

TAKE ACTION

AGAINST FOOD & BEVERAGE MARKETING TO CHILDREN



CALL TO ACTION FOR YOUNG CANADIANS



WHO WE ARE

We are a group of young Canadians aiming to improve the wellbeing of kids and youth through advocacy and policy change. We've created this toolkit as a resource to help others get informed and join the movement against food and beverage marketing to kids. Our toolkit has been generously financed by NCD Child (non-communicable diseases) and facilitated by the Stop Marketing to Kids Coalition.

OUR MISSION

- 1) To educate other young Canadians about the scary realities of food and beverage marketing to kids
- 2) To demonstrate to federal government that this issue matters to young Canadians
- 3) To mobilize young Canadians to take action and advocate for the effective restriction of food and beverage marketing to children through the support of [bill s-228](#), an act to amend the *food and drugs act* (prohibiting food and beverage marketing directed at children)

OUR VISION

We want to live in a country where healthy food choices are encouraged—a country where our health is put before company profits. Stand with us and raise your voice in support of strong legislation and regulations that restrict unhealthy food and beverage marketing to children.

The laws and parameters we advocate for today will shape our future and the future of generations to come. It's time to show Canada this is an issue young Canadians care about. Let's make 2018 the year to remember. A year that we worked together to accomplish this milestone in health policy.



WHY STOP MARKETING TO KIDS?

For far too long, food and beverage companies have been using various marketing techniques to manipulate children into choosing foods that are high in salt, sugar, and fat. And, the marketing landscape has changed dramatically in the last decade. Today, corporations and their marketing agencies go to extreme lengths to build positive relationships between kids and their products. As young leaders, we found it unnerving to learn that corporations go as far as using psychology and scientific research to understand consumer behaviour and where young people are most receptive to marketing strategies. Further, with the advances in digital technology, corporations and their agencies are able to pull and store detailed information to gain better insights and build sneakier marketing tactics. In turn, corporations with their advanced digital algorithms for targeting campaigns are able to develop more manipulative and effective marketing messages to target kids. **When this data is used by companies to try to convince kids to consume foods that are [harmful to their health](#)—they've crossed the line.**

It's gone too far. Food and beverage advertising has gone too far. It's on our TVs, phones, tablets, and favourite websites—it's in our homes, libraries, and permeates our surroundings—and it needs to stop.



What is in this toolkit?

In this toolkit you will find a list of advocacy actions that you, your organization, or peers can take to let others know about the dangers of marketing foods and beverages to children and what we can do together to make a change.

TAKE ACTION NOW

GET INFORMED!



If you don't already have a strong grasp on the dirty details of how the food and beverage industry is targeting children, you can get started by:

- [Watching these videos](#);
- Consider reviewing resources from the [Stop Marketing to Kids Coalition](#) and the [Campaign for Commercial Free Childhood](#);
- Check the status on [Bill S-228](#), an act to amend the *Food and Drugs Act* (prohibiting food and beverage marketing directed at children).

Short on time? You can still make a difference.



Share with Government! There are several ways for young Canadians to take part in the development of Canada's first youth policy. The Federal Government has developed an easy-to-use, interactive online platform for young Canadians to take part. Visit www.youthaction.ca – here you can share your ideas and perspectives on what a youth policy should look like and what issues matter to youth in Canada. Share why #Marketing2Kids matters by posting a comment or video.



Send an e-card to your MP! Thousands of Canadians have already sent [an e-card](#). Add your voice to instantaneously grow the movement.



Send an e-mail! [Find your MP](#); customize and send this email ([template](#)) to let your MP know what you think about food and beverage marketing to kids; include a personal story and show your support for Bill S-228.



Use social media! Follow and participate in the conversation on social media by using #Marketing2Kids or by following our group on Twitter [@YouthAgainstM2K](#).



Mark your calendars! Tune into Twitter and other social media outlets on Tuesday, May 22nd, 2018 for our Social Media Day of Action. Retweet and tag your MP, friends or organizations that you think would be interested in the campaign. Find us by searching #Marketing2Kids or [@YouthAgainstM2K](#).



Print and post! Hang a poster in your school or on a community board. [Download and print our poster](#) or make your own!

TAKE ACTION NOW CONTINUED...

Committed to the issue? We're happy you are, too.



Set up a meeting! [Find your MP](#) and [customize and send this email](#) to set up a meeting to discuss your view on marketing to kids and the importance of Bill S-228 and strong regulations. Think about why this issue matters to you and why it should matter to MPs. Here some tips and videos about [speaking with your MP](#). It's always good practice to send a [follow up letter](#) to your MP to make your visit extra memorable.



Engage your school! Tell others in your community and/or school about the dangers of food and beverage marketing to kids. Here is a [compiled list](#) of examples, discussion points, infographics, printable petitions, and more. Or request a workshop outline on media literacy and marketing to kids from [MediaSmarts](#) (Canada's Centre for Digital and Media Literacy) or the [Students Commission of Canada](#).



Write a blog or create a visual story! Help raise awareness on the issue by writing a blog post for your own or an existing blog or a visual story through Instagram or Snapchat. Explain why young Canadians need to take action against #Marketing2Kids and support #Bills228. See a sample [blog post](#).



Create a video. A great way to dive deep into the issue. Make a visual record of how often and where you were marketed to by food and beverage companies, or interview individuals from the community. Share it with your MP and on social media use #Marketing2Kids @YouthAgainstM2K. Consider uploading your video on the Government of Canada's [Youth Action page](#), demonstrating why restrictions on #Marketing2Kids matter.



Social Media Day of Action. On Tuesday, May 22nd, 2018, we will start an online conversation about marketing to kids and Bill S-288. Our group of young leaders and partner organizations will be tweeting about Bill S-228 and our support for strict regulations. [Mark your calendars](#), retweet and tag your MP, friends or organizations that you think would be interested in the campaign. Use the hashtag #Marketing2Kids and add extra hashtags to increase exposure of this important moment in health policy (e.g. #cdnpoli #SenCA #Bills228 #healthykids #cdnhealth #leaderstoday). Follow the conversation by searching @YouthAgainstM2K and #Marketing2Kids.

DID YOU TAKE ACTION?



Let us know so that we can help promote your initiatives and build **further momentum on the actions we are taking together!**

Use #Marketing2Kids on social media or email YouthAgainstM2K@gmail.com.

Thank you for taking action to stop food and beverage marketing to children and youth.