

CANCER COALITION CONGRATULATES FEDERAL HEALTH MINISTER FOR INCLUDING SUGAR-SWEETENED BEVERAGES IN MEDIA CAMPAIGN

EDMONTON - The Alberta Policy Coalition for Cancer Prevention (APCCP) has released (December 17) a letter of congratulations to The Hon. Leona Aglukkaq, federal Minister of Health, for addressing the consumption of sugar-sweetened beverages (SSB) in the recently launched the Kid's Health & Safety Campaign (www.healthycanadians.gc.ca).

"The inclusion of SSB messaging within the Government of Canada campaign is a significant and appropriate first step forward in addressing risk factors for childhood obesity in Canada" said Dr. Kim Raine, Co-Director of the Alberta Policy Coalition for Cancer Prevention (APCCP), in Edmonton today.

In the letter Dr. Raine points out that Canadians want action to address the consumption of SSB. Two recent APCCP surveys of Alberta decision-makers (Government, schools, workplaces and the media) and the general public found 80% of responding decision-makers and 82% of respondents from the public would support restricting SSB and other unhealthy foods from vending machines in schools and all public buildings as an intervention to address obesity.

"In view of the childhood obesity epidemic and the significant public support for action, it is critically important that the Government of Canada focus attention on the impact of SSB on risk for obesity and chronic disease in Canada", added Raine.

The APCCP is the primary coalition on cancer and chronic disease prevention in Alberta representing a broad range of practitioners, policy-makers, researchers and community organizations who have come together to coordinate efforts, generate evidence, and advocate for policy change in order to reduce cancer and other chronic diseases in Alberta. Organizational members include the Canadian Cancer Society AB/NWT Division, the Heart & Stroke Foundation of Alberta, NWT and Nunavut, the Alberta Centre for Active Living, Ever Active Schools, Action on Smoking & Health (ASH), the Alberta Cancer Foundation, Promoting Optimal Weights through Ecological Research (POWER) and québécoise sur la problématique du poids (Quebec Coalition on Weight Related Problems).

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Visit the APCCP website: www.abpolicycoalitionforprevention.ca

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