

Health Canada

News Release

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HEALTH CANADA RELEASES NEW ANTI-TOBACCO ADS

OTTAWA - Health Canada today launched a new anti-tobacco media campaign. The print and television ad campaign is part of the federal government's Tobacco Demand Reduction Strategy, and follows other federal measures and programs designed to make the public more aware of the hazards of tobacco use.

Health Minister Diane Marleau stated that this media campaign will help create an environment that supports federal legislation, programs and policies designed to discourage tobacco use.

The campaign consists of three TV ads and three print ads. The TV ads focus on the health hazards of environmental tobacco smoke (ETS) and the chemical constituents of tobacco. The print ads support the TV ads by providing more detailed information and an opportunity, through a 1-800 number, to obtain fact sheets on ETS, tobacco sales to minors, smoking and indoor air quality, cessation programs and other tobacco issues.

The TV ads, entitled "Cocktail", "Doll's House", and "Not Much" will appear on the major English, French, and multicultural networks starting today. The print ads will appear in national English and French newspapers and magazines, and in many ethnic newspapers, as of tomorrow.

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BATCo document for Province of British Columbia 19 April 1999

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The Tobacco Demand Reduction Strategy, announced in February 1994, is being implemented cooperatively with the provinces and territories and with Canada's health community. The three-year initiative combines targeted activities including legislation, community action initiatives, research, public education and awareness for groups at risk. Financed by a surtax on tobacco manufacturing profits, the Strategy provides funding for activities designed to reduce tobacco use.

A backgrounder with additional details on the tobacco media campaign is attached.

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Information:

Également disponible
en français

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