



THE CANADIAN PSYCHOLOGICAL ASSOCIATION CALLS FOR A BAN ON ADVERTISING SPORTS GAMBLING

May 21, 2024 (Ottawa) – The Canadian Psychological Association (CPA) recently sent a letter of support to Senator Marty Deacon and others calling for the adoption of Bill S-269, and for banning the practice of the advertisement of gambling more generally.

Critically, addictions linked to gambling are every bit as serious as the addictions linked to smoking, cannabis, or alcohol; all of which have restrictions in terms of how and where they can advertise. When we restrict the marketing of a substance or activity, we send a clear signal to the people of Canada that there are risks inherent in that activity.

Smoking and the use of cannabis or alcohol are activities certainly not pushed on the population and especially not in contexts where we know our children will be directly and deeply impacted. Doing so works directly against efforts to prevent mental health issues.

The extent to which the marketing of gambling has been interwoven with sports broadcasting “pushes” gambling in the most psychologically nefarious way, by normalizing it and glorifying it.

The CPA calls on The Senate of Canada to support Bill S-269 and to follow other countries by banning the marketing of gambling in Canada. Doing so protects our children, and our population more generally, from those trying to push a dangerous behaviour through inescapable and relentless marketing efforts. We ask the Canadian government to prioritize the mental health of the people of Canada over the capitalist goals of the gambling industry by passing Bill S-269.

About the Canadian Psychological Association

The Canadian Psychological Association (CPA) is the national voice for the science, practice, and education of psychology in the service of the health and welfare of Canadians. The CPA is Canada’s largest association for psychology and represents psychologists in public and private practice, university educators and researchers, as well as students. Psychologists are the country’s largest group of regulated and specialized mental health providers, making our profession a key resource for the mental health treatment Canadians need. Learn more at <https://cpa.ca>.

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