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Health Canada consultation on Federal Tobacco Control Strategy  
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To Whom It May Concern;

Smoke-Free Nova Scotia (SFNS) was very fortunate to be invited to the Tobacco Endgame for Canada Summit in the Fall of 2016. At the meeting there was unanimous consensus that Canada requires a strong comprehensive tobacco control strategy in order to achieve the stated goal *to reduce smoking prevalence to less by 5% by 2035*.

In March 2017, SFNS commissioned a public opinion survey to assess Nova Scotians agreement with several tobacco control measures. Nearly eight in ten Nova Scotians agree that we must work towards the goal of 5 by 35.

In order to achieve such a goal, a comprehensive federal tobacco strategy is required. Extensive research confirms that tangible progress in reducing smoking rates will only be achieved through a comprehensive strategy. This strategy must include a strong framework, adequate funding, accountabilities, and policy reforms.

SFNS recommends that Health Canada recover the cost of the tobacco control strategy through a licensing fee imposed on tobacco companies. This cost recovery approach has been in place in the United States since 2009, would provide, Health Canada with an opportunity to impact smoking reduction and cessation further.

With appropriate funding levels, Health Canada will be well positioned to tackle some key issues that SFNS views as being integral to achieving the goal of 5 by 35. Objectives include:

- Establishing a comprehensive pricing strategy to ensure that cost is a deterrent to smoking;
- As in Nova Scotia, Canada must establish a total ban on tobacco promotion;
- Raising the minimum sales age to 21. In the same survey (noted above) 7 in 10 Nova Scotians supported raising the minimum age to 21;
- Establishing more smoke free multi-unit dwellings;
- Protecting public areas such as parks, beaches and trails, from second-hand smoke exposure.

A comprehensive federal tobacco strategy would not be complete without a coordinated national smoking cessation strategy. A coordinated smoking cessation strategy needs to include our high risk populations as well as the implementation of the Ottawa Model for Smoking Cessation (evidence based and best practice) in all of our health care institutions.

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*Smoke-Free Nova Scotia is a provincial coalition committed to the reduced use of tobacco industry products and their harms in Nova Scotia.*



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For all of the reasons above and more, Smoke-Free Nova Scotia fully supports the need for a strong, comprehensive Federal Tobacco Strategy with the goal of less than 5% tobacco use by 2035.

Thank you for the opportunity to respond about the importance of a revised and enhanced Federal Tobacco Control Strategy for not only Nova Scotians but all Canadians.

Yours truly,

Krista McMullin, President  
Smoke-Free Nova Scotia