

The Honourable Mark Holland, PC, MP
Minister of Health
House of Commons
Ottawa, ON K1A 0A6

April 11th, 2024

RE: Restricting Marketing of Unhealthy Food and Beverages to Children in Canada

Dear Minister Holland,

In May 2013, a coalition of 25 major Canadian health and scientific organizations developed a consensus position calling for [restricting the marketing of unhealthy foods and beverages to children and youth](#). Since then, the [Stop Marketing to Kids Coalition](#) was created to promote government restrictions on marketing to kids. As well, Bill S-228 was introduced in 2016 by Conservative Senator Nancy Greene-Raine. Unfortunately, that bill never passed as a result of Senate procedural difficulties related to private members bills.

The Canadian Hypertension Advisory Committee led the initial coalition position. Increased blood pressure starts to occur in children and leads to hypertension in adulthood. Approximately 80% of hypertension is estimated to be caused by unhealthy diets. Hypertension is the second leading risk for death in Canada, impacts one quarter of Canadian adults, is the single most expensive diagnosis in provincial health budgets and is the most common reason for a Canadian adult to visit a physician. Marketing unhealthy foods to children influences their food choices and is a potent factor in the early development of hypertension as well as obesity, diabetes, and high cholesterol (the major risks for death and disability in Canada).

Keeping Canadian children and adults healthy and productive is critical. The executive of the Canadian Hypertension Coalition (AKA Canadian Hypertension Advisory Committee) continues to strongly support the Restricting Marketing of Unhealthy Food and Beverages to Children in Canada and supports Health Canada moving forward rapidly with the implementation of regulations to fully protect Canadian children from such marketing.

Yours Sincerely,



Dr. Norm Campbell CM MD DSc (hon) FRCPC
(Interim Chair, Canadian Hypertension Coalition)



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