

SMOKING AND HEALTH - CANADA -

QUARTERLY PROGRESS REPORT IN ACCORDANCE WITH ITEM 15 OF  
APPENDIX A ATTACHED TO BAT 1977 POLICY DOCUMENT ON  
SMOKING AND HEALTH

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With BAT concurrence this report has been delayed past the mid-May deadline in order to include the results of four important meetings as follows:

- A: May 16 - Federal Departments of Culture and Health & Welfare Technical Co-ordinating Committee - with representatives of the Canadian Tobacco Manufacturers Council and the Ontario Flue-Cured Tobacco Growers' Marketing Board.
- April 10 - Members of Canadian Tobacco Manufacturers Council with the Hon. Marc Lalonde, Federal Minister of National Health & Welfare.
- B: May 28 - Meeting of Canadian Tobacco Manufacturers Council chairman with Dr. Geoffrey Felton (BAT) and R.M. Gibb (OTPL).
- C: June 1 - Meeting of all members of Canadian Tobacco Manufacturers Council to discuss and decide on response to the Health Minister in terms of
- i) some product and marketing proposals
  - ii) a research program.

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A: MAY 16 TECHNICAL COORDINATING COMMITTEE MEETING

The Technical Coordinating Committee (leaf agriculture processing and testing program) included representatives from the Departments of Agriculture and Health & Welfare, the Ontario Flue-Cured Tobacco Growers' Marketing Board and the Canadian Tobacco Manufacturers Council.

This Committee is concerned with a program of the Federal Agriculture Department under Dr. Hamilton, Assistant Director General of the department's Research Branch. (Considerable program input has been provided by Imperial Tobacco Products Limited.) It was apparent that Dr. Hamilton wanted to know what types of tobacco (other than generally lower T & N types) should be grown experimentally over the next five (5) years to move towards a "safer" cigarette. The National Health & Welfare Department representatives offered no criteria. However, such criteria probably will be the main subject of the next meeting in October.

APRIL 10 MEETING WITH HEALTH MINISTER

All chief executives of the four Canadian tobacco companies were present. Present in addition to the National Health & Welfare Minister were his executive assistant, the Deputy Minister (National Health) the Assistant Deputy Minister (Health Protection) and the Director, Use of Tobacco.

Since the meeting was arranged at Mr. Paré's request on behalf of the Council, Mr. Paré opened the discussion.

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Points made were:

- i) Continuation of dialogue is under way with Department officials on certain subjects such as:
  - a) T & N on packets, in ads, etc.
  - b) change in warning notice
- ii) After 15-20 years of anti-smoking "education" in Canada there are still 6 million smokers.
- iii) The Council considers the possible development of modified products (less biologically active) acceptable to consumers is a joint responsibility of industry-government and medical authorities.
- iv) A research program should be developed with the above three groups involved.
- v) Any product(s) developed would of course be subject to medical assessment in terms of being "safer".
- vi) The Council would be prepared to contribute its full share of costs and capabilities to such a program.

The Minister reacted favorably and saw no problem with the Department supporting such a posture and joint research program. He placed the onus on the Council to develop and present a possible program. He was not encouraging about any substantial government funding (he noted the present anti-smoking budget is \$400,000). He referred to the current research in tobacco agriculture in Canada which joins the industry, the Ontario tobacco growers' board, the federal health department and the federal agriculture department in a search for "safer" leaf products.

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The Minister did not give Smoking and Health a top priority in terms of legislation but added that legislation could be introduced if voluntary action in certain areas were not forthcoming. He specifically referred to T & N packages and in advertisements. He said that his Department will continue to press its policy of "It's better not to smoke". He was cool to his own Department's proposal to distribute league tables to retail outlets on the realistic premise that retailers will not post the tables. He said the industry and the Department must continue to work together as in the recent past and that he is available on matters of policy.

APRIL 19 - POST MINISTERIAL MEETING

Canadian Tobacco Manufacturers Council agreed to proceed immediately with development of a possible research program and subsequently solicited the aid of Dr. Geoffrey Felton to work with R. M. Gibb, Vice-President, Research and Development of Imperial Tobacco Products Limited.

