



HEART &  
STROKE  
FOUNDATION



**Stop Marketing to Kids Coalition**  
Advocates for restricting food and beverage marketing to kids

## Endorsing the Ottawa Principles: Frequently Asked Questions

### 1. What does it mean for my organization to endorse the Ottawa Principles?

An endorsing organization has thoroughly read and understands the policy ask of the Stop M2K Coalition, the [Ottawa Principles](#), and fully endorses the document. Further, you and your organization have thoroughly read the Stop M2K Coalition [website](#) and endorse the information on the website. A list of endorsers of the Ottawa Principles is made public on the Stop M2K Coalition's website.

### 2. Does my organization need to contribute financially or otherwise to the Stop M2K Coalition to be an endorser?

No, your organization does not need to contribute financially to endorse the Ottawa Principles. If you have ideas regarding how your organization would like to be involved, please let us know!

### 3. Can my organization advertise our endorsement? If so, what protocol do we need to follow?

Yes, your organization can advertise that you have endorsed the Ottawa Principles. Before the advertisement becomes public, we ask that you e-mail the draft advertisement for review to Kelsey Pinch, National Coalition Coordinator, at [kpinch@hsf.bc.ca](mailto:kpinch@hsf.bc.ca).

### 4. Does the fact that my organization endorsed the Ottawa Principles automatically mean that the Stop M2K Coalition endorses my organization?

No, it does not mean that the Stop M2K Coalition automatically endorses your organization. If this is of interest it can be discussed.

### 5. What other organizations have endorsed the Ottawa Principles?

A list of organizations and individuals who have endorsed the Ottawa Principles can be found at:

<http://stopmarketingtokids.ca/who-are-we/>

### 6. I am aware of another organization that may be interested in endorsing the Ottawa Principles, what do I do?

Please send an email introducing your contact at the interested organization to the Stop Marketing to Kids National Coalition Coordinator, Kelsey Pinch at [kpinch@hsf.bc.ca](mailto:kpinch@hsf.bc.ca).

### 7. I have a question that is not covered on this document, who can I contact?

For all other inquiries, please contact Kelsey Pinch at [kpinch@hsf.bc.ca](mailto:kpinch@hsf.bc.ca).