

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON  
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT  
RAPPORT

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Our File/N/Réf.            RC  
Your File/V/Réf.

DATE                        8 September 1998

TO/DEST.                 Coordinator  
                                  Community Services Committee

FROM/EXP.                Medical Officer of Health  
                                  Regional Solicitor

SUBJECT/OBJET          **SENATOR KENNY'S BILL S-13**

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### **DEPARTMENTAL RECOMMENDATIONS**

**That the Community Services Committee recommend Council approve that public representation be made in support of Bill S-13 to the House of Commons on behalf of this Council, and;**

**That Council approve a letter of support for Bill S-13 be widely circulated to Members of Parliament.**

### **INTRODUCTION**

The purpose of this report is to provide members of the Community Services Committee and Regional Council with information about Bill S-13, *an Act to incorporate and to establish an industry levy to provide for the Canadian Anti-Smoking Youth Foundation* [hereinafter Bill S-13] as passed by the Senate June 10, 1998.

### **BACKGROUND**

Bill S-13 is in response to the crisis now present in relation to tobacco deaths and illness in Canada. Smoking rates among youth in Canada aged 15 to 19 is reaching an alarming 30%. Eventually, these youth may be among the 40,000 Canadians who die from smoking related disease and illness every year.

Bill S-13, a Private member's Bill, is sponsored in the Senate by the Honourable Colin Kenny and Pierre Claude Nolin and in the Commons by Mr. Roy Cullen, M.P. Senator Kenny introduced Bill S-13 into the Senate in February and received unanimous passage from the Senate in June 1998. The legislation now moves to debate in the House of Commons. Parliament resumes on September 21, 1998 with Bill S-13 on the Notice Paper of Parliamentary Business. Once it is tabled, it will be referred to the Sub-Committee on Health.

Bill S-13 would place a levy on tobacco manufacturers of 50 cents per carton of cigarettes sold in Canada. The money raised, (120 million a year), would be spent on youth oriented tobacco education through the Canadian Anti-Smoking Youth Foundation, a non-profit corporation whose mandate is to reduce the use of tobacco products by young persons in Canada.

Many in the health community, including the Canadian Cancer Society, believe Bill S-13 merits strong support. The Canadian Anti-Smoking Youth Foundation has the potential to create a mass media campaign like the precedent-setting California and Massachusetts campaigns. The federal government currently spends 33 cents per Canadian on programs to prevent and reduce smoking. The rate of smoking among 15 to 19 year olds is reaching 30 percent. California, which has the most aggressive anti-smoking campaign in the United States, spends \$4 per capita and their teen smoking rate is 11 per cent.

A media campaign, which Bill S-13 could make possible, is critical. It is a widely held view that until a mass media campaign educates the public about the tobacco industry, as it has in California and Massachusetts, progress in tobacco control in Canada may be painfully slow. Three Massachusetts industry denormalization ads aired in British Columbia have been remarkably successful in changing public attitudes about the tobacco industry.

## DISCUSSION

Bill S-13 now has a serious chance either of passing or of forcing the government to bring forward an equally effective measure in its place. Therefore, it is vital that support from all levels of government and from individuals be received.

The Medical Officer of Health has written to all departments asking employees to personally support Bill S-13 by writing letters. Other measures that can be taken include public representation on behalf of Regional Council to the House of Commons Sub-Committee on Health and a letter of support from the RMOC strongly supporting Senator Kenny's Bill S-13.

FINANCIAL CONSIDERATIONS

There are no financial implications as a result of this report.

CONSULTATION

Public consultation was not required for this report.

CONCLUSIONS

Bill S-13 is an opportunity to reduce youth smoking rates in Canada. It is therefore recommended that the measures outlined in this report be carried out.

This report is respectfully submitted.

*Approved by  
Robert Cushman  
Medical Officer of Health*

*Approved by  
J. Douglas Cameron  
Regional Solicitor*