

June 2005

Dear Manitoba retailer:

Since January 1, 2004, *The Non-Smokers Health Protection Act* (NSHPA) has restricted the display, advertising and promotion of tobacco and tobacco-related products. To date, these provisions have not been enforced in Manitoba because similar Saskatchewan legislation has been undergoing a legal challenge.

A recent Supreme Court of Canada decision has upheld Saskatchewan's *Tobacco Control Act*. As a result, Manitoba will begin to implement its legislative restrictions **effective August 15, 2005**.

This package contains the following:

- a question-and-answer fact sheet
- an information bulletin

This information explains the restrictions and how to comply with them. If you wish to review the legislation, you can find it on the Internet at <http://web2.gov.mb.ca/laws/statutes/ccsm/s125e.php>. If you do not have Internet access, call (204) 788-6735 to have a copy sent to you.

Signs listing tobacco products and their prices are permitted inside your store if the signs comply with requirements specified by regulation. This regulation is currently under development based on recommendations put forward by an advisory committee of tobacco retailers and others at meetings in March 2005. The government has accepted these recommendations. You will receive the regulation prior to August 15, 2005.

The Non-Smokers Health Protection Act is one part of our comprehensive provincial tobacco control strategy. We continue to undertake other initiatives addressing the strategy goals of prevention, protection, cessation and denormalization. With your support, we can reduce the harm caused by tobacco use and improve the health of Manitobans. To learn more about our tobacco control strategy, visit our website at www.gov.mb.ca/healthyliving.

As a responsible tobacco retailer and member of the community, you play an important role in helping to prevent young Manitobans from starting to smoke. I thank you in advance for your co-operation in complying with this legislation.

For additional information and assistance, please call Manitoba Health at (204) 788-6735.

Sincerely,



Theresa Oswald

Minister of Healthy Living