## **Reflective Journal 4 – Advertising Restrictions**

You are now ready for the next reflective journal entry. For this assignment, you will consider that in Canada, only one province has restrictions on advertising foods or non-alcoholic beverages to children. In 1980, Quebec brought in legislation that prohibits food advertisements targeted at children under the age of 13. Food advertisements can and do target children legally in Canada.

Health Canada is considering restricting some forms of food advertising targeted to children because most Canadian children eat fewer vegetables and fruit than recommended and consume more sodium, sugar and calories than recommended. In August of 2017, Health Canada finished consultations on their proposed restrictions of the marketing of unhealthy food and beverages to children.

For this reflective journal entry, you must answer for yourself the key questions that Health Canada asked during this consultation process:

* What is the right age limit for the restrictions?
* How should "unhealthy food" be defined for the purposes of the marketing restrictions?
* How can we determine if an advertisement is directed to children?
* What kinds of marketing techniques should not be restricted?

Be sure to justify your answers to these questions with specific facts and examples. Cite any sources of information used.

To complete the assignment, start a new Microsoft Word document. Save this file with your name and the name of the assignment in the file name, and then add your name to the top of the first page, too. The minimum for this assignment is **250 words**, but you can write more if more is necessary.

Review the **journal rubric** before you begin.