

# Cross Canada Currents

## No Butts, Please: Canada Launches Tough Anti-Smoking Campaign

A ban on smoking in federal government offices, an aggressive anti-smoking campaign aimed at teenagers, and a compensation plan for tobacco growers who decide to leave the industry are the main elements of a campaign that could make Canada one of the first countries in the world to kick the tobacco habit.

The government has also introduced legislation that would end all tobacco advertising in Canada — from billboards and radio ads, to cigarette lighters and souvenir umbrellas — by January 1, 1989. And Air Canada was the first major North American airline to successfully introduce smoke-free domestic flights, and recently extended the service to transborder runs.

Meanwhile, in the western Canadian city of Calgary, organizers of the 1988 Winter Olympics have decided to hold the world's first tobacco-free games, instituting a smoking ban in the athletes' village, at all competitive and official events, and on vehicles travelling to and from the Olympic site.

The federal government, Canada's largest employer, will become tobacco-free in two stages. By October 1, all federal offices will join the dozen or so buildings that already restrict smoking to specially designated areas. As of January 1, 1989, smoking will be totally banned in all federal workplaces. The first step of the program is comparable to initiatives in

New Zealand and Australia that designate special smoking areas.

The goal of the anti-smoking campaign, aimed at young Canadians aged 10 to 19 years, is to produce "a new generation of non-smokers" by the year 2000. Elements of the campaign include a smoking prevention program for pre-adolescents, an eight-part public relations kit to guide local and provincial prevention activities, and a newsletter that highlights new initiatives by participating governments and health associations.



Tobacco growers, meanwhile, will receive up to \$15 000 each to leave the industry, as part of a \$33.5 million tobacco diversification program. The program was undertaken in response to an 18 per cent drop in per capita cigarette consumption between 1965 and 1985, coupled by falling world tobacco prices.

## Red Light for International Drug Trafficking

Control of illicit drug trafficking is a key component of a new Canadian strategy for the prevention, treatment, research, and control of drug abuse.



The \$210-million, five-year program includes wider measures to control international drug shipments at the source, by encouraging crop substitution and improving the ability of local law enforcement agencies to deal with organized crime.

In the House of Commons May 28, Secretary of State for External Affairs Joe Clark noted that "illicit trafficking is an international industry, and it is clear that Canada cannot solve our drug abuse and trafficking problem in isolation."

Mr. Clark said that in 1985 the Royal Canadian Mounted Police (RCMP) and the Customs and Excise Division of Revenue Canada seized 62 kg of heroin, 109 kg of cocaine and 19 000 kg of hashish, which had been shipped to Canada by "well-organized trafficking networks based overseas." As well, Canada has served as an inadvertent "transit point" for international drug

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trafficking, and psychoactive substances produced in Canada have sometimes found their way to the world drug market.

"Clearly, we must act to stem this traffic, not only because Canadians are its victims, but also because we have a role to play as responsible citizens of the world," Mr. Clark stated.

Chief Supt. R.T. Stamler, head of the RCMP's drug directorate, said Canada has contributed to anti-trafficking programs under the United Nations Fund for Drug Abuse Control and has also funded bilateral initiatives in Pakistan and Thailand. But experience so far with crop substitution has shown that a broader approach is needed.