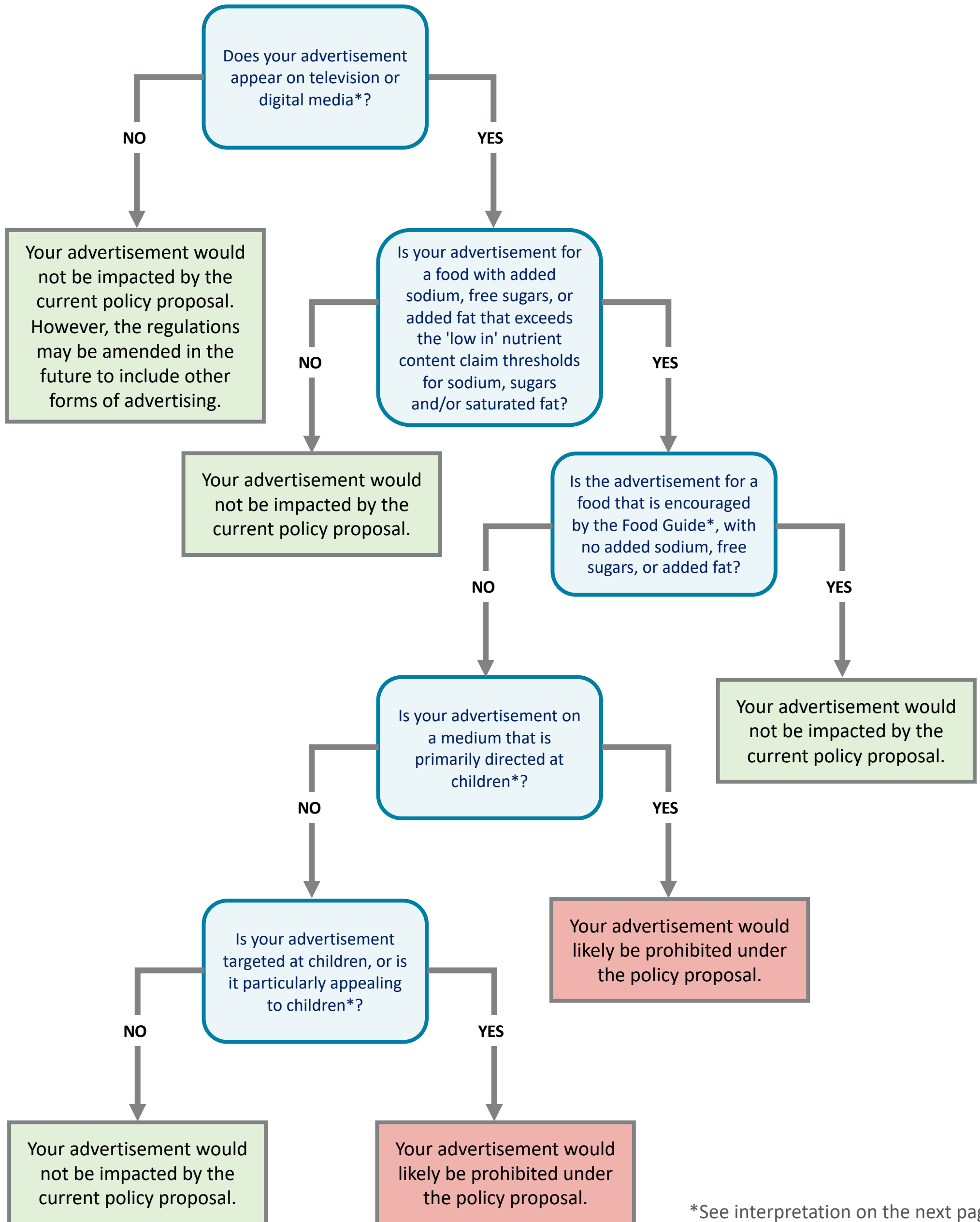


Health Canada's Policy Proposal on Restricting the Marketing of Certain Foods to Children

Health Canada is proposing to introduce regulations that would restrict the advertising of certain foods to children. This flow chart was developed by the Retail Council of Canada based on Health Canada's documents to assist our members in interpreting the government's proposal for the purpose of soliciting member feedback. This is not an official Health Canada document. Full details on Health Canada's proposal are available [here](#).



*See interpretation on the next page.

Health Canada's Policy Proposal on Restricting the Marketing of Certain Foods to Children

Interpretation

Television and Digital Media: Television and digital media includes, but is not limited to, the following:

- websites
- social media
- mobile applications
- broadcast television
- email and messaging services
- video and audio streaming services
- online games and virtual reality programs

Foods Encouraged by the Food Guide: Health Canada has not provided a detailed definition of foods encouraged by the Food Guide, but has stated that “advertisements for foods recommended in Canada's food guide as an important part of healthy eating would not be restricted. This includes vegetables and fruits, whole grain foods and protein foods with no added sodium, free sugars, or added fat. ”

Medium Primarily Directed at Children: According to Health Canada's policy proposal, a medium would likely be considered specifically intended for children if:

- it is rated, classified or described as being specifically intended for children, or
- the subject matter or content of the medium is specifically intended for children or intended to be engaged with by children

Examples of various media are available [here](#).

Advertisements that are Particularly Appealing to Children: An ad could be considered primarily directed at children based on a collective assessment of the design elements, characteristics and advertising techniques used in the advertisement, as well as its context.

Full details on the specific design elements that Health Canada would consider are available [here](#).