



December 2, 2009

The Right Honourable Stephen Harper
Prime Minister
House of Commons
Ottawa, ON K1A 0A6

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DEC / 8 2009

RECEIVED

The Regional
Municipality
of Durham

Clerk's Department

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Pat M. Madill, A.M.C.T., CMM I
Regional Clerk

The Honourable Dalton McGuinty
Premier
Room 281, Main Legislative Building
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**RE: BAN ON COMMERCIAL ADVERTISING TARGETED TO
CHILDREN UNDER 13 YEARS OF AGE
OUR FILE: L14-00**

Honourable Sirs, at their meeting held on November 25, 2009, the Council of the Regional Municipality of Durham endorsed the following motion:

"WHEREAS children today are exposed to a greater intensity and frequency of marketing than any previous generation.

WHEREAS there is strong evidence that younger children lack the cognitive abilities to understand marketing messages;

WHEREAS Canadian children influence \$20 billion in annual household purchases, making them a lucrative target for marketers;

WHEREAS there is strong evidence that food advertising has a direct influence on what children choose to eat and indirectly exerts pressure on parents to choose things;

WHEREAS the dominant focus of commercial advertising targeted to children is for products that undermine parents' and public health professionals' efforts to promote healthy diets and physical activity;

WHEREAS recent industry initiatives promising to change advertising to children have proven to be ineffective;

WHEREAS the Quebec ban on commercial advertising targeted to children provides a wealth of experience in implementing a national framework;

"Service Excellence
for our Communities"

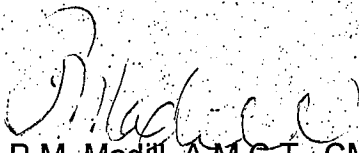


100% Post Consumer.

WHEREAS the Supreme Court of Canada ruled in 1989 that the Quebec ad ban is a reasonable limit on the right to free speech and that "...advertising directed at young children is per se manipulative";

WHEREAS almost 90% of television watched by Canadian children is on Canadian-based stations which would be subject to Canadian laws;

NOW THEREFORE BE IT MOVED that the Region of Durham support the Ontario Public Health Association, Association of Local Public Health Agencies, the Toronto Board of Health, and the Board of Health for the Wellington-Dufferin-Guelph Health Units as well as the Centre for Science in the Public Interest and the Elementary Teachers' Federation of Ontario call for a ban on all commercial advertising targeted to children under 13 years of age by the Government of Ontario, the Government of Canada or both."



P.M. Madill, A.M.C.T., CMM III
Regional Clerk

PMM/dt

C: Ontario Public Health Association
Association of Local Public Health Agencies
Toronto Board of Health
Board of Health, Wellington-Dufferin-Guelph Health Units
Centre for Science in the Public Interest
Elementary Teachers' Federation of Ontario