

*Non-Smokers' Health Act*

trends. Currently, Canada has one of the highest rates of per capita cigarette consumption in the industrialized world. Approximately 36 per cent of Canadians aged 15 and over are smokers. While the proportion of smokers has been slowly decreasing, the latest poll shows that the number of young Canadian women who smoke is sharply increasing. For example, the proportion of young women smokers aged 20 to 29 has increased from 36 per cent in 1983 to 45 per cent in 1986. Moreover, there is a rising prevalence of smoking among the very young teenagers. The recent over-all decline in smoking may be offset in the near future by current increases in the number of young smokers.

Canadians are increasingly voicing their concerns over the effects of smoking. They seem to be especially concerned with issues of tobacco advertising and smoking in public places. I agree with those concerns. I agree with their view that tobacco advertising misleads consumers and attempts to recruit new smokers among Canadian youth.

I was a teacher of health and physical education for four years in a high school in Kitchener. We dealt with this topic in our health courses and I found it alarming that, while we could do the best we could in presenting all the facts, we knew there would be certain children within those classes who would end up smoking, no matter what the information. It is alarming because the whole purpose of school is to provide information and allow people to make intelligent choices. Unfortunately, the children would not always listen to the facts.

Canadians are demanding protection from involuntary exposure to smoke as they become better informed about the serious health hazards of second-hand smoke, which contains over 60 poisons.

I commend the Government for its actions and I commend the actions of Air Canada in at least eliminating smoking on aircraft in the triangle between Ottawa, Toronto, and Montreal. I encourage the important recent step announced by Transport Canada to experiment with banning smoking on flights lasting up to two hours. When I am on an airplane on a longer flight I find that after three hours I may as well begin smoking myself, because I am inhaling just as much as the person who is smoking two rows behind me. When I leave the airplane at the end of the flight my eyes are watering and my lungs are full of smoke. I resent that. I am glad that the Government is beginning to react so that we are at least seeing some progress. This Bill will help us go further.

The public became more aware about the issue of tobacco advertising when the RJR-Macdonald Tobacco Company sponsored the Canadian Ski Association in 1983. At that time there was a public outcry over the fact that amateur sport was being used as a vehicle to promote tobacco products. In response, the federal Government enacted a policy in January, 1985 which required all amateur sport bodies funded by the federal Government to desist from any new or renewed tobacco sponsorship contracts. Such an approach means that we are at least beginning to attack the problem on many different fronts.

Although the RJR-Macdonald Tobacco Company recently announced that, due to poor sales, Tempo cigarettes will no longer be sold, the ad campaign for this cigarette also raised public concern about current tobacco marketing practices. Many Canadians felt that the campaign was directed at recruiting new smokers among Canadian youth, in contravention of the tobacco manufacturers' voluntary tobacco advertising and promotion code. This is, of course, a tempting marketing strategy, given the fact that smoking habits are established before the age of 20.

The Non-Smokers Rights Association has also documented numerous other violations of the manufacturers' code, including the practice of advertising tobacco products on billboards and store posters within 200 metres of school property. I want to call to the attention of the House a full page advertisement that appeared in a local newspaper in my riding. This ad, which appeared in papers across Canada, encourages people to write to their Member of Parliament. It states: "Tell your Member of Parliament there is no freedom of choice when a product is addictive. Tell him it is time to stop kids from beginning an addictive, killing practice." That is a good advertisement and I welcome every letter I receive about it. I welcome this Bill because it will help us begin to deal with the problem. These activities by different groups across the country are beginning to have an effect.

The new 15 cigarette Export A pack has also been a worrisome tobacco marketing practice since the low price makes the product more accessible to youth. Unfortunately, in a declining tobacco market more of these questionable advertising and promotion campaigns can be expected. Therefore, I am pleased to support the Bill before us today.

Advertising and promoting such a hazardous product has for some time been a source of concern. Advertising associates tobacco products with healthy, exciting, and glamorous lifestyles, increases the acceptability of tobacco products among young people, and generally legitimizes tobacco use. We have seen very colourful and attractive full page advertisements in magazines. The companies would not invest their money in such ads if they did not work.

A number of Canadian magazines and newspapers, including the Kingston *Whig-Standard*, the Brockville *Recorder and Times*, and *The Globe and Mail*, are now refusing to accept tobacco advertising because they believe it is unethical to advertise a product that is so clearly hazardous and addictive. I commend them for that action.

Although voluntary undertakings by the Canadian Tobacco Manufacturers Council have proven useful in partially restricting tobacco advertising, in ensuring that health warnings appear on packages and in lowering tar and carbon monoxide levels in cigarettes, as code violations show, this self-regulation approach has its limitations. Without any built-in compliance processes, manufacturers are not obliged to follow their own code. I commend the Hon. Member for attempting to address that in introducing her Bill.