

CHAPTER 3 - INDUSTRY SELF-REGULATION OF ADVERTISING

The Committee believes that the Marketing Practices Branch should place greater emphasis on attacking specific misleading advertising problems and on focusing its efforts on the segments of industry in which misleading advertising is or appears to be a concern. The Branch should consider a multi-media approach to communicating with consumers and industry, as well as entering into joint information and education programs with the business community, consumer groups and other organizations.

*Recommendations:*

2.2 The Committee recommends that the Director of Investigation and Research consider a multi-media approach to informing consumers and the business community about misleading advertising and deceptive marketing practices. In particular, the effective use of film, television and radio should be examined.

2.3 The Committee further recommends that, where appropriate, the Director of Investigation and Research undertake information and education programs as joint ventures with the business community, consumer groups and other organizations.

While the Committee wishes to see an expanded role for consumer and business education at the federal level, it recognizes that the provinces also have an important part to play. For this reason, efforts should be made to coordinate federal education activities with those carried on by the provinces.

If education programs directed to consumers are successful, increased demands may be placed on already scarce enforcement resources. To combat the possible overtaxing of these resources, greater coordination of enforcement activities between the two levels of government should also be considered.

*Recommendation:*

2.4 The Committee recommends that the Minister of Consumer and Corporate Affairs work with his provincial counterparts (a) to coordinate and enhance information and education programs on misleading advertising and deceptive marketing practices, (b) to develop effective complaint-handling procedures, and (c) to coordinate enforcement activities.