

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie Medical Officer of Health / CEO

DATE: 2018 November 15

SUMMARY INFORMATION REPORT – NOVEMBER 2018

Recommendation

It is recommended that the Board of Health receive Report No. 070-18 re: “Summary Information Report for November 2018” for information.

Key Points

- On September 19, 2018, Senate Public [Bill S-228](#): *An Act to amend the Food and Drugs Act (prohibiting food and beverage marketing directed at children)* passed third reading in the House of Commons.

Update – Federal Legislation Banning Unhealthy Food and Beverage Marketing to Kids

Restricting advertising of unhealthy food and beverages to children is a key element of Health Canada’s Healthy Eating Strategy, which aims to address the rising burden of obesity and chronic disease. Other complementary initiatives include the introduction of front-of-package labelling for foods high in sugars, sodium, and/or saturated fats, and the revision of the *Canada Food Guide*. In February 2017, the Board of Health endorsed the Stop Marketing to Kids Coalition’s (Stop M2K) [Ottawa Principles](#) to communicate its support for restricting food and beverage marketing to children and youth 16 years of age and younger ([Report No. 006-17](#)). Health Unit staff have been monitoring the progress of Bill S-228 and supporting advocacy efforts through social media and a submission to Health Canada during their consultation process in the summer of 2017 (attached as [Appendix A](#)). The House of Commons Standing Committee on Health (HESA) studied Bill S-228 in April 2018. During its study, HESA adopted a government amendment to the proposed legislation to define “children” as persons under 13 to ensure alignment between the proposed federal legislation and the *Quebec Consumer Protection Act*. In addition, HESA adopted a second amendment, requiring the government to review the legislation within five years of enactment to assess whether the new definition of “children” is increasing advertising geared to teenagers and putting them at increased risk. Stop M2K is making a difference in advancing this important policy measure. On September 19, 2018, Canadian Senate Public [Bill S-228](#) passed third reading in the House of Commons. Next steps for this groundbreaking legislation include the reading of Public Bill S-228 and vote in the Senate, and the development of regulations to implement the proposed prohibition on the advertising of unhealthy food and beverages to children.



Christopher Mackie, MD, MHSc, CCFP, FRCPC
Medical Officer of Health / CEO