

Cutting
through
the
smoke



The Manitoba Provincial Tobacco Control Strategy

A Co-ordinated, Comprehensive Approach
to Reduce Smoking-Related Disease,
Disability and Death in Manitoba



Statistics

Across Canada, governments at all levels are taking action to reduce tobacco use and its harmful effects on smokers and nonsmokers alike. Tobacco is the only consumer product that causes disease, disability and death when used exactly as intended. In fact, research not only confirms that smoking is a leading cause of death and disease, it also shows that the adverse health and economic impact of tobacco use has reached alarming proportions across the country (Canadian Council for Tobacco Control, 1999).



For those who do not smoke, the use and sale of tobacco as a socially “normal” product also has adverse implications. Advertising and displaying tobacco can increase the likelihood that children will perceive tobacco as an acceptable consumer product and eventually try smoking themselves. In addition, the negative health effects of exposure to second-hand tobacco smoke are now well documented.

Manitoba consistently has one of the highest youth smoking rates in Canada (Canadian Tobacco Use Monitoring Survey, CTUMS, 1999-2002). Research shows that over 1,800 Manitobans die each year from smoking (Health Canada, 2000) while more than 150 die from the effects of exposure to second-hand smoke (Physicians For a Smoke-Free Canada, 1999).

Statistics show that 21 per cent of all Manitobans 15 years of age and older smoke, including:

- 23 per cent of all young Manitobans aged 15 to 19,

- 33 per cent of those aged 20 to 24, and
- 20 per cent aged 25 and older (CTUMS, 2002).

We also know that 20 per cent of Manitoba children aged 17 or younger are regularly exposed to second-hand smoke in their homes (CTUMS, 2002). Many adults are also regularly exposed to second-hand smoke in public and work places. Given our understanding of the harm that smoking and second-hand smoke exposure can cause, steps must be taken to protect the health of all Manitobans, particularly children.

The direct health care costs of tobacco use in this province are estimated to be approximately \$130 million annually (Health Canada, May 2000).

The Manitoba Provincial Tobacco Control Strategy was developed to respond to these concerns. The strategy is designed to produce results across all population segments, but is particularly focused on young Manitobans.



Youth



Youth-focused strategy components

A focus on reducing tobacco use among youth makes good sense for the long-term health and wellness of Manitobans since statistics show that most smokers start to use tobacco in early adolescence.

Manitoba Health wants to prevent youth from starting to smoke, and to encourage young people who are currently smoking to quit.

To achieve these goals, specific measures targeting youth have been introduced. These include:

- **Establishing a Youth Advisory Committee (YAC)** – Fourteen young Manitobans, aged 13 to 18, have been selected to participate on a Youth Advisory Committee to provide advice to government. The involvement of this committee will help to ensure that youth-focused programs and mass media campaigns are relevant, engaging and effective for young people.
- **Expanding Teen Cessation Programs throughout Manitoba** – The provincial government has partnered with the Manitoba Lung Association to implement teen smoking cessation programs province-wide, including the American Lung Association *Not on Tobacco (NOT) Program* and the Health Canada *Quit for Life (Quit4Life) Program*. These programs provide teenagers with information, motivation and support to assist them with quitting.
- **Developing mass media campaigns that target youth** – The provincial government will develop a series of mass media campaigns focused on smoking prevention and cessation, to communicate directly with youth.
- **Introducing legislation to ban smoking in enclosed public spaces and indoor workplaces** – In 2003, an All-Party Task Force established by the minister of health examined the issue of protecting Manitobans from exposure to second-hand smoke. The task force visited communities across Manitoba, gathering public feedback. In November 2003, the task force submitted its final report, recommending a complete ban on smoking in all enclosed public spaces and indoor workplaces, effective Oct. 1, 2004. The provincial government has committed to implementing the task force recommendations.
- **Continuing to support and promote the Enforcement of Sales to Minors Program** – The Enforcement of Sales to Minors Program has existed in Manitoba since 1996. The program employs tobacco enforcement officers to conduct compliance checks as a means of ensuring retailers do not illegally sell tobacco to minors.

What is Manitoba's Strategy?

In January 2002, Manitoba's minister of health announced a comprehensive, multi-year Provincial Tobacco Control Strategy addressing the four nationally identified tobacco control goals. These goals are:

- **Prevention** – To help prevent children and youth from starting to use tobacco and reduce their access to tobacco.
- **Protection** – To reduce exposure to second-hand smoke and protect the health of nonsmokers.
- **Cessation** – To promote tobacco use cessation among all users and help smokers quit.
- **Denormalization** – To influence public attitudes towards tobacco products and their use so that smoking is no longer seen as a normal, acceptable behaviour.

This broad strategy is intended to reduce tobacco use across the province, particularly among children and adolescents, and to minimize the impact of smoking-related disease, disability and death in Manitoba.

Manitoba Health is committed to working with community and government partners, such as regional health authorities, schools, municipalities, federal authorities, community groups and non-governmental organizations, to expand efforts to reduce tobacco use in our province.

Strategy

Other strategy components

Other components of the strategy include:

- **Supporting community smoking prevention initiatives** – Manitoba Health partners with, and provides support for the activities of the Manitoba Tobacco Reduction Alliance (MANTRA), a group of not-for-profit organizations, health care organizations, professional associations and regional health authorities dedicated to providing leadership in reducing tobacco use in Manitoba.
- **Establishing a Smokers Help Line** – A new province-wide service is now available in Manitoba to help smokers “kick the habit.” Funded by Health Canada, this free service is delivered by the Canadian Cancer Society. By calling a toll-free line

(1-877-513-5333), Manitobans can speak with trained cessation counselors who provide ongoing assistance with the challenge of quitting smoking.

- **Tobacco Learning Resource Initiative (TLRI)** – Educating children and youth about the consequences of tobacco use is essential to keeping them smoke-free. The Tobacco Learning Resource Initiative (TLRI) addresses the need to develop and distribute teacher-friendly resources for use at all grade levels, from kindergarten to senior 4. This initiative is a partnership between the Addictions Foundation of Manitoba and Manitoba Education, Citizenship and Youth. Pilot testing of these new resources in selected Manitoba schools is planned for 2005.

How you can help

To get tips on how to talk to kids about choosing not to smoke:

- Obtain a copy of our brochure *Cutting Through the Smoke* by calling **1-866-MANITOBA (1-866-626-4862)**.

To learn more about how to quit smoking:

- Call the Smokers Help Line at **1-877-513-5333**.
- Contact the Manitoba Lung Association at **(204) 774-5501** to find out more about Teen Cessation Programs in Manitoba.

To help protect youth:

- Call **(204) 788-6785** or **788-6357** to report retailers or others supplying tobacco to minors or selling single cigarettes.

To find out about community prevention initiatives:

- Contact MANTRA at **(204) 784-7030**.



Check these Links

Check these links for general information about tobacco use:

- Canadian Council for Tobacco Control – www.cctc.ca
- Health Canada Tobacco Information – www.hc-sc.gc.ca/hecs-sesc/tobacco
- Physicians for a Smoke-Free Canada – www.smoke-free.ca

For material that specifically focuses on youth, **see these Web sites:**

- BC Ministry of Health Tobacco Facts – www.tobaccofacts.org
- Campaign for Tobacco Free Kids – www.tobaccofreekids.org
- Health Canada Quit4Life – www.quitforlife.com
- Tips 4 Youth – www.cdc.gov/tobacco/tips4youth.htm

Where can I find more information?



For more information about the Manitoba Provincial Tobacco Control Strategy, please visit our website at manitoba.ca or contact:

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