



# Preventing childhood obesity

**PUBLISHING DATE:** September 10, 2010 **SPACE CLOSING:** July 1, 2010 **MATERIAL DEADLINE:** September 1, 2010

**B**y most indicators Canadians are among the healthiest people in the world. Unfortunately, obesity rates among children are rising. And with this trend, the risk our children will develop diabetes, cardiovascular disease and other chronic illnesses is rising.

This special report – produced in co-operation with the Chronic Disease Prevention Alliance of Canada (CDPAC) – will address Canada’s obesity epidemic, its costs and what needs to be done about it.

Among its topics this report will discuss:

**A healthier approach to food advertising.** Awareness of the negative impacts of advertising and marketing of unhealthy foods to children and youth is rising. How are socially responsible companies responding? What more needs to be done?

**Media literacy.** Kids are exposed to more media than ever before. What do they need to know? How can we

make kids more media literate?

**Policy options.** Internationally, there have been efforts to deal with marketing and advertising to children and youth. What can Canada learn from other nations? How are some Canadian provinces leading change through effective policies?

**Sedentary living.** The appeal of TV, the Web, video games and other forms of electronic entertainment captivates kids and keeps them from getting adequate exercise. How can parents, educators and policymakers help ensure kids stay active and burn calories?

**Healthy choices.** Unhealthy food and beverage choices add up to an unhealthy body. How can we all work to improve children’s nutrition? How are leading food manufacturers and retailers helping?

**About CDPAC.** Discover this network of 10 national organizations

that share a common vision for an integrated system of research, surveillance, policies, and programs for maintaining health and prevention of chronic disease in Canada.

All this and more in this special report.

## WHY REACH GLOBE AND MAIL READERS?

The Globe and Mail reaches the most educated, affluent and influential newspaper readership in Canada – significantly greater than any other national newspaper in Canada.

> *The Globe and Mail reaches more Canadians with:*

- *A university graduate education, household income \$100K or higher, personal income \$60K or higher, senior management titles and manager/professional occupations than any other weekday newspaper in Canada*
- *Investors with portfolios of \$250,000+*

> *The Globe and Mail reaches over 1.3 million readers daily from coast to coast.*

> *The Globe and Mail is the #1-read publication by Canada’s senior executives, read by 71% of all executives and by 76% of all presidents, CEOs and Chairpersons.*

## REACH YOUR AUDIENCE:

This special supplement will include a limited number of one-eighth, quarter-, half- and full-page advertising positions.

**Bonus:** The Globe will re-print additional copies of the report and provide a PDF e-version.

Included with your print advertisement, this report will appear online at [globeandmail.com](http://globeandmail.com) for 7 days and thereafter will be archived for 90 days.

Source: NadBank, PMB 2007/08



# THE GLOBE AND MAIL

**For more information:**

Contact your Globe and Mail Account Manager, or Project Manager Richard Deacon at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)