



Health
Canada

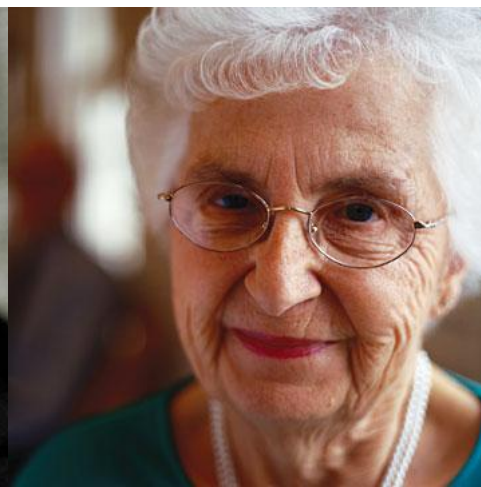
Santé
Canada

*Your health and
safety... our priority.*

*Votre santé et votre
sécurité... notre priorité.*

Canadian Experience in Tobacco Regulations

NCDs Expert Meeting
Washington, DC
November 17, 2014



Canada 

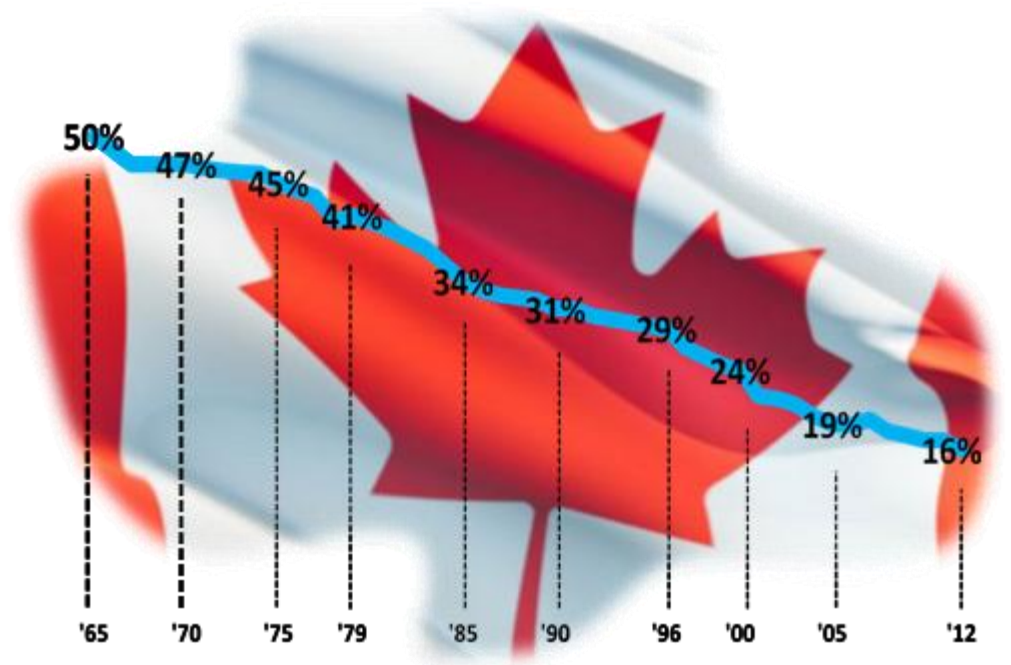
Presentation overview

- ❑ Tobacco Control Successes
- ❑ Historical Perspective
- ❑ Legislation and Taxation
- ❑ Federal Tobacco Control Strategy
- ❑ Strengthening Regulatory Capacity



Tobacco Control Successes

- **Fewer Canadians are smoking**
 - 16% of Canadians were current smokers in 2012 – down from 22% in 2001
 - 12% of Canadians smoke everyday – and they are smoking fewer cigarettes daily
- **Youth smoking is at an all-time low**
 - 7% of teens aged 15-17 are current smokers – down from 18% in 2001
- **Second-hand smoke bans are in place**
 - Close to 100% of Canadians are protected from second-hand smoke in enclosed public places



Identifying the Public Health Problem

- Evidence linking smoking to lung cancer and heart disease emerges from several scientific studies published in the 1950s.
- Canadian Veterans Study (1961) shows that veterans who had ever smoked had 25 times the risk of dying of lung cancer compared to veterans who had never smoked.
- In 1963, the Minister of National Health and Welfare publicly states: 'There is scientific evidence that cigarette smoking is a contributory cause of lung cancer, and that it may also be associated with chronic bronchitis and coronary heart disease.'
- That same year, the federal government establishes its 'Smoking and Health Program' with a five-year budget of \$600,000 directed at education and research.



Legislative Interventions

- Parliament adopts the *Tobacco Products Control Act* (TPCA) in 1988, which includes measures on tobacco advertising, labelling and disclosure of information.
- TPCA is challenged by the tobacco industry; the Supreme Court of Canada invalidates most of its provisions in 1995.
- Parliament adopts the *Tobacco Act* in 1997, to regulate the manufacture, sale, labelling and promotion of tobacco products.
- *Tobacco Act* is challenged by the tobacco industry; the Supreme Court upholds all of its provisions in 2007.



Taxation

- Canada slowly increased the federal excise tax on tobacco products throughout the 1980s and early 1990.
- In 1994, due to contraband, the federal government and some provinces significantly cut the taxation rate.
- Starting in early 2000s, federal and provincial governments start increasing once again the taxes applicable to tobacco products. Canada's taxation rate is now at 65%.
- Federal rates now increased every five years, indexed to Canada's Consumer Price Index.
- Federal and provincial governments are addressing the illicit trade issue (illicit manufacturing and smuggling).



Federal Tobacco Control Strategy

- Introduced in 2001 as a 10-year comprehensive, sustained and integrated strategy.
- This Strategy follows a long history of tobacco control activities undertaken by the federal government since the 1960s.
- Partners include: Department of Public Safety, Canada Revenue Agency, Canada Border Services Agency, Royal Canadian Mounted Police, and Public Health Agency of Canada.
- Its objective: To preserve the gains of the past decade, and continue the downward trend in smoking prevalence to reduce tobacco-related death and disease.
- The strategy was renewed in 2012 for five years, with an investment of \$230 million planned for that period. (Since 2001, \$650 million invested)



Tobacco Control Environment in Canada

☐ Federal measures:

- ☐ *Tobacco Act , Non-smokers' Health Act*
- ☐ Federal Tobacco Control Strategy

☐ Sub-national measures:

- ☐ All provinces and territories have comprehensive tobacco control strategies in place and legislation
- ☐ Many municipal by-laws are in place and public health agencies have implemented measures in addition to public health strategies

☐ There is active engagement by non-governmental organizations (civil society).



Strengthening Regulatory Capacity

- ❑ Canada contributes to implementation of the WHO Framework Convention on Tobacco Control.
- ❑ It has supported (2012-2013) the development of PAHO's *Manual for Developing Tobacco Control Legislation* [Manual para desarrollar legislación para el control del tabaco en la Región de las Américas]
- ❑ PAHO - Canada Biennial Work Plan currently includes: *Formal Training Course for Health Officials on the Development and Implementation of Tobacco Product Regulations in the Area of Product Attractiveness Reduction.*



Thank You!

Denis Choinière

Director

Tobacco Products Regulatory Office

Controlled Substances and Tobacco Directorate

Healthy Environments and Consumer Safety Branch

Health Canada

Ottawa, Ontario, Canada

