

## Ontario Consulting On Healthy Eating Initiatives

October 9, 2013

In response to the Healthy Kids Panel's recommendations for reducing childhood obesity, Ontario has launched a cross-government Healthy Kids Strategy focusing on:

- A Healthy Start — supporting healthy pregnancy and early years to build the foundation for a healthy childhood and beyond
- Healthy Food — an essential component to achieving healthy weights and healthy childhood development
- Healthy Active Communities — building healthy environments for children is the responsibility of the whole community

### Consultation on Healthy Eating Initiatives

To help create a healthier food environment in Ontario, the government will begin consultations this month on two initiatives:

- Legislation to be introduced this winter that would require large chain restaurants to include calories and other nutritional information on menus
- Reducing the marketing of unhealthy food and beverages aimed at children, including advertising and point-of-sale promotions

The government's consultations on menu labelling and food marketing will include representation from the following groups:

- Parents
- Restaurant and Foodservices
- Grocery and Convenience Stores
- Food and Beverage Manufacturers and Processors
- Agriculture Sector
- Telecommunications, Media and Entertainment
- Advertising and Marketing

### Menu Labelling

The government will seek advice on the best way to put menu labelling in place, including:

- Who the legislation would apply to

- What nutrition information would be included
- How nutrition information would be posted and made available
- How to best implement legislation/regulations, including time required for implementation
- How best to monitor and enforce legislation/regulations

### **Reducing the Marketing of Unhealthy Food and Beverages**

The government will seek advice on how to reduce marketing of unhealthy food and beverages to children, including:

- Guiding principles for an approach to limit the marketing of unhealthy food and beverages to children
- Defining unhealthy food and beverages
- How to strengthen current efforts or take further actions to limit marketing to children including point-of-sale
- Insights on a monitoring and evaluation system

### **Healthy Kids Strategy**

These initiatives build on steps the government has already taken to implement recommendations from the Healthy Kids Panel, including:

- New investments to enhance breastfeeding supports and ensure that every woman who wants breastfeeding support can get it
- New investments in Ontario's Student Nutrition Program to create more than 200 new breakfast and morning meal programs for approximately 33,000 kids in higher-needs communities, including First Nations communities

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