

Table 3: Major Provisions of Bill C-71 (Tobacco Products Control Act), Canada, 1997

A. Restricting Youth Access

1. Prohibiting of self-service displays
2. Banning vending machine sales
3. Banning mail-order distribution
4. Requiring photo identification to confirm age

B. Limiting Marketing and Promotion

1. Prohibiting advertising on radio and television, billboards, kiosks, buses, and displays at point-of-sale; information about products and brands permitted in print ads in publications with primarily adult readership (no more than 15% youth) and in direct mailings. Signs pertaining to availability and price permitted at retail outlets.
2. Prohibiting misleading advertising on packages.
3. Prohibiting use of tobacco brand names or logos on nontobacco products that are youth-oriented
4. Sponsorships will be allowed, but limited to display of brand names and logos to bottom 10% of surface; broadcasting of events allowed; sponsorship promotions allowed in adult-readership publications and direct mailings and on site.; latter subject to size and duration restrictions

C. Increasing Health Information on Packages, especially information about toxic substances and their health impacts

D. Establishing Executive Powers to Regulate Tobacco Products as science and the market evolve