marketing including in educational materials, prizes and giveaways; and guidelines around foods and beverages used in fundraising and served at special events.
- Do not enter into incentive programs with food and beverage companies.
- Prioritize the implementation of healthy eating policies, resources and curriculum, including food preparation and media literacy.

## What can communities do?

- Advocate for healthy choices to be available in their neighbourhoods, including stores to enable purchase of vegetables and fruit and fresh, whole foods.
- Advocate for restrictions on unhealthy food establishments near schools, rec centres and other areas where children congregate.
- Push for policies in community centres to ensure healthy food and beverage choices are available and unhealthy choices are restricted.

## Health organizations

- Endorse the Ottawa Principles and the Stop Marketing to Kids Coalition at [stopmarketingtokids.ca](http://stopmarketingtokids.ca)
- Educate Canadians about the risks associated with unhealthy food and beverage consumption through public awareness and education campaigns.
- Advocate for healthier food and beverage environments so that healthy choices are the easy choices for Canadians.

## Institutions and corporations

- Educate themselves about the risks of marketing food and beverages to children and youth.
- Stop the practice of marketing food and beverages to children.
- Retail stores should refrain from arranging food and beverage product displays to attract children.

# Acknowledgements and data sources

## This report was developed based on several sources including:

- *The Volume of Digital Food and Beverage Marketing to Children and Teens in Canada*, by University of Ottawa researchers Dr. Monique Potvin Kent and Elise Pausé, research commissioned by Heart & Stroke.
- Other national and international reports and articles.
- A survey of Canadians was conducted by Pollara Strategic Insights. From Sept. 30 to Oct. 12, 2016, a total of 2,401 respondents aged 18 years and older were interviewed via online survey. As a guideline, a probability sample of this size carries a margin of error of +/- 2.0%, 19 times out of 20. Using standard statistical techniques, the results were weighted to ensure the dataset accurately represents the demographic and regional characteristics of the general population.
- Interviews were carried out with experts including Dr. Monique Potvin Kent, assistant professor, School of Epidemiology, Public Health and Preventive Medicine, Faculty of Medicine, University of Ottawa; Dr. Tom Warshawski, pediatrician, and Chair, Childhood Obesity Foundation; and Dr. Norm Campbell, Libin Cardiovascular Institute of Alberta, University of Calgary, and Heart & Stroke CIHR Chair in Hypertension.

\* Research data used by Dr. Potvin Kent was provided by comScore Ad Metrix®, children 2–11, teens 12–17, Canada, June 2015–May 2016.

\*\* Research data used by Dr. Potvin Kent was provided by comScore Media Metrix®, children 2–11, teens 12–17, Canada, March 2016–May 2016.

**Life.** We don't want you to miss it.™

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