

Children's Food and Beverage Advertising Initiative



Our Vision

The food and beverage industry in Canada is committed to advertising and marketing products to Canadian children in a responsible way to help prepare them to make wise decisions about healthy dietary choices and healthy lifestyles. We recognize that the special nature and needs of children requires particular care and diligence on the part of advertisers

Our Commitment

The food and beverage industry plays a significant role in supporting the health of Canadians, especially children. Accordingly, companies participating in this initiative are committed to follow one or both of these practices:

- Use their creativity and marketing activities to promote and support healthy dietary choices and healthy lifestyles to children under 12 years of age.
- Shift their children's advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, salt and added sugars and higher in nutrients that are significant to public health.

These commitments will be realized through the means set out in the following pages.

Charter Participants

**Cadbury Schweppes
Campbell Canada
Coca-Cola Ltd.
General Mills Canada
Hershey Canada
Janes Family Foods
Kellogg Canada Inc.
Kraft Canada Inc.
McCain Foods (Canada)
McDonald's Canada
Nestlé Canada Inc.
Parmalat Canada Inc.
PepsiCo Canada
Unilever Canada
Weston Foods Canada**

Advertising messaging and content

Participants will devote at least 50%¹ of their television, radio, print and internet advertising directed primarily to children under 12 years of age² to further the goal of promoting healthy dietary choices and healthy lifestyles. This will be achieved in one of the following ways (or some combination of each):

- By advertising products that represent healthy dietary choices in accordance with company developed standards that are consistent with established scientific and/or government standards. Examples of standards include:
 - Foods that reflect the principal advice of Canada's *Food Guide* particularly foods that meet the criteria for nutrient content claims including "free" or "low" claims for calories as well as fat, saturated fat, trans fat, sugar, salt as per the Canadian Food Inspection Agency *Guide to Food Labelling and Advertising*
 - Foods that meet the criteria for diet-related health claims or biologic role claims as per the CFIA *Guide to Food Labelling and Advertising*
 - Foods that meet the criteria for healthy eating claims as per CFIA's *Guide to Food Labelling and Advertising*
 - Foods that meet the standards for participating in the Heart & Stroke Foundation's *Health Check™* program

- By advertising that prominently includes healthy lifestyle messages designed to appeal to children, such as messages that:
 - encourage physical activity
 - encourage good dietary habits, consistent with established scientific and/or government standards such as Canada's *Food Guide* or Canada's *Physical Activity Guide for Children*
 - focus on portion controlled options
 - appeal specifically to children under the Long Live Kids! social marketing initiative encouraging children to eat smart, move more and be media wise
 - promote government healthy active living initiatives

Use of Products in Interactive Games

Participants will commit that, in any interactive game primarily directed to children under 12 where the company's food or beverage products are incorporated into the game, the interactive game must incorporate or be accompanied by products representing healthy dietary choices or healthy lifestyle messaging as set out above.

¹ This minimum percentage may be increased over time.

² Measured in media impressions at the time the advertising is purchased, as determined by reliable third party data such as BBM Nielsen ratings for TV and radio, ComScore for Internet, PMB (Print Measurement Bureau) data for magazines, Nadbank for newspapers, COMB (Canadian Outdoor Measured Bureau) for outdoor and others.. The 50% commitment will be calculated separately for each advertising medium. Measurement of advertising on company-owned websites will be determined in accordance with standards established as part of the company's commitment.

Use of Licensed Characters

While the use of licensed characters is already restricted in children's broadcast advertising³, participants will also commit to reduce their use of third-party licensed characters in advertising that appears in other media primarily directed to children under 12⁴, if such advertising does not otherwise comply with the messaging and content options set out above. Each participating company in its commitment statement will identify the percentage reduction in its use of licensed characters.

Product Placement

Participating companies will commit to not paying for or actively seeking to place their food or beverage products in the program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products.

Advertising in Schools

Participating companies will remain committed to adhering to standards established by schools individually and by school boards overall. Furthermore, participants will commit to not advertising food or beverage products in elementary schools.⁵

Implementation

Each participating company will formalize and publish an individual plan, commitment details, and implementation schedule in the first quarter of 2008 following the formal announcement of the Children's Food and Beverage Advertising Initiative.

Auditing and Enforcement

The plans for each participating company, including their specific commitments that identify the healthy dietary choices criteria, will be established in consultation with Advertising Standards Canada (ASC) under a new program administered by ASC.

ASC will be responsible for auditing commitments by participating companies. In order to confirm compliance by participating companies, auditing will include the review of advertising materials, product information, and media impression information (see footnote 2 above) submitted to ASC on a confidential basis.

ASC will publish annual compliance reports identifying those companies that meet/exceed their commitments as well as those who have failed to do so. ASC will also respond to all public inquiries relating to these reports.

³ *Broadcast Code for Advertising to Children – Clause 7: Promotion by Program Characters, Advertising-Generated Characters, and Personal Endorsements.*

⁴ *This commitment does not extend to the use of licensed characters on packaging, provided the packaging does not appear in advertising directed to children under 12. This limitation will not apply to the use of company-created/owned characters.*

⁵ *This limitation will not apply to displays of food and beverage products, charitable /not-for-profit activities including fundraising, public service messaging and educational programs.*

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