



# The Federal Tobacco Strategy: Setting the Agenda Through Evidence-Based Policy

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# Evidence-Based Policy, Legislation and Regulation

The goal to significantly reduce disease and death due to tobacco use will be supported by the development of new policies based on evidence provided by research, surveillance and monitoring of knowledge, attitudes and behaviours of smokers



# Four Interrelated Science Strategies

- ◆ the generation and analysis of scientific and health outcome data to support the development and evaluation of new policies and regulations
- ◆ the generation and analysis of social research data to support the development and analysis of new policies, programs and regulations
- ◆ the identification and dissemination of new knowledge to design effective strategies and programs for tobacco control
- ◆ the development of effective policies, programs and regulations by researching and monitoring the tobacco industry



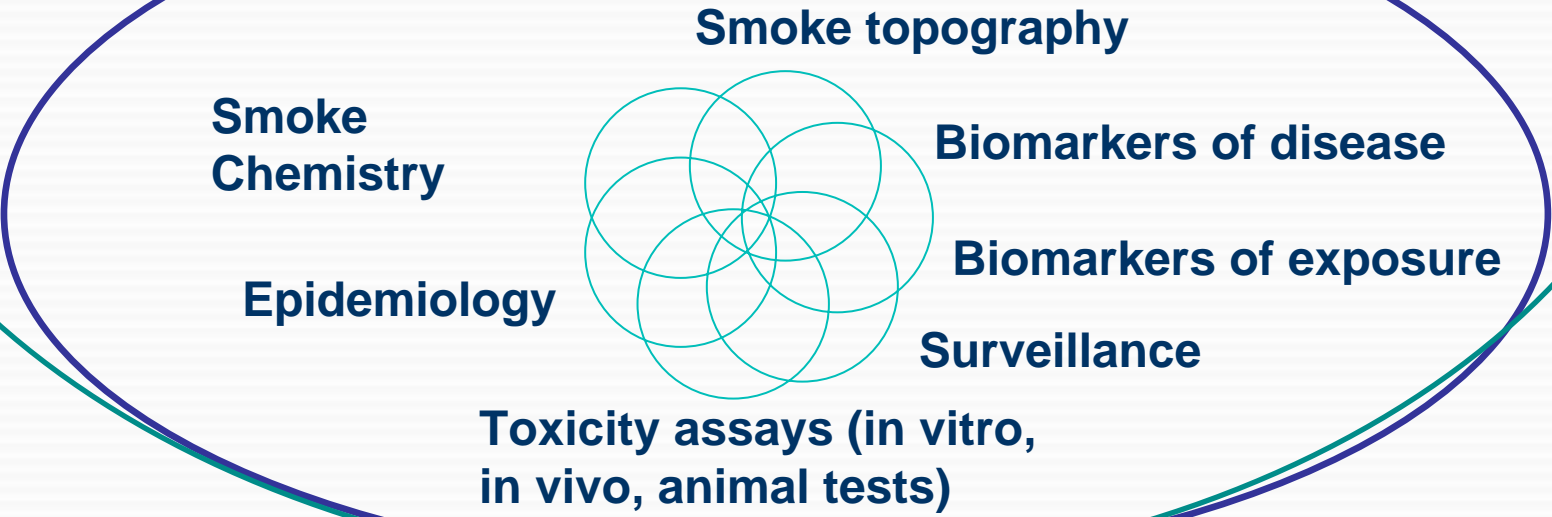
# Translating Research into Policy, Regulation and Programming

## Regulatory\_Considerations

**Political Accountability**  
**Policy Considerations:**  
**Options & Risk Analysis**  
**Legal considerations**  
**Communications, Awareness, Public Education**

**Ethical Questions/Implications**  
**Market Acceptance Factors: Smokers' & Proponents' (industry) Behaviours**  
**Views of 'Tobacco Control Community'**  
**Public Perceptions, Opinions**

