

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

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Tobacco Act Court Case

- **1997 Tobacco Act**

- Challenged by 3 major tobacco companies
- **2004** - Upheld in Quebec Superior Court
- **2006** - Partly upheld in Quebec Court of Appeal (Corporate sponsorship provision not upheld)
- **2008** - Supreme Court decision expected

Outputs from Court Case

- Thousands of pages of tobacco industry documents
- Thousands of pages of courtroom testimony
 - From tobacco company executives
 - From tobacco company expert witnesses
 - From defense expert witnesses

Research Plan

- To publish a book of highlights from tobacco industry documents & testimony from court case
- Potential research outputs:
 - Possibly *two* books:
 - 150-page paperback to be published immediately post-Supreme Court decision
 - 350-page book to be published 12-18 months post-Supreme Court Decision
 - Relevant documents & testimony on web site

Book Outline

1	Introduction
2	Creating the Tobacco Act
3	The Court Challenge
4	Trial Testimony from Tobacco Executives
5	Tobacco Industry Documents (<i>brand strategy, sponsorship, advertising, new products, youth market, health warnings, etc.</i>)
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">•Sought potential collaborators (R. Pollay)•Investigated publishing options
Dec/06-Apr/07	<ul style="list-style-type: none">•Write chapters / Find publisher(s)
May/07-Aug/07	<ul style="list-style-type: none">•Edit chapters
Sep/07-Oct/07	<ul style="list-style-type: none">•Typesetting / Write final chapter
Oct/07-Nov/07	<ul style="list-style-type: none">•Publish soft-cover 'popular' press book
Dec/07-Dec/08	<ul style="list-style-type: none">•Re-write/Expand/Add chapters•Work with scholarly publisher
Jan/09	<ul style="list-style-type: none">•Publish scholarly book

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

Other Funding Sought

- **Oct. 1, 2006** - Applied for CTCRI Policy Research Grant (\$65,000 approx.)

YOUR QUESTIONS & ADVICE?

