



The Right Hon. Justin Trudeau, P.C., M.P.
Office of the Prime Minister of Canada
House of Commons
Ottawa, Ontario K1A 0A6
By email: justin.trudeau@parl.gc.ca and pm@pm.gc.ca

The Hon. Jean-Yves Duclos, P.C., M.P.
Minister of Health
House of Commons
Ottawa, Ontario K1A 0A6
By email: jean-yves.duclos@parl.gc.ca and hcmminister.ministresc@canada.ca

Subject: Healthy kids grow into healthy adults and everybody benefits

Dear Prime Minister and Minister Duclos:

What we do together now to support families while they are nurturing their children is important.

The short story is that healthy kids thrive in school, spend time playing with friends, indulge in sport, recreation and cultural activities, and ... well ... just being kids! That's benefit enough. But there is a longer story too. Healthy kids grow into healthy adults, minimizing the downstream burden on Canada's health system which frees resources to provide care to the grown-ups who need it. Everybody benefits.

As you know, consumption of ultra-processed foods is highest in children 9-13 years. Today, for these impressionable kids, nearly 60% of their diet is foods linked to an increase in heart disease, stroke, cancers, and overall mortality later in life.

Thank you for your initiative to restrict the advertising of foods high in salt, sugar and saturated fat in ways designed to target kids. It is simply not enough for a parental "no" to be the counter-balance to billions (trillions?) of dollars of sophisticated marketing directed at children. Parents deserve to have the government on their side. I look forward to the draft regulations which Health Canada has committed to introduce by the fall to restrict targeting advertising of these foods at kids.

Moving forward on this federal commitment will help protect kids from manipulative marketing strategies and support parents to make better food choices for their kids. In turn, it will improve the overall health of Canada's adult population.

With my regards,

Alex Munter, President and CEO

CHEO

cc:

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