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Action Bulletin

Bulletin #: A2017-014
Date: Aug. 1, 2017
To: District Administrators, Presidents, Technical Directors, ORA, Associate Members
CC: Ontario Soccer Board of Directors, Staff
From: Johnny Misley, Executive Director
Subject: Share your feedback on marketing to children within sport

As part of the Healthy Eating Strategy, **Health Canada** recently proposed to restrict the marketing of food and beverages to children. Over the past decade, there has been growing concern about the negative impact of marketing of unhealthy food and beverages on children's nutritional health.

Health Canada is currently exploring options to fulfill its commitment and they want to hear from the sporting community about its experiences with food marketing to children and its ideas about how best to put in place new restrictions.

Ontario and Canada Soccer is asking the soccer community to take part in a short survey and share your ideas about food and beverage marketing to children.

As many may be aware, there is a Marketing to Kids initiatives underway with Health Canada and Senate Bill S-228 that could have serious implications to marketing in Canada, and in particular sponsorship of sports.

[Click here](#) to read more about marketing food and beverages to children. As you read through this document you will see the gravity of the possible implications. There is also an economic impact study that is being undertaken to expose the negative impact of the removal of sponsorship dollars for sport organizations as well as a lobbying campaign being developed.

[Click here](#) to take the short survey. Health Canada has extended the deadline for contributions to the consultation to August 14, 2017.

If you have any further questions, please contact [Ben Rycroft](#).

