

Minister of Health



Ministre de la Santé

Ottawa, Canada K1A 0K9

DEC 09 2009

Ms. Linda Stewart
Executive Director
Association of Local Public Health Agencies
502-425 University Avenue
Toronto, Ontario M5G 1T6

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Dear Ms. Stewart:

The office of the Prime Minister has forwarded to me a copy of your correspondence of August 14, 2009, concerning Bill C-32, the *Cracking Down on Tobacco Marketing Aimed at Youth Act*, and the Association of Local Public Health Agencies' Resolution A09-2 requesting a complete ban on tobacco advertising and promotion.

Bill C-32 received Royal Assent on October 8, 2009. It will strengthen the provisions that protect youth from tobacco inducements and includes several important changes to the *Tobacco Act*. This new Act:

- removes the exemption that allowed for tobacco advertising in publications that have at least 85 percent adult readership, meaning that tobacco advertising can no longer appear in publications such as free weekly entertainment publications, newspapers or magazines;
- requires that little cigars and blunt wraps be only permitted in packages containing at least 20 units, such as those required for cigarettes; and
- prohibits the use of appealing additives including flavourings, except menthol, in all cigarettes, little cigars and blunt wraps.

With the passage of Bill C-32, the Government of Canada has made it harder for the tobacco industry to entice young people to use tobacco products.

Canada has one of the most comprehensive set of restrictions relating to tobacco advertising, promotion, and sponsorship in the world. These restrictions aim to protect

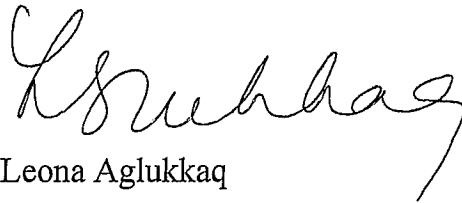
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the health of Canadians, particularly young persons, from inducements to use tobacco products and the consequent dependence on them. Health Canada continues to monitor industry advertising very closely to ensure it follows the provisions of the *Tobacco Act*.

I appreciate having had this opportunity to respond to your concerns. Thank you for your support on this important issue.

Sincerely,

A handwritten signature in black ink, appearing to read 'Leona Aglukkaq', written in a cursive style.

Leona Aglukkaq

c.c. Office of the Prime Minister
The Honourable Marjory LeBreton, P.C.