



May 24, 2005

Sent via email

The Honourable Dalton McGuinty
Premier of Ontario
Room 281, Legislative Building
Queen's Park
Toronto ON M7A 1A1

Dear Premier McGuinty:

At a regular Board of Health meeting for the Grey Bruce Health Unit, held May 20, 2005 the following resolution was passed:

Tobacco Retail Advertising

Date: May 20, 2005

Moved By: Carol Lawrence

Resolution # 2005-41

Seconded By: Glenn Sutton

Whereas tobacco use is the leading preventable cause of premature death, disease and disability in Ontario, and

Whereas tobacco use kills 16,000 Ontario residents (Health Canada 2004) annually and costs the health-care system \$1.7 billion, and

Whereas tobacco use and second-hand smoke can lead to heart disease, lung cancer, other forms of cancer and a variety of respiratory diseases, and

Whereas more than 80% of local smokers said they started to smoke before the age of 18

Whereas, every day 1.2 million people visit any one of 8400 convenience stores in Ontario which account for 70 per cent of tobacco sales in the province, and

Whereas the tobacco industry paid retailers \$88 million in 2003 to promote cigarettes in retail displays, and the percentage of Ontario retailers carrying tobacco point-of-purchase advertisements has increased, and

Whereas the large displays of behind-the-counter cigarette advertising ("power walls") give the false impression that there are more smokers than there are and that cigarettes are just

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OWEN SOUND
(519) 376-9420
1-800-263-3456
Fax (519) 376-0605

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(519) 881-1920
1-800-821-7714
Fax (519) 881-3920

“normal” products like gum, milk and bread, and

Whereas in a recent survey of Ontario children age 11-18, 77% reported going to convenience stores at least once per week and more than 60% said they believed cigarette displays might influence kids to smoke

Now therefore be it resolved that the Board of Health of the Grey Bruce Health Unit supports a complete retail ban of point-of-purchase advertising and display of tobacco products, and

Furthermore be it resolved that the Board of Health of the Grey Bruce Health Unit write to the Premier of Ontario and to the Minister of Health and Long-Term Care to request the government implement a complete retail ban of tobacco point-of-purchase advertising and displays in Ontario, and

Furthermore be it resolved that copies of this letter be forwarded to our local Member of Parliament (MP), Members of Provincial Parliament (MPPs), the Chief Medical Officer of Health, the Association of Local Public Health Agencies, the Ontario Public Health Association, all Medical Officers of Health, and all Board of Health Chairpersons, and

Furthermore be it resolved that the Board of Health of the Grey Bruce Health Unit recommends that the provincial government include a provision to ban all point-of-purchase promotion, display and advertising of tobacco products upon implementation of Bill 164 – Smoke-Free Ontario Act in May 2006.

Carried.

Your immediate attention to this matter is requested.

Yours truly,

Original Signed By:

Hazel Lynn, MD, CCFP, FCFP, MHSc
Medical Officer of Health

HL/st

cc: Larry J. Miller, MP Grey-Bruce-Owen Sound
The Honourable George Smitherman, Minister of Health and Long-Term Care
Bill Murdoch, MPP Bruce-Grey-Owen Sound
John Tory, MPP Dufferin-Peel-Wellington-Grey
Carol Mitchell, MPP Huron-Bruce
Jim Wilson, MPP Simcoe-Grey
Dr. Sheela Basrur, Chief Medical Officer of Health

Ontario Boards of Health, Chairs
Ontario Medical Officers of Health
Association of Local Public Health Agencies
Ontario Public Health Association

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