



A message to MPs about Bill S-20

No.1

Tobacco industry products are killing 120 Canadians a day. That's why citizens across Canada are demanding passage of Senate Bill 20, a bill that would create a near \$400 million campaign* to cut the death toll.

Dear Member of Parliament:

The government should welcome this private member's bill. Any government that professes to place health high on its agenda must make the reduction of tobacco use a priority.

Fact

Tobacco industry products kill 45,000 Canadians a year. Health Canada predicts that 3 million Canadians alive today will be killed by this predatory industry.

Fact

Tobacco industry products kill one out of two of the industry's long term customers.

Fact

Almost every new starter is a child under 18. Many are addicted before the age of responsibility. Thanks to industry targeting, female lung cancer deaths now exceed deaths from breast cancer.

Fact

Tobacco costs the health care system \$3 billion each year. Premature death, illness, lost productivity and

cigarette fires put an additional \$8 billion burden on the economy every year.

The comprehensive plan to cut tobacco deaths is well known, from the World Health Organization to the U.S. Centers for Disease Control. Canada's new tobacco warnings, while praiseworthy, are only a modest part of a comprehensive strategy. MPs must care enough to insist upon the entire plan.

Bill S-20 would create a California /Massachusetts-style mass media campaign, another key element in a comprehensive plan. The award-winning campaigns in these states are funded by a levy similar to that proposed in Bill S-20. The California and Massachusetts campaigns have been effective in preventing kids from smoking. They are very valuable in another respect. They build public support for other key reforms needed for the comprehensive plan.

The government can show it cares about Canada's kids. It can support passage of Bill S-20. Or it can pass replacement legislation of equal strength.

* Estimate by Imperial Tobacco Canada Limited, *The Globe and Mail*, September 28, 2000

The National "Tobacco or Kids" Campaign

ACTION ON SMOKING AND HEALTH, ALBERTA TOBACCO REDUCTION ALLIANCE, ALLIANCE POUR LA LUTTE AU TABAGISME- RÉGION DE QUÉBEC ET DE CHAUDIÈRE-APPALACHES ASSOCIATION POUR LA SANTÉ PUBLIQUE DU QUÉBEC, BC CANCER AGENCY, CANADA LABOUR CONGRESS, CANADIAN CANCER SOCIETY, CANADIAN CHIROPRACTIC ASSOCIATION, CANADIAN COUNCIL ON SOCIAL DEVELOPMENT, CANADIAN COUNCIL FOR TOBACCO CONTROL, CANADIAN LUNG ASSOCIATION, CANADIAN PHARMACISTS ASSOCIATION, CANCER CARE ONTARIO, CENTRE FOR ADDICTION AND MENTAL HEALTH, CLEAN AIR COALITION OF BC, COALITION QUÉBÉCOISE POUR LE CONTRÔLE DU TABAC, COLLÈGE DES MÉDECINS DE FAMILLE DU CANADA-SECTION QUÉBEC, CONSEIL QUÉBÉCOIS SUR LE TABAC ET LA SANTÉ, FÉDÉRATION QUÉBÉCOISE DU SPORT ÉTUDIANT, NATIONAL CANCER INSTITUTE OF CANADA, NON-SMOKERS' RIGHTS ASSOCIATION, ONTARIO CAMPAIGN FOR ACTION ON TOBACCO, OTTAWA-CARLETON COUNCIL ON SMOKING AND HEALTH, PHYSICIANS FOR A SMOKE-FREE CANADA, REGION OF OTTAWA-CARLETON HEALTH UNIT, SMOKE-FREE NOVA SCOTIA, TORONTO PUBLIC HEALTH

