

July 2005

Dear Manitoba retailer:

This letter is a follow-up to my letter in June about provisions in *The Non-Smokers Health Protection Act* (NSHPA) that restrict the display, advertising and promotion of tobacco and tobacco-related products. This is a reminder that Manitoba will begin to implement these legislative restrictions effective **August 15, 2005**.

Signs listing tobacco products and their prices are permitted inside your store only if the signs comply with requirements specified by regulation. This package contains information on the regulatory requirements for indoor and outdoor signs.

This information is being sent to you to assist you in understanding and complying with the legislation. 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.

The Non-Smokers Health Protection Act is one part of our comprehensive provincial tobacco control strategy. We continue to undertake other initiatives addressing the strategic 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, please 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