

TITLE: Tobacco Advertising and Promotion

SPONSOR: Peterborough County City Board of Health

WHEREAS In a ruling related to a challenge from tobacco companies of the 1997 Tobacco Act, the Supreme Court in 2007 upheld the 1997 Act, which severely restricts tobacco companies' right to advertise;

WHEREAS Following the Supreme Court ruling, the tobacco companies resumed the limited advertising allowed by the 1997 Act which had been voluntarily withdrawn during the 10 year interim period while their challenge made its way to the Supreme Court;

WHEREAS The resumption in advertising has resulted in emerging concerns about industry marketing and advertising activities (including those specifically targeting younger audiences) through mechanisms including product description, package design, lifestyle associations, aggressive marketing of "user-friendly" smokeless tobacco, and promotion during special events, in bars and on the internet;

WHEREAS Six months have already passed since the Ontario legislature passed a law, Bill 124, to ban flavoured tobacco and regulate packaging of cigarillos; and

WHEREAS An Act to amend the Tobacco Act Bill C-32, was introduced in Parliament on May 26, 2009 to restrict tobacco industry advertising and product flavouring.

NOW THEREFORE BE IT RESOLVED THAT the Association of local Public Health Agencies:

- 1) write to the Federal Minister of Health and the Prime Minister advocating for a change to the proposed amendment to the Tobacco Act such that it includes a complete ban on tobacco advertising and promotion even where minors are prohibited by law (eg. bars and nightclubs);
- 2) request that the Provincial Minister of Health, the Minister of Health Promotion, and the Premier advocate with their federal counterparts for a complete ban on tobacco advertising and promotion; and
- 3) support national advocacy initiatives that call for further restrictions on tobacco advertising and promotions.

ACTION FROM CONFERENCE:

Moved: R. Pellizzari (Peterborough)

Seconded: V. Sterling (Toronto)

Resolution CARRIED AS AMENDED