

MEMO / NOTE DE SERVICE

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TO: Board of Health for the City of Ottawa Health Unit

DESTINATAIRE : Conseil de santé de la circonscription sanitaire de la ville d'Ottawa

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DATE: September 11, 2017

11 septembre 2017

FILE NUMBER: ACS2017-OPH-HPP-0001-IPD

SUBJECT: HEALTHY EATING, ACTIVE LIVING: PROTECTING VULNERABLE
POPULATIONS THROUGH LIMITING MARKETING OF UNHEALTHY FOODS AND
BEVERAGES – REVISED CONSULTATION PLAN

OBJET : SAINE ALIMENTATION ET VIE ACTIVE : PROTÉGER LES POPULATIONS
VULNÉRABLES AU MOYEN DE RESTRICTIONS RELATIVES À LA
COMMERCIALISATION DES ALIMENTS ET DES BOISSONS MALSAINS – PLAN DE
CONSULTATION RÉVISÉ

PURPOSE

The purpose of this memorandum is to inform the Ottawa Board of Health Members that the consultation plan discussed in the report approved by the Ottawa Board of Health

on April 3, 2017 titled [Healthy Eating, Active Living: Protecting Vulnerable Populations Through Restrictions in Marketing of Foods and Beverages](#) will be extended. This extension will allow Ottawa Public Health to obtain more public opinion and feedback from key stakeholders.

BACKGROUND

At its meeting of February 13, 2017, the Ottawa Board of Health directed staff to bring forward a report outlining policy options at the municipal level further to the Heart and Stroke Foundation of Canada's [Report on Health of Canadians – The Kids Are Not Alright](#), as well as a plan for engaging the community and stakeholders on the issue.

While many personal and environmental factors influence dietary choices, an encompassing response from governments at all levels is necessary to effectively create healthy food environments. Consequently, in 2010 the World Health Organization (WHO) released a set of [recommendations on the marketing of foods and non-alcoholic beverages to children](#), calling on governments to reduce the use of marketing techniques that expose children to advertising messages that promote foods and beverages high in saturated fats, trans-fatty acids, free sugars or sodium. Limiting marketing of unhealthy foods and beverages to children and youth is one intervention in a range of strategies that will help parents, children, and youth to eat well and maintain healthy habits. Policies focused on improving our food environments such as limiting the marketing of unhealthy food and beverages targeting children and youth can help improve Canadians' eating habits.

In April 2017, the Board approved the *Healthy Eating, Active Living: Protecting Vulnerable Populations through Restrictions in Marketing of Foods and Beverages* report, which outlined the public and stakeholder consultation plan. The initial timeframe for the consultation plan, as approved by the Board, was from April to June with a report on the consultation results due back to the Ottawa Board of Health in the fall of 2017. In order to achieve the desired outreach and feedback from key stakeholders and members of the public, OPH would like to extend the online consultation until September 22, 2017 with additional consultation activities being completed by the end of October 2017.

The main objective of OPH's consultation plan is to ensure that Ottawa residents and other stakeholders such as municipal partners, community groups, school boards, youth, and industry have the opportunity to participate in a community discussion about the potential for reducing marketing of unhealthy foods and beverages to children and

youth through municipal actions. Since April 2017, a number of activities were initiated, including:

- Promotion of the consultation through earned media, social media, and OPH's website, with a goal to reach a cross-section of Ottawa residents. A bilingual on-line survey was launched at HaveYourSayOttawa.ca (DonnezVotreAvisOttawa.ca). As of September 6, approximately 1100 residents have responded to the on-line public opinion survey.
- Businesses, sports associations, and stakeholders were invited to provide input through in-person or on-line survey.
- Six in-person consultations were completed reaching approximately 50 key stakeholders including business and industry leaders, sports and recreation organizations and childcare centres.

DISCUSSION

OPH is planning additional activities in an effort reach more stakeholders. These activities include:

- Extending the timeline of the on-line survey to end on September 22, 2017
- Conducting a telephone survey in September 2017
- Planning more consultations and focus groups with stakeholders, including representatives from various City of Ottawa departments, school boards, sports associations, Business Improvement Areas and youth
- Overall consultation activities to be completed by October 31, 2017

In addition to these activities, feedback will continue to be solicited through a variety of platforms, including email, telephone and social media. These opportunities will be promoted using various communications channels including earned and paid media, as well as social media. A list of stakeholders is outlined in Appendix 1.

Notwithstanding the consultation plan previously described and the preliminary stakeholders' list, OPH welcomes any suggestions, either to include other stakeholders that should be engaged or with respect to additional engagement methods. If you would like to provide such input, please contact Gillian Connelly, Manager of Health Promotion and Disease Prevention, with Ottawa Public Health. Gillian can be reached by email at Gillian.Connelly@ottawa.ca or by phone at 613-580-2424, ext. 28971.

NEXT STEPS

OPH will continue to implement the consultation plan and report back to the Board of Health with the results in 2018.

If you have any questions or would like more information, please contact Gillian Connelly or myself.

‘Original signed by’

Dr./ D^r Isra Levy

Medical Officer of Health/ Médecin chef en santé publique

Ottawa Public Health/ Santé publique Ottawa

Attach. Appendix 1 – Stakeholders invited to consult

Appendix 1: Stakeholders invited to consult

City Departments

- Recreation, Culture and Facilities Services Dept.
- Planning, Infrastructure and Economic Development Dept.
- Community and Social Services Dept.
- Ottawa Public Library
- Transportation Services Dept.

