



### **About the Children's Advertising Initiative,**

Under the Children's Advertising Initiative, leading Canadian leading food and beverage companies (Participants), whose advertising represents an overwhelming majority of the food and beverage advertising in children's programming have committed to shifting their advertising directed to children under 12 to the promotion of healthier dietary choices, or to not advertise to children.

### **Participant's Commitments**

Under the Children's Advertising Initiative:

- Six Participants are directing 100% of their advertising primarily to children under 12 to healthier dietary choices in accordance with the program's Uniform Nutrition Criteria. (Campbell Company of Canada, Danone Inc., General Mills Canada Corporation, Kellogg Canada Inc., McDonald's Restaurants of Canada Limited, and Parmalat Canada Inc.)
- Ten Participants are not directing advertising to children under 12. (Coca-Cola Ltd., Ferrero Canada Ltd., Hershey Canada Inc., Kraft Heinz Canada, Maple Leaf Foods Inc.; Mars Canada Inc., Mondelēz Canada, Nestlé Canada Inc., PepsiCo Canada, and Unilever Canada Inc.)

The program covers advertising on television, radio, in print and on the Internet, as well as on:

- video and computer games rated "Early Childhood" or "EC," which are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12,
- DVDs of movies that are rated "G" whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12,
- mobile media such as cell phones and other personal digital devices, and through word of mouth where advertising on those media is primarily directed to children under 12.

Participants have also committed to:

- incorporate only products that meet the Children's Advertising Initiative criteria for healthier dietary choices in interactive games primarily directed to children under 12 years of age,
- reduce the use of third party licensed characters in advertising directed primarily to children under 12 for products that do not meet the Children's Advertising Initiative criteria for healthier dietary products,
- not pay for or actively seek to place food and beverage products in program/editorial content of any medium primarily directed to children, and
- not advertise food or beverage products in elementary schools – pre-kindergarten through Grade 6.

### **Program Administration**

To ensure program transparency and accountability, Ad Standards, the independent advertising self-regulatory body, is responsible for program administration, including:

- approval of each Participant's Commitment,
- publication of the Participants' Commitments on a dedicated section of its website,
- conducting an annual audit of each Participant's compliance with its Commitment, and
- reporting publicly on the results of the audits.

### **Additional Information**

Further information about the Children's Advertising Initiative, as well as details of the Participants' Commitments is available at: [www.adstandards.ca/childrensinitiative](http://www.adstandards.ca/childrensinitiative)