

*Adjournment Debate*

important exhibition on the Jewish legacy, the cultural artifacts of Jewish culture in Czechoslovakia which were gathered together by the Nazis. This exhibition is a memorial to the Holocaust. It was sponsored by a tobacco company, Phillip Morris. The film which announced and presented this extremely important material about a very disastrous period of human history was announced by the Phillip Morris Company. Yet the tobacco companies have been responsible for more deaths than the Nazis killed Jews during World War II. This is the terrible irony. The tobacco companies are trying to use culture to make their product seem to be one of life and vitality. It is unconscionable that companies which promote death and illness should be allowed to get away with that. What hypocrisy it is that the sports and the arts should be used in this fashion.

I would like to refer to the more particular question of the ad agency, McKim Advertising, which has received the Government's contract to do the English advertising in its counter-smoking campaign. This is the same company which does the advertising for Imperial Tobacco. This, in short, is the same company which makes far more of its money promoting and encouraging young people to take up smoking.

The Minister came up with the rather sheepish excuse that the choice of the company had been made on the advice of six civil servants in his Department. He did not mention that the list from which those six civil servants made their selection consisted only of accepted Conservative advertising firms and that that particular advertising firm has had the Conservative business in the province of Manitoba. So we have a clear conflict of interest situation and the Minister's response to that is totally inadequate.

Studies show that smoking among children is still on the increase. Yet in other countries which have banned advertising, smoking among children is decreasing. Norway has a particularly good program, on which we might look at. It has a total ban on advertising of smoking and there has been a real decrease in the number of young people who take up smoking. I regret to say that there has not been a decrease in the number of adult smokers. But the rate there is roughly half the rate of Canadian smokers.

Canadians would do well to realize how important this problem is. We have the highest rate of smokers in the industrial world. We are the fourth highest in smokers in the world. That means we have a proportionate amount of illness, disease and death as the result of smoking.

I, therefore, call upon the Government to be realistic and come forward with a strong program to counter tobacco smoking. I particularly urge the Government to institute a ban on cigarette advertising which could be phased in over a two-year period and then to get rid of it absolutely.

[*Translation*]

**Mrs. Gabrielle Bertrand (Parliamentary Secretary to Minister of National Health and Welfare):** The Government of Canada, the Provinces and the Territories, supported by seven non-governmental health organizations, have just approved a

national program to fight tobacco smoking, to try and convince Canadians to stop or not to start smoking.

In January of this year, a federal-provincial task force was set up to develop a new national program. An invitation was also sent to non-governmental agencies that had come out against tobacco smoking. A national steering committee was formed, whose mandate included the three following objectives: First, to protect the health and rights of non-smokers; second, to help non-smokers remain so; and third, to encourage and help smokers to drop the habit.

To achieve these objectives, the committee adopted a nine-point strategy: To actively pursue the advertising campaign against smoking among the young; to promote actively health education in the schools and encourage students not to start smoking; to act through the community to show young people that the non-smoker is in; to provide effective and on-going programs to help smokers who want to stop smoking; to support the creation of special programs for high-risk groups; to make group programs more accessible to smokers who need a more sustained form of assistance; to support all available means to promote the advisory role of health professionals in dealing with smokers; to encourage the voluntary adoption of guidelines against tobacco smoking in public establishments, buildings and places; and to set up a follow-up mechanism for projecting and measuring results.

● (1840)

The program was inaugurated on October 22 of this year, in Ottawa and in the provincial and territorial capitals, by launching a series of televised messages addressed to young people.

The advertising portion of the campaign was designed by two advertising agencies: McKim for the English language campaign and Le groupe Marketel for the French campaign.

McKim Advertising in Winnipeg was chosen from a group of four advertising agencies designated by the Cabinet Committee on Communications. A jury of six public servants, including four from the Department, made the selection. The jury responsible for selecting the agency was aware of the fact that McKim's office in Montreal had the Imperial Tobacco account, worth about \$2 million, and that there might be a conflict of interests. The jury asked for, and received from McKim the assurance, that their office operated entirely independently and autonomously, and that no conflict of interest existed.

McKim should be congratulated on having accepted this anti-smoking campaign contract in view of the potential risks as far as its well-paid contract with Imperial Tobacco is concerned.

I believe that McKim is doing an excellent job in this campaign. The Department has received favourable comments from professional groups, non-government organizations, the