

PRESS RELEASE
For Immediate Release

New Ipsos Descarie Survey

Massive Support by Canadians for Government Intervention in the Fight Against the Obesity Epidemic

Montreal, June 16th, 2010 – A recent survey conducted commission by the Quebec Coalition on Weight-Related Problems shows that Canadians of all provinces are highly supportive of intervention by governments in a fight against the obesity epidemic. Significantly, 86% of respondents agreed with the statement: “the government should take measures to incite individuals to adopt healthy lifestyles.”

The President of the Childhood Obesity Foundation, Dr. Tom Warshawski, notes that the survey findings represent a call for action by governments and municipalities. “The survey demonstrates that Canadians are concerned about food marketing directed at children. Over 75% of respondents realize that the marketing of unhealthy food products to children contributes to overweight and obesity issues among young Canadians. It is not surprising that 82% of respondents would like limits to be placed on the marketing of low nutritional value foods to children. In fact, the majority of respondents are in favour (64%) of prohibiting advertising directed at children across Canada, as is already the case in Quebec,” he said.

According to Craig Larsen, Executive Director of the Chronic Disease Prevention Alliance of Canada (CDPAC), this survey helps demonstrate that Canadians are ready to respond to the World Health Organization’s call to action, which encourages all its Member States to implement regulations to reduce the exposure of children to marketing as well as its impact on children. “The promotion of high calorie and low nutritional value food products in particular is a major factor in the obesity epidemic. It is now time for governments to react to the call for action put forward by the WHO and Canadians and take the necessary measures to control the marketing of unhealthy foods and beverages to children”, he stated.

The survey was conducted by IPSOS Descarie among 2,000 respondents representative of the Canadian population between April 22nd and April 30th, 2010. The error margin is 2.2%.

About the Quebec Coalition on Weight-Related Problems

Created in 2006 and sponsored by the Association pour la santé publique du Québec since 2008, the Quebec Coalition on Weight-Related Problems is working toward the adoption of specific public policies in regard to weight related issues. It acts within three strategic areas (agri-food industry, sociocultural and built environment) to foster the development of environments that enable healthy choices and prevent weight related issues. For more details: www.cqpp.qc.ca.

About the Childhood Obesity Foundation

Founded in 2004, the Childhood Obesity Foundation (COF)’s mission is to identify, evaluate and promote best practices in healthy nutrition and physical activity to reduce the prevalence of childhood obesity. The vision of the COF is children and youth of Canada free of chronic diseases that ensue from obesity.

About the Chronic Disease Prevention Alliance of Canada

The CDPAC is a network of ten national organizations who share a common vision for an integrated system of research, surveillance, policies, and programs for maintaining health and prevention of chronic disease in Canada.

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