May 23, 2007

Advertising Standards Canada
175 Bloor Street East
South Tower, Suite 1801
Toronto, ON  M4W 3R8

RE: ADVERTISING STANDARDS

The Chatham-Kent Board of Health, at its meeting of April 18, 2007, discussed a report dealing with a television advertisement for Dairy Queen. The advertisement depicts a young boy being hung on the back of a door while his older brother eats his Kit Kat Blizzard. For many working in Injury Prevention and especially for the Neuts family from Chatham-Kent, this depiction brings back painful memories of the Neuts' ten year old son Myles who was hooked on the back of a school washroom door and died.

This type of advertising raises concerns about regulations governing responsible advertising practices as media's literacy is a critical component necessary to support healthy lifestyles for our children. Unfortunately, it appears that your agency is a self regulating body, and until the ad was actually aired, there was no process in place to stop it.

As a result of this report, the Chatham-Kent Board of Health approved the following motion:

"That administration send a letter to Advertising Standards Canada, Dairy Queen Canada and Dairy Queen International, expressing concern about the type of advertising used by Dairy Queen, and seeking stronger guidelines for health promotion and risk avoidance for children. Copies of the letter are to be sent to the Ministers of Health and Long-Term Care, Health Promotion and Children and Youth Services, as well as the Acting Chief Medical Officer of Health."
Advertising Standards Canada
May 23, 2007
Page 2

The Chatham-Kent Board of Health is disappointed that corporations such as Dairy Queen produced and aired an ad that blatantly violated the Advertising Standards Code as set out by their own industry, and that, until complaints are lodged, there is no process through which ads are reviewed and audited to ensure compliance with the Code prior to airing.

The Chatham-Kent Board of Health requests that a review of the regulations governing responsible advertising practices be undertaken so that this type of advertising does not have the opportunity to air.

Sincerely,

[Signature]

Lucy Brown,
Chief Executive Officer
Chatham-Kent Public Health

c.  CEO, International Dairy Queen Corporation
CEO, Dairy Queen Canada - West
CEO, Dairy Queen Canada - East
Dalton McGuinty, Premier of Ontario
Tony Clement, Minister of Health
Dave Van Kesteren, MP, Chatham-Kent Essex
Bev Shipley, MP, Lambton - Kent - Middlesex
Pat Hoy, MPP, Chatham-Kent Essex
Maria Van Bommel, MPP, Lambton - Kent - Middlesex
Dr. George Pasut, Acting Chief Medical Officer of Health
Jim Watson, Minister, Health Promotion
Mary Anne Chambers, Minister, Children and Youth Services
George Smitherman, Minister, Health and Long-Term Care
The Canadian Public Health Association
The Ontario Public Health Association
The Association of Local Public Health Agencies
Ontario Boards of Health