

We Need Your Support
to Reduce
Tobacco Use in Alberta

CAMPAIGN FOR A **SMOKE-FREE** ALBERTA

Overview

- Campaign for a Smoke-free Alberta (CSFA)
- Tobacco use in Alberta
- Evidence based-strategies to reduce tobacco use
- How you can support the passage of provincial legislation needed for these strategies to help reduce tobacco use in Alberta

Members - CSFA

- Action on Smoking & Health (ASH)
- Alberta Cancer Board
- Calgary Health Region
- Canadian Cancer Society, AB/N.W.T Division
- Chinook Health Region
- David Thompson Health Region
- Palliser Health Region
- The Lung Association – Alberta/NWT
- Physicians for a Smoke-Free Canada
- Northern Lights Health Region
- University of Calgary
- *Alberta Pharmacists Association – ad hoc*
- *Dental Association of Alberta- ad hoc*
- *Alberta Dental Hygienists Association- ad hoc*

Alberta Smoking Rates

- 21% of Albertans smoke (age 15 and over) compared the national average of 18% (CTUMS 2006 first wave)
- dramatic rise in smoking rate among 15-19 year olds from 16% up to 19% (CTUMS 2004, 2005)

Tobacco Use

- Most smokers start before the age of 18
 - not realizing that youthful experimentation quickly becomes a life long addiction
- Most smokers would like to quit but find it extremely difficult due to the product's addictive attributes
- Every year over 3,500 Albertans die as a result of using tobacco industry products as intended

Alberta Needs Stronger Tobacco Control Legislation

- Alberta and the Yukon Territory have the weakest tobacco laws in Canada
- Health Minister Dave Hancock will be bringing tobacco control proposal to PC caucus

CSFA Policy Priorities

- Tax increase of \$1/pack of 25 cigarettes and equalizing tax rates on discount tobacco
- 100% smoke-free indoor workplaces and public places including liquor and gaming facilities
- Removal of retail tobacco displays (power walls)
- Removal of tobacco sales in pharmacies, healthcare facilities and educational institutions

Tobacco Taxes

- Price goes up, consumption goes down
- Single most effective way to reduce tobacco use
- 10% increase in price will reduce adult tobacco consumption by about 3-4%
- The effect of a price increase on adolescents is 2-3 times greater than on adults

Taxes & Discount Cigarettes

- The market share of (legally sold) discount cigarettes has risen from about 1-2% historically to about 40% (Rob Cunningham, CCS)
- Industry sells discount cigarettes to undermine the effect of a tax increase
- Tobacco tax structure is needed to eliminate discounting of all tobacco products and at rates that match or exceed those in neighbouring provinces

100% Smoke-free Workplaces/Public Places

- Provides protection for all Albertans from second-hand tobacco smoke
 - Designated Smoking Rooms **do not** provide protection
- Helps smokers quit by removing triggers, such as seeing someone else light up
- Establishes non-smoking as the norm
 - Environments that permit smoking illustrate to young people that tobacco use is accessible
- Provides a level playing field for all businesses, no exemptions should be permitted

Ventilation and DSR's Not an Option

- There is no safe level of exposure to tobacco smoke
 - **No** ventilation system can remove all the fine particles of tobacco smoke and does not eliminate carcinogens
 - The system would have to produce equivalent to a gale force wind to remove all risk
- Designated smoking rooms do not adequately protect from the hazards of secondhand smoke
 - as doors open second-hand smoke drifts into non-smoking areas
- All Albertans deserve effective and equal protection from secondhand smoke in all workplaces
 - DSR's **do not** protect staff that work in or maintain the facility from the dangers of secondhand smoke.

Removing "Powerwalls"

- Tobacco companies target youth through the prominent placement of tobacco displays in retail/convenience stores
- Normalizes Tobacco Products
 - Quantity of cigarettes on display exceeds consumer demand, in part to normalize tobacco use by creating the perception that tobacco consumption is more prevalent than it really is
- Serves as "trigger"
 - Stimulates impulse purchase of ex-smokers and teenage experimenters
- Overwhelming presence of these displays in our neighbourhood stores contradicts health messages about the dangers of smoking

“Fishing where the fish are”



**THE PLACE WE'RE MOST EXPOSED
TO SMOKING IS INDOORS.**

Tobacco Sales Removed from Pharmacies and Health Care Institutions

- The sale of tobacco in these health based establishments undermines educational messages about the lethal nature of tobacco use
- Health and academic environments need to reinforce the message that tobacco use is a dangerous, lethal addiction

Strong Public Support

- 80% of Albertans support a complete ban on smoking in workplaces and public establishments – including bars, restaurants, casinos
- 78% support a ban on tobacco sales in pharmacies
- 67% support a ban on retail tobacco displays or “powerwalls”

January 2007 Ipsos-Reid Poll

We Need Your Help

- Call or write to your MLA and let him/her know that you would like to see tobacco use reduced, and that you are looking for his/her support of Dave Hancock's proposed tobacco control measures
- Every call and every letter **will make a difference**

Connect with your MLA by
visiting

www.smokefreealberta.ca

