



Ontario Public Health Association

l'Association pour la santé publique de l'Ontario

Established/Établi 1949

RESOLUTION #4

**A BAN ON ALL COMMERCIAL ADVERTISING
TARGETED TO CHILDREN UNDER THIRTEEN YEARS OF AGE**

A Resolution adopted by the
Ontario Public Health Association
Code 2008-04 (RES) *Status* Active

RESOLUTION #4: Motion from the Floor at Ontario Public Health Association Annual General Meeting 2008

WHEREAS children today are exposed to a greater intensity and frequency of marketing than any previous generation;

WHEREAS there is strong evidence that younger children lack the cognitive abilities to understand marketing messages;

WHEREAS Canadian children influence \$20 billion in annual household purchases, making them a lucrative target for marketers;

WHEREAS there is strong evidence that food advertising has a direct influence on what children choose to eat and indirectly exerts pressure on parents to choose those things;

WHEREAS the dominant focus of commercial advertising targeted to children is for products that undermine parents' and public health professionals' efforts to promote healthy diets and physical activity;

WHEREAS recent industry initiatives promising to change advertising to children have proven to be ineffective;

WHEREAS the Quebec ban on commercial advertising targeted to children provides a wealth of experience in implementing a national framework;

WHEREAS the Supreme Court of Canada ruled in 1989 that the Quebec ad ban is a reasonable limit on the right to free speech and that "...advertising directed at young children is per se manipulative";

WHEREAS almost 90% of television watched by Canadian children is on Canadian-based stations which would be subject to Canadian laws;

WHEREAS the Toronto Board of Health, the Centre for Science in the Public Interest and the Elementary Teachers' Federation of Ontario have called for a ban on all commercial advertising targeted to children;

NOW THEREFORE BE IT MOVED that the Ontario Public Health Association call for a ban on all commercial advertising targeted to children under 13 years of age by the Government of Ontario, the Government of Canada or both;

BE IT FURTHER MOVED that the Ontario Public Health Association seek to partner with the Association of Local Public Health Agencies, Toronto Public Health and other interested stakeholders to develop and implement an effective province-wide advocacy plan, and that OPHA urge the Canadian Public Health Association to advocate for a national ban to the Federal Government.

Implementation Plan:

1. The Ontario Public Health Association Board will take appropriate measures to disseminate the approved motion to the Association of Local Public Health Agencies, the Association of Municipal Organizations, the Canadian Public Health Association, the Ontario Ministry of Health and Long Term Care, the Ontario Ministry Government Services, the Agency for Health Protection and Promotion, Health Canada and Industry Canada.
2. The Ontario Public Health Association will convene a work group with appropriate stakeholders to develop a provincial advocacy plan and collaborate with CPHA to develop a national advocacy agenda to implement this motion.

Regarding Resolutions, Position Papers, and Motions:

Status: Policy statements (resolutions, position papers, and motions) are categorized as:

Active, if:

1. The activities outlined in the policy statement's implementation plan have not yet been completed,
2. The policy statement addresses an issue that is currently relevant to public health in Ontario.

Archived, if:

1. The activities outlined in the policy statement's implementation plan have been completed, or
2. The policy statement addresses an issue that is not currently relevant to public health in Ontario or is not based upon the most current evidence. The statement remains the position of the OPHA until a new statement is adopted that effectively reverses or essentially negates all or major elements of an earlier statement. In this instance, the former supersedes the latter.

Reproduction: This document is the property of the OPHA. It may be freely referenced with full acknowledgement of the OPHA, and may not be used for commercial purposes.