Tobacco harms the health, the treasury, and the spirit of Canada. Every year, more than 47700 of its people are killed by tobacco-caused disease. Still, more than 27000 children (10-14 years old) and 3243000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Canada and ensures that tobacco’s death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

Adult Smoking (15+ Y.O.)
% using tobacco daily: 2015

Male
12.7%
Even though fewer men smoke on average in Canada than on average in very high-HDI countries, there are still more than 1921800 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

Female
8.5%
Even though fewer women smoke in Canada than on average in very high-HDI countries, there are still more than 1321500 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

Children Smoking (10-14 Y.O.)
% using tobacco daily: 2015

Boys
1.24%
Even though fewer boys smoke in Canada than on average in very high-HDI countries, there are still more than 11300 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

Girls
1.86%
Even though fewer girls smoke in Canada than on average in very high-HDI countries, there are still more than 16100 girls who smoke cigarettes each day, making it a sign of an ongoing and dire public health threat.

Deaths
% caused by tobacco: 2016

Male
19.35%
Even though fewer men die from tobacco in Canada than on average in very high-HDI countries, tobacco still kills 510 men every week, necessitating action from policymakers.

Female
15.62%
More women die in Canada than on average in very high-HDI countries.

Societal Harms
The economic cost of smoking in Canada amounts to 32018 million dollar. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

Smokeless Tobacco
% using tobacco daily: 2013

0.4%
Even though fewer people use smokeless tobacco on average in Canada than on average in very high-HDI countries, 121100 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

Industry
The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 23% of the Gross National Income of Canada. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.
Solutions

Current Policy in Canada
Protect from Smoke
All public places completely smoke-free is the best practice

Smokefree

- HealthCare Facilities
- Educational Facilities
- Universities
- Government Facilities
- Indoor Offices
- Restaurants
- Pubs and Bars
- Public Transport
- All Other Indoor Public Places
- Funds for Smokefree Enforcement

Offer Help
National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources
National quit line, and both NRT and some cessation services cost-covered

Funds for Smokefree Enforcement

Warn About the Dangers to Tobacco Users on Product Packaging
A plain, standardized pack with a large health warning is the best practice

Type of Warning Label
Graphic
Percent of Pack Covered
75%
Plain Packaging
Yes

Warn About the Dangers to the Whole Population in a Media Campaign
Ran a National Anti-Tobacco Campaign in 2014 or 2016
No

Appropriate Characteristics
- Part Of A Comprehensive Tobacco Control Program: n/a
- Pre-Tested With The Target Audience: n/a
- Target Audience Research Was Conducted: n/a
- Aired On Television And/Or Radio: n/a
- Utilized Media Planning: n/a
- Earned Media/Public Relations Were Used To Promote The Campaign: n/a
- Process Evaluation Was Used To Assess Implementation: n/a
- Outcome Evaluation Was Used To Assess Effectiveness: n/a

Enforce Bans on Advertising
Ban on all forms of direct and indirect advertising is the best practice

Number of Direct Ad Bans
4/7 possible bans
Number of Indirect Ad Bans
4/10 possible bans
Ad Ban Compliance Percent
High

Direct bans
- National TV and radio
- Local magazines and newspapers
- Billboard and outdoor advertising
- Advertising on internet

Indirect bans
- Free distribution in mail or through other means
- Promotional discounts
- Appearance in TV and/or films: tobacco brands (product placement)
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals