

An Urgent Plea to Senators

from Canada's 3,500 Paediatricians and Physician Leaders of Children's Hospitals

On behalf of Canada's 3,500 paediatricians and the physician leaders of our nation's 17 academic children's hospitals we urge you to **pass Bill S-228 before the end of the parliamentary session.**

This bill will prohibit the direct marketing of food and beverages that are highly processed and high in sugar, salt and saturated fats to kids. Passing this important bill will improve the health of the 1 in 3 Canadian children who are overweight or obese, without impacting access to or sale of food and beverages. It will also encourage Canadian children and families to eat more of the abundant healthy products grown and sold by Canadian farmers.

Bill S-228 was introduced in the Senate almost 1,000 days ago, approved unanimously by the Senate in 2017, studied extensively and passed with a majority vote by our elected House of Commons. The bill will die if it isn't passed before the parliamentary session ends in a matter of weeks. Canada's kids and parents may have to wait perhaps another generation to be protected from such marketing.

By passing Bill S-228, Senators can do more to effectively address the suffering and costs associated with diet-related disease than paediatricians can do in a lifetime of practice.

We strongly encourage you to pass Bill S-228 without further delay. As paediatricians, we need your help.

The wellbeing of our children depends on it.