Child Care

- Child Care Educator Community of Practice East
- Child Care Educator Community of Practice West
- City View Child Care Services
- Andrew Fleck Child Care Services
- Child Care Providers Resource Network of Ottawa
- Licensed Home Child Care Network of Ottawa

Schools & School Boards

- Ottawa-Carleton District School Board
- Ottawa Catholic School Board
- Conseil des écoles catholiques du Centre-Est
- Conseil des écoles publiques de l'Est de l'Ontario
- School Principals
- Ontario Network for Education

Business & Industry

- Ottawa Council of Business Improvement Areas
- Ottawa Sport & Entertainment Group
- Ottawa Champions
- Capital Sports Management, Inc
- Senators Sports & Entertainment
- Association of Canadian Advertisers
- Canadian Beverage Association
- 7-Eleven
- Baking Association of Canada
- Canadian Convenience Store Association
- Canadian Federation of Independent Grocers
- Canadian Produce Marketing Association

- Chamber of Commerce
- DAP Enterprises
- Retail Council of Canada
- Best Foods
- Ontario Restaurant Hotel & Motel Association
- Ottawa Children's Festival
- Ottawa Festivals
- Ottawa Gatineau Hotel Association
- Restaurants Canada Head Office
- Bell Arena Vending Machines
- Brian Kilrea/Canterbury Rec Vending Machines
- Fred G. Barrett Vending Machines
- J.A. Dulude Arena Vending Machines
- Jack Charron Vending Machines
- John G. Mlacak Vending Machines
- Manotick/Rideau Township Arena Vending Machines
- Merivale/Howard Darwin Arena Vending Machines
- Metcalfe/Larry Robinson Vending Machines
- Navan Arena Vending Machines
- Osgoode Vending Machines
- Pinecrest/Barbara Ann Scott Arena Vending Machines
- Richmond Arena Vending Machines
- Sandy Hill Arena Vending Machines
- Stittsville/Johnny Leroux Arena Vending Machines
- W. Erskine Johnson Vending Machines

Sports & Recreation

- Association de Hockey mineur de Vanier
- Barrhaven Children's Softball and T-ball
- Barrhaven Tennis Club
- Blackburn Tennis Club
- Boys and Girls Club of Ottawa
- Capital United Soccer Club
- Capital Wave Water Polo
- Carleton University Summer Camps
- Ottawa West Little League Baseball Association

- City View Tennis Club
- Crystal Beach Tennis Club
- Cumberland Minor Hockey Association
- Cumberland United Soccer Club
- Dovercourt Recreation Association
- Eastern Ontario District Soccer Association
- GeeGees' Sports Camps
- Girl Guides of Canada
- Gloucester Cumberland Girls Hockey Association
- Gloucester Dragons Recreational Soccer
- Gloucester Hornets Soccer
- Gloucester Junior Rangers Hockey
- Gloucester South Youth Softball
- GO Capital Synchro Swimming
- Goulbourn Seahawks
- Hockey Eastern Ontario Minor
- Kanata Cross Country Ski Club
- Kanata Dragons
- Kanata Minor Hockey Association
- Kanata Rhythmic Sportive Gymnastics
- Kenmore Minor Softball
- Metcalfe and District Minor Hockey
- Metcalfe Figure Skating Club
- Richmond Munster Minor Hockey Association
- Nepean Girls Hockey Association
- Nepean Hotspurs Soccer Club
- Nepean Ottawa Diving Club
- Nepean Synchro Swim Club
- Orleans Little League Baseball
- Orleans Nordic Ski Club
- Ottawa City Soccer Club
- Ottawa Gymnastics Centre
- Ottawa International Soccer Club
- Ottawa Sport Council
- Ottawa Titans Water Polo Club
- Ottawa-Carleton Soccer League

- RA Centre
- Richmond Munster Minor Softball
- Rideau Osgoode Minor Softball Association
- Royal City Soccer Club
- Scouts
- South Ottawa Little League Baseball
- Stittsville Minor Hockey Association
- Stittsville Minor Softball Association
- Tennis Centre West Ottawa
- Tumblers Gymnastics Centre
- West Carleton Minor Hockey
- West Carleton Minor Softball
- West Ottawa Soccer Club
- YMCA-YWCA
- Miracle League of Ottawa

Health & Social Services

- Academy of Medicine Ottawa
- Bariatric Medical Institute
- Canadian Cancer Society
- Canadian Child Care Federation
- Canadian Institute of Child Health
- Canadian Mental Health Association
- Canadian Pediatric Society
- Carlington Community Health Centre
- Centretown Community Health Centre
- Champlain Cardiovascular Disease Prevention Network
- CHEO
- Diabetes Canada
- Dietitians of Canada
- Dr. Charlene Elliott
- Eastern Ottawa Resource Centre
- Health Canada
- Champlain Local Health Integration Network (LHIN)
- Lowertown Community Resource Centre
- Maison Fraternité

- Dr. Monique Potvin-Kent
- Nepean, Rideau and Osgoode Community Resource Centre
- Nutrition Resource Centre
- Ontario Medical Association
- Ontario Public Health Association
- Orleans-Cumberland Community Resource Centre
- Ottawa Food Policy Council
- Pediatricians of Ontario
- Pinecrest-Queensway Community Health Centre
- Rideau-Rockcliffe Community Resource Centre
- Rideauwood Addictions and Family Services
- Sandy Hill Community Health Centre
- Somerset West Community Health Centre
- South-East Ottawa Community Health Centre
- Stop Marketing to Kids Coalition
- Vanier Community Service Centre
- Wabano Centre for Aboriginal Health
- Western Ottawa Community Resource Centre
- Youth Services Bureau