

*Adjournment Debate*

House and my Party has taken a comprehensive position. The comprehensive strategy we recommend includes research and assistance for tobacco crop substitution. The advertising ban is obviously a part of it, along with quitting programs, research into assisting people in the treatment of the addiction to tobacco, counter-advertising programs, health promotion programs and, of course, provisions for a smoke-free work environment and smoke-free facilities for the use of the public when dealing with the Government.

The reason why an advertising ban is so important is that tobacco companies are losing smokers as they quit or die of smoking related diseases. They need new recruits and they are getting them from young people. Consumption of tobacco has been increasing. The tobacco companies are spending \$200 million a year to advertise tobacco and the Department of National Health and Welfare has some \$1 million or \$1.5 million for counter-advertising. It cannot possibly compete with the advertising that the cigarette companies are using to bring young people into this addictive habit.

A Private Member's Bill cannot deal with money and cannot force the Government to spend money, so I could not bring those other aspects that would require expenditure of funds, such as positive programs of crop substitution research or counter-advertising programs, into my Private Member's Bill. However, my Bill C-204 is as comprehensive as possible for a Private Member's Bill. It would ban advertising of tobacco products as hazardous substances according to the Act, and of course would provide a smoke-free workplace for areas under federal jurisdiction. That is as comprehensive as I can be. Does the Minister support that? No, he has not come into the House to support the Bill. It is a Private Member's Bill and, although he is a Minister, he can certainly come to the House and support my Bill, as I hope he will.

I note that the Government itself is still advertising tobacco. One of the very sad ironies we see today is that federal Government agencies are promoting the use of tobacco. For example, there is tobacco advertising, without a health warning, on one of the major signs in Toronto, at Harbourfront. It is a federal Crown corporation. CN Rail, a federal Government agency, advertises tobacco products. There is advertising and promotion of cigarette products at airports, train stations and many other places under federal jurisdiction.

The Government is promoting a product which is known to kill 35,000 Canadians a year. Since the Minister of National Health and Welfare has been in office, 70,000 Canadians have died of tobacco related diseases and another 35,000 are dying in his third year of office. Assuming that he is not fired before the end of his term, he can have the honour to be the Minister of National Health and Welfare while 100,000 Canadians die of an absolutely preventable set of diseases.

Of course, it is not possible to make changes overnight and no one expects the advertising to stop overnight. However, it is extremely important that we work toward that end. I do not believe I have to defend once again the argument that there has been no government activity in the last two years. I ask the

Government to name one act that it has undertaken to provide a smoke-free workplace or to ban advertising. The Minister asked one tobacco company to withdraw one advertisement directed to our young people.

The federal Government fights its own employees who seek in collective agreements protection against smoke pollution. It fights individuals who have taken actual cases to court. Vancouver introduced a by-law for a smoke-free workplace. The federal Government has said that it will not support it. I call upon the Government to change its ways on this subject and for the Minister of National Health and Welfare to come out in support of my Bill, which is the most comprehensive strategy we have before the House to deal with this extremely sad problem which is killing such a large number of Canadians.

[*Translation*]

**Mrs. Monique B. Tardif (Parliamentary secretary to Minister of National Health and Welfare):** Mr. Speaker, everybody will agree that the effects of cigarette smoking are devastating. Every year, cigarette smoking results in over 30,000 premature deaths in Canada. So it is one of the major public health problems in this country.

The federal government is concerned about this problem and has already put into place policies and programs which aim to reduce tobacco consumption. However, this government does not plan to take a piecemeal approach to this problem. Accordingly, it has been actively developing a comprehensive, health-oriented tobacco policy, one which addresses the full range of tobacco issues.

I would like to outline to the House some of the activities which the government has already undertaken in this regard.

In January 1985, in response to concerns about the RJR-Macdonald Company sponsorship of the Canadian Ski Association, the Minister of Fitness and Amateur Sport announced a new policy requiring amateur sport bodies funded by the government to desist from associating with tobacco companies.

In October 1985, the Department of National Health and Welfare, its provincial counterparts and several national non-government organizations announced the launching of the "National Program to Reduce Smoking", building on the collaborative efforts of the "Generation of Non-Smokers" program.

The federal government also provides funding to non-government organizations, such as the Non-Smokers' Rights Association, the Canadian Council on Smoking and Health and the Canadian Lung Association. These organizations are an essential complement to the government's anti-smoking activities, and we aim to continue supporting their work.

The government is also concerned about encouraging farmers to withdraw from the tobacco industry, in the face of a declining tobacco market. Accordingly, the Minister of Agriculture is currently studying several options for a new