



THE FIGHT AGAINST THE TOBACCO EPIDEMIC IS AT A CRITICAL STAGE. BOLDER, URGENT ACTION IS NEEDED.

CANADA

HARM

Every year more than 46,500 people in Canada are killed by tobacco-caused disease, while more than 11,000 children and more than 4.3 million adults continue to use tobacco each day. Comprehensive tobacco control policies, covering all forms of tobacco use, would reduce the death toll from tobacco, which otherwise would grow with each passing year. It will also help to ensure that the tobacco industry cannot run roughshod over the lives of the people of Canada. We encourage tobacco control advocates to reach out to other development communities to strengthen their efforts in this mortal fight.

DEATHS

% caused by tobacco, 2010

20.8%
OF MEN

Even though fewer men, on average, die from tobacco use in Canada compared with other high-income countries, still 526 men are being killed by tobacco every week, necessitating action from policymakers.

15%
OF WOMEN

More women, on average, die from tobacco use in Canada compared with other high-income countries.

INDUSTRY

The combined revenues of the world's 6 largest tobacco companies in 2013 was USD342 Billion, equal to 19% of the Gross National Income of Canada. The industry is a powerful force that does not fear the actions of nation states because its resources are often much larger.

MARKET

ADULT SMOKING

% using tobacco daily, 2013

16.7%
OF MEN

Even though fewer men, on average, smoke in Canada compared with other high-income countries, still 2,415,100 men smoke cigarettes each day, the sign of an ongoing and dire public health threat.

12.9%
OF WOMEN

Even though fewer women, on average, smoke in Canada compared with other high-income countries, still 1,923,000 women smoke cigarettes each day, the sign of an ongoing and dire public health threat.

CHILDREN SMOKING

% using tobacco daily, 2013

1.2%
OF BOYS

Even though fewer boys, on average, smoke in Canada compared with other high-income countries, still 5,900 boys smoke cigarettes each day, the sign of an ongoing and dire public health threat.

1.2%
OF GIRLS

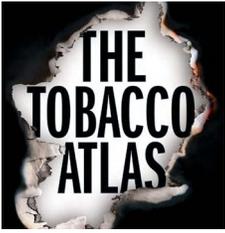
Even though fewer girls, on average, smoke in Canada compared with other high-income countries, still 5,600 girls smoke cigarettes each day, the sign of an ongoing and dire public health threat.

SMOKELESS

% currently using tobacco, 2013 or most recent

1%
OF ADULTS

Even though fewer people, on average, use smokeless tobacco in Canada compared with other high-income countries, still 291,700 people currently use smokeless tobacco, the sign of an ongoing and dire public health threat.



CANADA

Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than 70¢ per person per year Canada will be able to pay for the four 'best buys' in tobacco control policy, raising tobacco excise taxes, enforcing a comprehensive national smoke-free law and a ban on tobacco advertising and promotion, and mandating large graphic warning labels appear on tobacco product packaging. This small investment will reap enormous dividends in health and prosperity.

SOLUTIONS

Current Policy in Canada

PROTECT FROM SMOKE

Smokefree Health Care Facilities	No
Smokefree Universities	No
Smokefree Government Facilities	Yes
Smokefree Indoor Offices	No
Smokefree Restaurants	No
Smokefree Pubs and Bars	No
Smokefree Public Transport	No
All Other Indoor Public Places Smokefree	N/A
Funds for Smokefree Enforcement	Yes

WARN ABOUT THE DANGERS TO TOBACCO USERS ON PRODUCT PACKAGING

Australia (best practice) **Canada**

Type of Warning Labels	
Graphic	Graphic
Percent of Pack Covered	
83%	75%
Graphic Warning Rounds	
2	2
Has Plain/Standardized Packaging	
Yes	No

OFFER HELP

Quitting Solutions	Both NRT and some cessation services cost-covered
National Quitline	Yes

RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
WHO Benchmark 75% of Retail Price is Excise Tax	Canada 56% of Retail Price is Excise Tax

WARN ABOUT THE DANGERS TO WHOLE POPULATION IN A MEDIA CAMPAIGN

WHO Best Practice **Canada**

Ran a national anti-tobacco campaign during 2011 and 2012	
Yes	No
Part of a Comprehensive Tobacco Control Program	
Yes	N/A
Pre-Tested With The Target Audience	
Yes	N/A
Target Audience Research Was Conducted	
Yes	N/A
Aired On Television and/or Radio	
Yes	N/A
Utilized Media Planning	
Yes	N/A
Earned Media/Public Relations Were Used To Promote The Campaign	
Yes	N/A
Process Evaluation Was Used To Assess Implementation	
Yes	N/A
Outcome Evaluation Was Used To Assess Effectiveness	
Yes	N/A

ENFORCE BANS ON ADVERTISING

Number of Bans on Forms of Direct Advertising	2 of a possible 7 bans
Number of Bans on Forms of Indirect Advertising	4 of a possible 7 bans
Ad Ban Compliance Percent	40% self-rated compliance