



TO: Chair and Members of the Finance & Facilities Committee

FROM: Christopher Mackie, Medical Officer of Health

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## HEALTH UNIT CONTRIBUTION TO LONDON'S HEALTHY KIDS COMMUNITY CHALLENGE (HKCC) SUGARY DRINK CAMPAIGN

### Recommendation

*It is recommended that the Finance & Facilities Committee receive Report No. 032-17FFC re: Health Unit Contribution to London's Healthy Kids Community Challenge (HKCC) Sugary Drink Campaign for information.*

### Key Points

- Sugary drinks are the single-largest source of sugar in our diets.
- Public education about the health risks associated with sugary drinks is required to reinforce that sugary drinks should only be consumed sparingly, and that water is the best choice for health and hydration.
- The Health Unit received \$15,000 from the City of London's Child and Youth Network's HKCC fund to implement a city-wide communication campaign, which will be in market by mid-September.
- The additional \$15,000 contribution from the Health Unit's budget would increase campaign reach and message saturation, and would enable the placement of ads in Middlesex County.

### The Need to Counter Industry Marketing of Sugary Drinks

Brand logos and product advertisements are positively associated with consumers' purchasing decisions, specifically of unhealthy foods and drinks. The Heart and Stroke Foundation of Canada's [2017 Report on the Health of Canadians](#) takes aim at the food and beverage industry for marketing directly to children and youth, and shows how industry marketing reaches them in the home, at school, on the street, online and in recreational centres. The most accessible and heavily marketed choices are often energy-dense, nutrient-poor processed foods and sugary drinks, including soft drinks, energy drinks and sports drinks. According to the report, "parents are doing the best job they can but our environment makes it hard." Sugary drinks are the single-largest source of sugar in our diets.

### Increasing Public Awareness of Health Impacts from Sugary Drinks

The Health Unit's survey results from the City of London Beverage Vending Review and the community dialogue around sugary drinks over the last eight months have highlighted the need for greater public awareness regarding the public health concerns associated with consumption and marketing of sugary drinks. The Health Unit received \$15,000 from the HKCC fund, from the City of London's Child and Youth Network, to implement a public education campaign in London to reinforce the fact that sugary drinks should only be consumed sparingly and that water is the best choice for hydration and health.

## **Opportunity to Increase Campaign Reach and Message Saturation**

To promote this important public health message, campaign materials currently under development will be in market in London by mid-September. An additional \$15,000 from the Health Unit's budget would enable the Health Unit to maximize the use of campaign graphics across the City of London and extend campaign reach into Middlesex County. By matching the funding received from the HKCC fund from the City of London's Child and Youth Network, the communication campaign plan could be enhanced to ensure that all families within the Middlesex-London jurisdiction receive a consistent public health message that sugar-sweetened beverages are the single largest contributor of sugar to children's diets, and that excessive sugar intake negatively impacts physical and mental health, cognitive function and sleep patterns. The increased funding would enable the Health Unit to add additional communication campaign mediums and channels within the existing communication plan, increasing overall campaign reach and message saturation.

## **Funding the Health Unit Contribution**

The additional funding of \$15,000 will be included in the Q3 Financial Update to the Finance & Facilities Committee (FFC). However, because the campaign will be in market by mid-September, staff wanted to make members of the Committee aware of the reallocation prior to the Q3 Financial Update schedule to be received at the FFC meeting in November. The Q2 Financial Update identified \$666,140 in anticipated savings so far in 2017 as reported in Board of Health [Report No. 42-17](#). A number of unanticipated changes have occurred since this report which will make this reallocation possible and still meet the break-even position by year's end.

## **Conclusion**

Additional positive variances have occurred since the Q2 Financial Update. Staff plan to reallocate \$15,000 of additional variance to match funding from the City of London's Child and Youth Network's HKCC fund to increase campaign reach and message saturation across Middlesex-London. This reallocation will be included in the Q3 Financial Update planned for the November 2<sup>nd</sup> FFC meeting.

This report was prepared by the Chronic Disease Prevention and Tobacco Control Team, Healthy Living Division, and the Finance Team, Corporate Services.



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