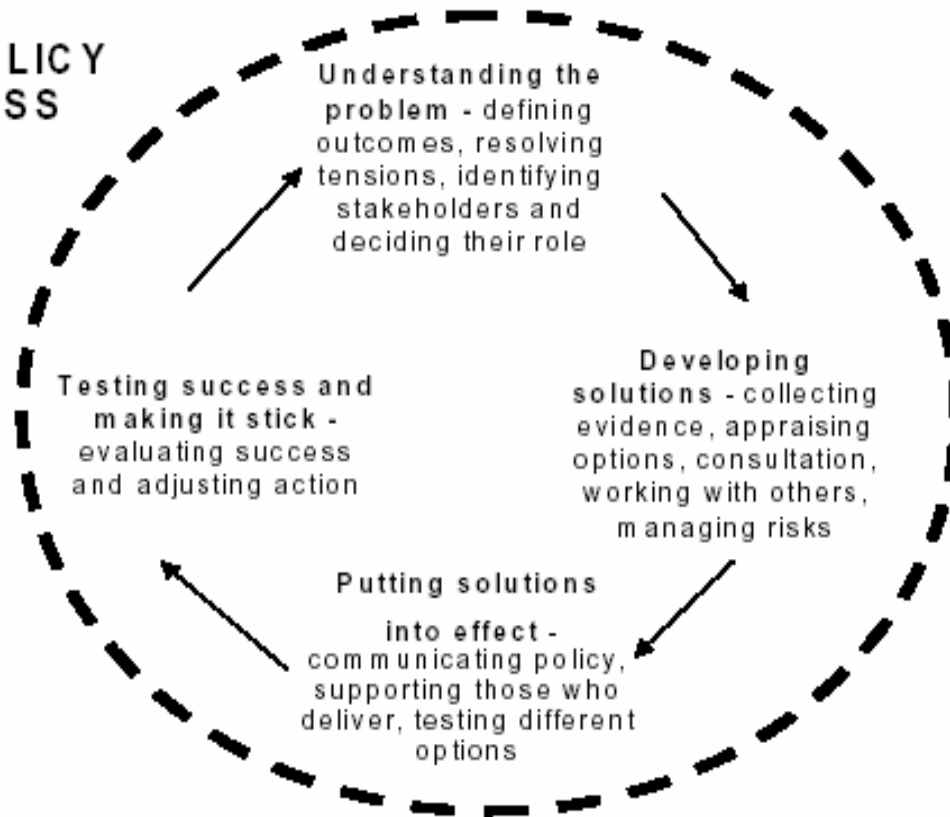
## Technical/Scientific Considerations



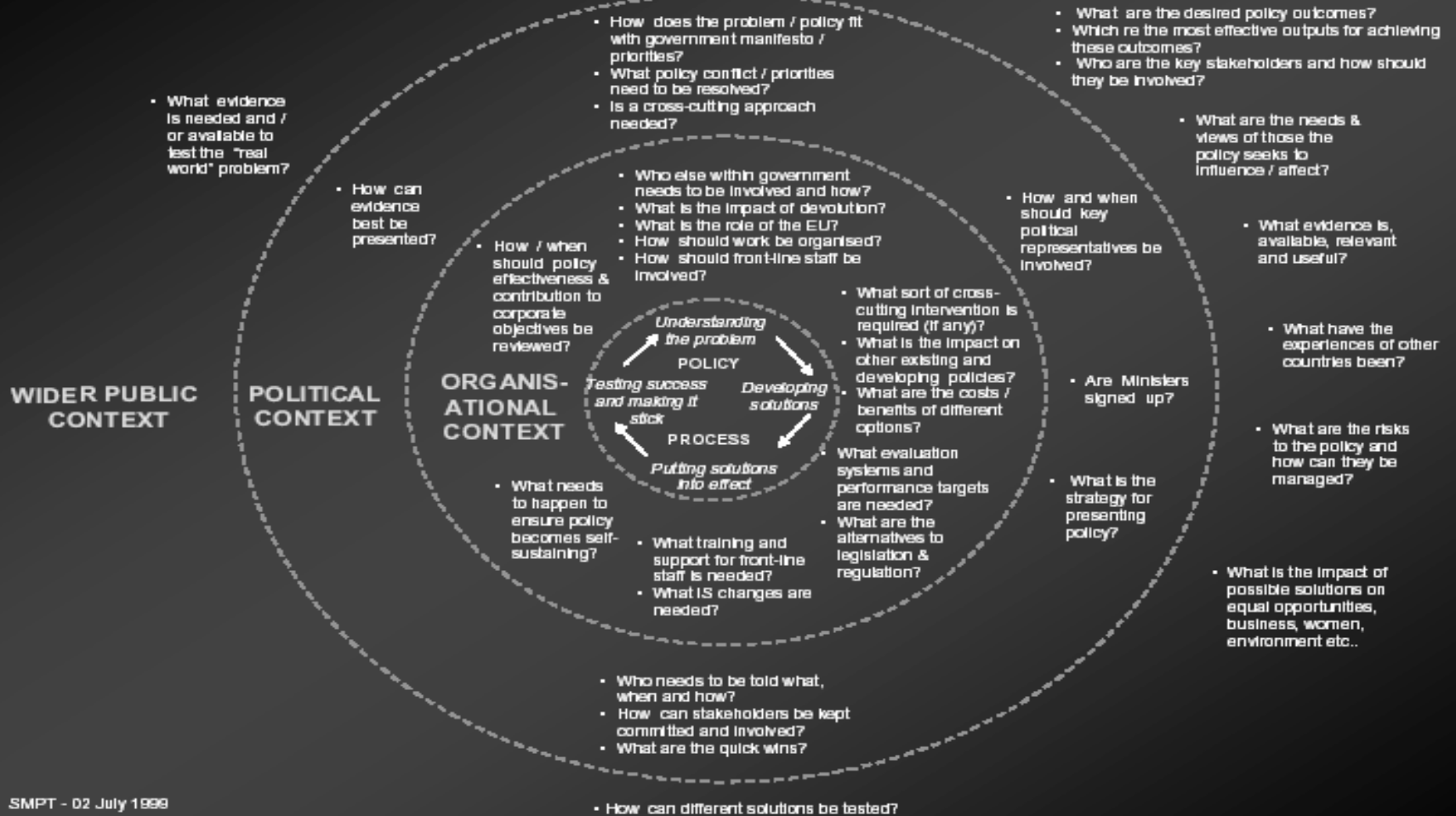


# Policy Making

## CORE POLICY PROCESS



# The policy process in context





# 2001 FTCS Goals and Achievements

- ◆ Reduce smoking prevalence from 25% to 20% - **19% in 2005**
- ◆ Reduce the number of cigarettes sold by 30% - **22% decline in wholesale sales by 2005**
- ◆ Increase retailer compliance regarding youth access to tobacco from 69% to 80% - **80.8% in 2005**
- ◆ Reduce the number of people exposed to tobacco smoke in enclosed public places - **Provincial legislation and in 2000, 22% of children under the age of 18 were regularly exposed to exposed to ETS. In 2005, only 12% were regularly exposed.**
- ◆ Explore ways to mandate changes to tobacco products to reduce hazards to health - ***Cigarette Ignition Propensity Regulations and the Expert Consultation on the Ethics of Harm Reduction and Product Modification***



# Is the Problem Solved?

- ◆ About 5 million Canadians continue to smoke.
- ◆ Smoking kills at least 37,000 Canadians every year.
- ◆ Direct health care costs linked to tobacco are over \$4.4 billion per year.
- ◆ The economic cost of smoking in Canada is \$17 billion per year.
- ◆ Two million 'baby-boomer' smokers are approaching the age when health effects of their smoking will appear, further increasing the burden on the health care system.



# Research and Surveillance Priorities

- ◆ Harm Reduction
- ◆ Public Health Surveillance
- ◆ Business Intelligence
- ◆ Improved Dissemination



# Harm Reduction

Harm reduction is considered in terms of product modifications, their impact on smoking trends or behaviour, including questions on how to assess and regulate such products, represent an emerging area in science.



