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Canadian Children’s Food and Beverage Advertising Initiative – Expanded Core Principles

Participants in the Canadian Children’s Food and Beverage Advertising Initiative (CAI) have expanded the Core Principles of the program to require that 100% of their advertising directed primarily to children under 12 years of age will be for better-for-you products – double the original requirement.

In addition, to ensure program flexibility and responsiveness, the advertising media covered by the CAI have been expanded to encompass advertising that is primarily directed to children under 12 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; and
- mobile media such as cell phones, PDA’s and through word of mouth where advertising on those media is primarily directed to children under 12.

These expanded Core Principles reflect the ongoing commitment of the CAI Participants to continue to broaden their efforts to support healthier dietary choices and healthy lifestyles to children under 12.

The revised Core Principles became effective January 2010.