

## FINAL REPORT

### Where There's Smoke, There's Fire: The Tobacco Industry's Challenge of Canada's *Tobacco Act*

**Principal Investigator:** Anne M. Lavack, *University of Regina*  
**Co-investigators:** Timothy Dewhirst, *University of Saskatchewan*  
Daniel J. Robinson, *University of Western Ontario*  
Ryan D. Kennedy, *University of Waterloo* (student)

#### Research Plan

- To publish a book of highlights from tobacco industry documents & testimony from court case
- Research output:
  - 300-page book to be published 12-18 months post-Supreme Court decision
  - Potentially include relevant documents & testimony on web site

#### Book Outline - Chapters

- 1 Introduction
- 2 Creating the Tobacco Act
- 3 The Court Challenge
- 4 Trial Testimony from Tobacco Executives
- 5 Tobacco Industry Documents (brand strategy, sponsorship, advertising, new products, youth market, health warnings, etc.)
- 6 Trial Testimony from the Defense
- 7 The Court's Decision
- 8 The Supreme Court Ruling
- 9 Conclusion

#### Time-Line

- |               |  |
|---------------|--|
| Jan/06-Nov/06 | <ul style="list-style-type: none"><li>• Sought potential collaborators (R. Pollay)</li><li>• Investigated publishing options</li></ul> |
| Dec/06-Apr/07 | <ul style="list-style-type: none"><li>• Write chapters / Find publisher(s)</li></ul>   |
| May/07-Aug/07 | <ul style="list-style-type: none"><li>• Edit chapters</li></ul>  |
| Sep/07-Nov/07 | <ul style="list-style-type: none"><li>• Write final chapter</li></ul>  |
| Dec/07-Dec/08 | <ul style="list-style-type: none"><li>• Re-write/Expand/Add chapters; Work with scholarly publisher</li></ul>                          |
| Jan/09        | <ul style="list-style-type: none"><li>• Publish scholarly book</li></ul>   |

#### Benefits of This Research

- Provide tobacco control community with greater insight into Canadian tobacco industry
- Provide general public with insight into Canadian tobacco industry
  - Assist tobacco industry denormalization efforts

**Progress to Date:** We are on track according to the above time-line. We now have the majority of the chapters completed, including two chapters from Richard Pollay plus chapters from the Principal Investigator.

#### Other Funding Sought

- **Oct. 1, 2006** - Applied CTCRI Policy Research Grant (\$65,000) – unsuccessful
- **March 1, 2007** – Received \$10,000 from Fac. of Business Admin., U. of Regina

**Date Range** From: January-2006 To: Jun-2007

**Chart U**    **Fund** 22862 UWaterloo - CTCRI - Lavack    **Orgn** 2010 Business Admin Dean's Office    Last Updated : Jun-26-2007

Code	Title	Period Actual	Period Actual	Commitments	Period Total Activity
5302	Grant Federal	5,000.00		0	5,000.00
	<b>Total Revenue</b>	5,000.00		0	5,000.00
5302	Subgrant to U. of Western Ontario		750.00		750.00
5302	Subgrant to U. of Saskatchewan		750.00		750.00
6050	Professional Fees & Honoraria		1,000.00	0	1,000.00
	<b>Subtotal</b>		2,500.00	0	2,500.00
6131	Printing & Duplicating		1.86	0	1.86
6151	Telephone Fax		39.27	0	39.27
	<b>Subtotal</b>		41.13	0	41.13
6022	Student Wages		2,458.87	0	2,458.87
	<b>Subtotal</b>		2,458.87	0	2,458.87
	<b>Total Expenses</b>		5,000.00	0.00	5,000.00
	<b>Total Revenues less Expenses</b>		0.00	0.00	0.00