

6 Provincial

Tobacco Control Strategy



Several presenters cautioned that legislation is only one part of a comprehensive tobacco control strategy. It is important to note, therefore, that there are many activities currently taking place in Manitoba as part of the multi-year provincial tobacco control strategy announced in January, 2002. This comprehensive strategy addresses all four of the nationally identified goals of prevention, protection, cessation, and denormalization of tobacco use. One of the major objectives of the strategy is to prevent youth from starting to smoke, and to encourage young people who are currently smoking to quit. Specific measures targeted at youth include the following:

- Setting up a Youth Advisory Committee;
- Expanding teen cessation programs (delivered through schools);
- Designing mass media campaigns targeted at youth; and,
- Continuing to support the “Enforcement of Sales to Minors” program.

Other components of this multi-faceted strategy include:

- Increasing the sales tax on cigarettes;
- Supporting community prevention initiatives;
- Creating and administering a municipal grants program; and,
- Working with Health Canada and the Canadian Cancer Society to establish a 1-800 smokers help line.

Amendments to the *Non-Smokers Health Protection Act* were passed in the Legislature in August, 2002.

These amendments prohibit the display, advertising and promotion of tobacco and tobacco-related products in any place where children are allowed.

In addition to the provincial government’s efforts, there are many community and government organizations (e.g., RHAs, schools, municipalities, federal authorities, community groups, and non-government organizations) engaging in efforts to reduce tobacco use in Manitoba. Many presenters noted that provincial smoke-free legislation will complement and support the tobacco control efforts that are currently taking place in this province.