

## CANADA TO BAN CIGARETTE-ADVERTISING

A bill banning all advertising and promotion of cigarette products from January 1, 1972, was introduced in the Commons on June 10 by John Munro, Minister of National Health and Welfare.

"The Cigarette Products Act," Mr. Munro said, "will prohibit Canadian manufacturers from promoting cigarette products on television, radio, in print, or by means of premiums or coupons."

The bill, which was given first reading, bans also the manufacture or importation for sale, or the sale of cigarette products with tar and nicotine levels above those recommended by the Minister; makes it mandatory to print tar and nicotine levels of the product on each cigarette package; requires the health-hazard warning on all packages, "Warning: Danger to health increases with amount smoked", and "Avoid inhaling" in English and French; and provides maximum penalties of up to \$100,000, or up to five years in jail, or both, for conviction on indictment; and up to \$10,000, or two years, or both, on summary conviction.

"As the 1969 Committee report pointed out," Mr. Munro said, "it is well established that cigarette-smoking is a serious health hazard and is one of the major preventable causes of disease with which we can and must deal."

"Some idea of the magnitude of the problem can be gained," Mr. Munro said, "from realizing that most cases of lung cancer are attributable to cigarette-smoking and that lung cancer has become the leading cause of death from cancer in Canada. Cigarette-smoking also is a major contributor to death and disability from heart attacks and chronic respiratory diseases." Mr. Munro noted that the World Health Organization (WHO) at its general assembly in May, adopted a resolution calling on all WHO member states to give "all possible" consideration to implementing recommendations aimed at curbing the hazards to health due to cigarette-smoking. The recommendations included the eventual elimination of all cigarette-advertising.

#### OUTRIGHT BAN UNREALISTIC

"It is obvious that reducing the hazards of cigarette-smoking demands a high public health priority and that health education is not enough," Mr. Munro said. He referred to surveys carried out by the Dominion Bureau of Statistics for his Department since 1964 that showed while the percentage of adult male cigarette-smokers in Canada had decreased, the percentage of smokers among adult females and teenage boys had remained about the same and had increased substantially among teenage girls.

"It may seem desirable at first glance to ban the products, but we cannot seriously consider such a step and I do not think responsible opinion had advocated it," Mr. Munro continued.

"However, we can do something about adver-



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Minister of National Health and Welfare*

tising. A good deal has been said about the effects of advertising and the extent to which it encourages people to smoke. It all boils down to the fact that while a total ban on cigarettes is not feasible, it is not acceptable to promote the use of a major health hazard."

#### HIGHLIGHTS OF BILL

The bill provides for the Governor in Council to fix by regulation the maximum amount of nicotine, tar or other constituents that may be contained in the smoke from a cigarette product. It provides also that regulations recommended by the Minister establish the maximum amount of nicotine and other constituents that may be contained in cigarette tobacco. (The distinction between smoke and tobacco is made because tar is produced only on smoking, while nicotine is a natural constituent.)

Mr. Munro said that his Department, with the Department of Agriculture and the Department of Industry, Trade and Commerce, would consult with the tobacco manufacturing and growing industries in connection with the establishment of tar and nicotine levels.

The bill also provides that no person shall directly or indirectly, by any means whatever, promote the sale of any cigarette product except in a place of business.