# Public Health Surveillance

- ◆ Public Health Surveillance is the ongoing, systematic collection, analysis and interpretation of health related data essential to the planning, implementation, and evaluation of public health practice, closely integrated with the timely dissemination of these data to those responsible for prevention and control.
- ◆ Includes traditional (CTUMS, YSS, CCHS) as well as novel, such as public opinion research, sales and business.



# Business Intelligence

- ◆ Business Intelligence is a term used to describe the process and software behind gathering, storing, analyzing, and providing access to intelligent information on a company's data in order to identify significant trends or patterns that ultimately facilitate the decision-making process and provide the company with a competitive advantage\*
- ◆ The Tobacco Reporting Regulations require tobacco manufacturers and importers to provide Health Canada with annual reports which include their sales data, manufacturing information, tobacco product ingredients, toxic constituents, toxic emissions, smoke toxicity, research activities and promotional activities
- ◆ The expected outcome would be the ability to assess industry trends "before they happen"



# Improved Dissemination

Providing information and knowledge to users and practitioners that is noticeable, credible, informative, accessible and clear, while ensuring that the message is relevant, understood and persuasive



# What Does the Future Hold?

- ◆ The evaluation of the first phase of the FTCS
- ◆ Phase Two of the FTCS with “stretch goals”
- ◆ Continuing with our success in encouraging current smokers to quit and discouraging youth from taking up smoking
- ◆ Implementing the Framework Convention (FCTC)
- ◆ Increased emphasis on research, knowledge development in order to develop the next set of goals and targets



[http://www.hc-sc.gc.ca/hl-vs/tobac- tabac/index\\_e.html](http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/index_e.html)