

**June 9, 2023**

Bureau of Policy, Intergovernmental and International Affairs, Food Directorate  
Health Products and Food Branch, Health Canada  
251 Sir Frederick Banting  
Postal Locator 2204C  
Ottawa, ON K1A 0K9

**Re: Consultation on Restricting Food Advertising Primarily Directed at Children**

At the May 18, 2023 meeting, the Middlesex-London Board of Health carried the following motion regarding Bill C-252, *An Act to amend the Food and Drugs Act (prohibition of food and beverage marketing directed at children)*:

It was moved by **A. DeViet, seconded by M. Smibert**, that the Board of Health:

- 1) Receive Report No. 35-23 re: “Support for Health Canada’s policy update on restricting advertising of food and beverages to children”; and
- 2) Submit a letter on behalf of the MLHU Board of Health in support of Health Canada’s recent policy update on restricting the commercial advertising of food and beverages to children along with these additional measures:
  - Increasing the age to under 18 for restricting commercial advertising
  - Expanding restrictions to all advertising types such as celebrity and character endorsements as indicated in Bill C-252.

Youth are vulnerable to the advertising of the food and beverage industry. This exposure influences children and youths’ food preferences, purchase requests, and consumption patterns which negatively impacts their health and wellbeing. Advertising of food and beverages influences choices in food and is considered an environmental determinant of health.

Current proposed amendments to Bill C-252, *An Act to amend the Food and Drugs Act (prohibition of food and beverage marketing directed at children)* include focuses on television and digital media and limits restrictions to children under 13. This leaves various advertising techniques unrestricted and youth aged 13-17 vulnerable to harmful advertising.

The Middlesex-London Board of Health would like to propose the following additional measures (amendments) be considered for the policy update:

- Increasing the age to under 18 for restricting commercial advertising; and
- Expanding restrictions to all advertising types such as celebrity and character endorsements as indicated in Bill C-252.

Attached to this letter is Report 35-23 re: Support for Health Canada’s Policy Update on Restricting Advertising of Food and Beverages to Children for further reference.

Sincerely,



Matthew Newton-Reid  
Board Chair  
Middlesex-London Health Unit

CC: Honourable Jean-Yves Duclos, Minister of Health of Canada  
Honourable Patricia Lattanzio, Member of Parliament, Saint-Léonard—Saint-Michel  
Dr. Theresa Tam, Chief Public Health Officer of Canada  
Dr. Alexander Summers, Medical Officer of Health  
Julie Goverde, Acting Manager, Community Health Promotion  
All Ontario Boards of Health