

SUPPORT BILL 45

ALBERTA'S PROPOSED TOBACCO REDUCTION ACT

It's about health. It's about time.

www.smokefreealberta.com

Here's how Bill 45 will improve the quality of life of Albertans.



Smoke-free workplaces and public establishments

Secondhand smoke kills. Former Calgary waitress Heather Crowe campaigned tirelessly for smoke-free workplace laws before secondhand smoke claimed her life in 2006. A lifelong non-smoker, Heather worked in smoke-filled restaurants to make a decent living for her and her daughter. In 2003, Heather was diagnosed with terminal lung cancer caused by exposure to secondhand smoke at work.

No one should be forced to breathe secondhand smoke on the job. Seven provinces and two territories have passed 100% smoke-free workplace laws. It's time for Alberta to protect all workers from this major occupational hazard.

"I want to be the last person to die from secondhand smoke at work".
- Heather Crowe, 1945 to 2006

Protecting kids from tobacco industry promotions

Tobacco companies are targeting kids. Nowhere can this be more evident than in thousands of Alberta retail outlets with huge tobacco displays known as powerwalls. These ominous displays are often placed at children's eye level--adjacent to chocolate bars, bubble gum, and other youth products. Powerwalls portray tobacco industry products as just another "normal" consumer item that is a part of the "normal" shopping experience. However, tobacco is the only consumer product that kills when used exactly as intended by its manufacturers. How can this be normal?

It's time for Alberta to stop tobacco companies from targeting kids through retail displays and promotions. Eight provinces and two territories have already banned powerwalls.



The place we're most exposed to smoking is indoors.



Health care and tobacco products don't mix.

Removing tobacco sales from pharmacies

Health professionals should not be allowed to dispense any product that kills one of every two users. The Alberta Pharmacists Association and the Alberta College of Pharmacists have called for a complete ban on tobacco sales in pharmacies and in all establishments containing pharmacists. In the name of "one-stop shopping" it seems that many retailers want to dispense prescription medications and the leading cause of premature death from the same location. However, this practice contradicts the pharmacists' code of ethics.

It's time for Alberta to eliminate tobacco sales from any establishment that contains a pharmacy or other healthcare practice. Six provinces and two territories have eliminated tobacco sales in establishments that contain pharmacies.

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Bill 45 and Alberta's quality of life

On June 12, Alberta health minister Dave Hancock introduced Bill 45 – the proposed Tobacco Reduction Act – in the Legislative Assembly.

This bill could significantly improve Albertans' quality of life by addressing the leading avoidable cause of premature death – tobacco use. If approved without weakening revisions, this bill would become one of Canada's strongest provincial tobacco control laws.

Bill 45 proposes to:

- 1 Make almost all workplaces and public establishments completely smoke-free.**
- 2 Protect young people and other vulnerable people from tobacco retail promotions and displays (powerwalls).**
- 3 Prohibit pharmacists, other health professionals, and colleges and universities from selling tobacco industry products.**

The bill calls for fines of up to \$100,000, possible tobacco sales suspensions, and it will hold employers responsible for the actions of their employees.

Bill 45 represents one of the most significant measures that the Alberta government could take to improve the health of Albertans.

Let's get the job done.

Your help is needed to ensure that Bill 45 is approved without weakening amendments.

Time is of the essence. A final vote is expected during the fall session of the Alberta Legislature which commences on November 5.

Call your MLA toll-free at 310-0000 or visit www.assembly.ab.ca to send an email in support of Bill 45.

Be sure to relay your concerns about tobacco and why you believe that Bill 45 is important to the quality of life of Albertans.

If your MLA is unavailable when you call, be sure to ask for a call back. If you send an email, be sure to request a reply with your MLA's position on Bill 45.

We must stand up for the health of all Albertans.

Tobacco companies should not dictate our quality of life.

It's time for Alberta to pass effective tobacco control legislation.

Together we can make it happen.

Myths about Bill 45

The following paragraphs dispel common myths about the impact of Bill 45.

Myth: Smoking bans hurt business.

All scientifically sound studies demonstrate that smoke-free workplaces laws have no negative long-term negative impact on hospitality establishments including restaurants and bars. Because smoke-free laws reduce smoking, these laws also reduce tobacco industry profits. Internal tobacco industry documents reveal the tobacco industry's strategy to protect its own profits by opposing smoke-free laws, in part, by financing questionable studies claiming that smoking bans hurt the hospitality industry. A January 2007 survey of 800 Albertans found that four out of five respondents support provincial legislation to make all workplaces completely smoke-free, including restaurants and bars.

Myth: Tobacco companies do not target adolescents.

Canadian tobacco companies continue to target adolescents through a number of predatory marketing practices. Tobacco product powerwalls represent one of the most objectionable forms of youth marketing. These displays are visible to even the youngest child and are often positioned at children's eye level adjacent to chocolate bars, bubble gum, trading cards and other youth products. Price discounting is another form of promotion that appeals to youth due to their limited income and price sensitivity. Tobacco companies also engage in promotional activities aimed at young adults such as the cigarette girl and college promotions that have a spill-over effect on adolescents.

Myth: Retailers will suffer from a powerwall ban.

The experience of other provinces that have banned powerwalls shows that tobacco company payments to retailers remain largely unaffected by powerwall bans. Tobacco companies continue to pay stocking fees to retailers to ensure that their products remain well-stocked. What's more, remaining tobacco retailers will undoubtedly gain more consumer traffic when tobacco sales are eliminated from pharmacies. Pharmacies and establishments that contain pharmacies currently account for a major portion of tobacco sales in Alberta. This market shift will more than compensate for any costs resulting from installing cabinets that will keep tobacco products out-of-sight.

Myth: Supermarkets should not be treated like pharmacies.

Supermarkets that choose to operate pharmacies must accept all of the legal and ethical obligations of running a pharmacy, including restrictions on tobacco sales. From a consumer's perspective, there is no obvious boundary between the pharmacy and the supermarket. Under Bill 45 the choice will be clear; supermarkets can operate a pharmacy or they can continue to sell tobacco products. However they will no longer be able to dispense prescription medications and tobacco products from the same location in open defiance of their pharmacist's code of ethics.

For more information, visit www.smokefreealberta.com.

Campaign for a Smoke-Free Alberta

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