



Honourable Senator
The Senate of Canada
Ottawa, Ontario
Canada
Sent by email

November 28, 2018

Dear Senator,

The [Stop Marketing to Kids Coalition](#) is writing to ask for your support in ensuring that Bill S-228 is placed on the Senate's priority list and voted on before the Senate adjourns for the holidays. We encourage you and your colleagues to continue to back this important piece of legislation that was thoroughly studied in the Senate over the past two years and passed by the House of Commons in September 2018.

Co-led by Heart & Stroke and the Childhood Obesity Foundation, the Coalition is comprised of 12 leading health organizations and endorsed by more than 100 other organizations in Canada as well as notable experts in health, research, and policy. All of our membership and endorsers are eager and intent to see this Bill passed by the Senate as soon as possible.

Bill S-228 is based on evidence and is a critical component of a multi-pronged strategy to protect children's health. Children deserve to be protected from harmful junk food marketing and parents should be supported in trying to instill nutritious eating habits. With unhealthy diet being the leading risk factor for death in Canada and with costs exceeding \$26 billion per year, now is the time to act. It is quite clear that self-regulation mechanisms by industry are insufficient and we have solid evidence that children are being targeted by industry with unhealthy food and beverage advertising at an increasing and alarming rate.

This legislation is an unprecedented opportunity to positively impact the health of children in Canada and begin to turn the tide on chronic disease.

It is also important to note that the federal government has indicated very clearly that the sponsorship of kids' community team sports will be exempted from the regulations. This exemption is important because we have heard from many people that this is an area of concern, so it is good news that the Bill will not impact children's sports sponsorships.

Children's health has waited long enough. It is time to pass Bill S-228.

We would be happy to arrange a time to meet to discuss further. Thank you for your time and commitment to protecting the health and wellbeing of children living in Canada.

Sincerely,

Mark Collison
Co-Chair, Stop Marketing to Kids Coalition
Heart & Stroke

Tom Warshawski
Co-Chair, Stop Marketing to Kids Coalition
Childhood Obesity Foundation