



MINISTER OF NATIONAL HEALTH AND WELFARE

MINISTRE DE LA  
SANTÉ NATIONALE ET DU BIEN-ÊTRE SOCIAL

NOV 27 1973

Mr. Paul Paré,  
Chairman,  
Canadian Tobacco Manufacturers Council,  
1808 Sherbrooke Street West,  
Montreal 109, Quebec.

Dear Mr. Paré:

We have considered the smoking and health research proposals presented to Dr. Morrison on behalf of you and your colleagues, by Mr. Gibbs and Dr. Felton on August 7, 1973, and have had to conclude that it will not be possible at this time for us to accept your invitation to participate in a joint research program.

The Department's independence in providing surveillance of industry products and actions and in assessing their effects on health would, in our view, be or appear to be compromised if we were to engage in such a program. Moreover, because of the nature of cigarette smoking and the overwhelming evidence that it is a serious hazard to health, the Department must maintain and be seen to maintain its position that not smoking is the desirable goal. It would be inappropriate for us to participate in an activity that might lead Canadians to doubt that cigarette smoking is still clearly seen as a major health problem or that might falsely reassure them that a safe cigarette is on the horizon, if not already here, and that they may smoke confidently without fear of possible harm.

I hope this decision will not discourage the industry from expanding its research efforts or interfere with the continuation of periodic exchanges of information of the kind which have been carried on between the tobacco manufacturers and growers and the Departments of Agriculture and Health and Welfare. Dr. Morrison and officers of the Non-Medical Use of Drugs Directorate are of course available for technical discussions at any time.

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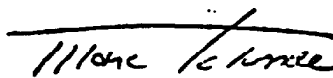
I wish to commend the sense of responsibility you and your colleagues have displayed in recognizing that a health problem exists and in proposing steps that might protect smokers. While we would, as I believe you expect, disagree with some of the statements in your presentation, we agree with your main concern that continuing attention be given not only to the modification of cigarettes but also whether and how modified cigarettes are used by smokers. As you know, we have been supporting studies of the interface between smoker and cigarette for some time. I understand that the industry has also been carrying out studies in this area.

We believe smokers should be made more aware that there are several things they may do to reduce the amount of smoke constituents that they inhale and that cigarettes whose smoke is lower in tar, nicotine and gases are only one part of this system. We must assume that informed smokers are better able to protect themselves even though many have difficulty controlling their exposure.

We observed that no mention was made in your research proposal of the importance of product packaging, marketing, and promotional techniques in helping smokers to reduce the hazards. As you may know, I have stressed the importance of education in dealing with lifestyle health problems of which cigarette smoking is an outstanding example. It is perhaps timely to consider the tobacco industry's role in such education. Officers of the Department will be pleased to suggest specific ways that the industry can contribute.

Thank you for presenting the research document to us and for giving us an opportunity to join you in this research.

Yours truly,



Marc Lalonde

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