B: MAY 28 MEETING - PROPOSED RESEARCH PROGRAM

Dr. Felton and Mr. Gibb presented draft proposals which are attached as appendix "A" to this report.

In summary these were:

- i) A joint short term program (about three years) involving industry, government and health authorities, can get under way with a minimum of delay to develop, produce and test modified cigarettes.

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Such cigarettes can be designed in the light of available empirical observations and current theories.

- ii) A longer range research program to investigate aspects of the mechanisms whereby tobacco smoke may interact with tissues in the body. This may provide a base for further non-empirical modifications of cigarettes.
- iii) Considered essential to (ii) would be the convening of an inter-disciplinary meeting of local research authorities to make recommendations, including priorities for the larger range program, about mechanisms whereby smoke affects cells and tissues of the respiratory tract and the cardiovascular system. (The meeting would be of a small group and closed to media and public.)

Dr. Felton pointed out the following possible points which might be properly considered by individual companies before they would agree to the Draft Proposals:

- i) It was essential it be an all-industry commitment.
- ii) No one company would ~~seek or be~~ accorded commercial advantages.
- iii) The programs involve a degree of joint market research.
- iv) Proceeding on a working hypothesis may be objected to by other national industries as tacit admission of a hazard.

The draft material was circulated on May 29 to all Council members and a meeting was called for June 1 to discuss and decide on the research program and on some practical requests received from the federal health department.

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C: JUNE 1 MEETING OF CANADIAN TOBACCO MANUFACTURERS COUNCIL

The following agreements are subject to the federal health department's reactions:

1. It was agreed to respond to the health department's request for a change in the warning notice on packages by deleting the final word "smoked" and inserting "inhaled". It was agreed that introduction of this change should be deferred until anticipated new regulations under the Consumer Packaging and Labelling Act are promulgated (later in 1975) so that all changes may be made in one operation.
2. It was agreed that T & N levels would be listed on packages; the levels will be from government test lists and qualified as average by the wording (avg.); new unlisted brands would be qualified as estimates (est.); location of T & N levels would be on same panel as warning notice. Timing as in (1) above.
3. Agreed to resist T & N in advertisements but if government presses matter will be reconsidered by Council.
4. Agreed that T & N retail display cards were not to be recommended to health department officials but if they insist Council will assist in distribution.
5. No T & N on cartons or on vending machines.
6. The Draft Research proposals developed by Felton-Gibb were discussed in detail and (with the clear understanding that knowledge resulting from the program would be available to

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all members) all company chief executives agreed to associate their companies with the program. Benson & Hedges requested a one-week delay for approval by Philip Morris.

- 7. It was agreed that one company could be selected to carry out the research on modified products and all companies would have access to this work. The research facility is equipped and available to begin such program.
- 8. It was agreed that tactically Dr. Felton and Bob Gibb would clear the programs on a "professional-to-professional" basis with Dr. J.M. McClair, Deputy Minister (National Health) and Dr. A.B. Morrison, Assistant Deputy Minister (Health Protection).

It is expected such a meeting should take place before June end after which members of Council will meet with the Minister for his support.

At the present time, therefore, we are well into objectives 1, 2, 3, of the Group Policy resulting from the Viking Inn Meeting.

OTHER DEVELOPMENTS

Vending machines

The Council members decided voluntarily to terminate advertising on cigarette vending machines and remove ads by October 1, 1975. This decision has been communicated to vending machine operators June 11, 1975.

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### Synthetic tobacco

CYTREL from Celanese of Canada and "NSM" from Canadian Industries Limited (on behalf of ICI) have been proposed to some industry members, but the proposers have not received much encouragement based on the fact that Canada has a significant tobacco agriculture and is working on modified tobacco rather than synthetics.

### TAXES

The federal government flew a trial balloon by proposing that all tobacco taxing be done by provinces to support the expanding provincial health programs. If such a transfer takes place, Council will face the problem of developing a communications program with the ten provincial governments.

### Cigar industry

Plans are to include the cigar manufacturers as a sub-committee or section of the Canadian Tobacco Manufacturers Council for purposes of Smoking and Health.

The Council Chairman is now working on scheduling the necessary follow-up meetings with government authorities to move the program forward.

June 12, 1973

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