
SMOKE FREE ONTARIO ACT as of May 31, 2006

Smoke-Free Ontario Strategy

Ministry of Health Promotion

Le ministère de la Promotion de la santé

This fact sheet provides basic information only. It must not take the place of medical advice, diagnosis or treatment. Always talk to a health care professional about any concerns you have, and before you make any changes to your diet, lifestyle or treatment.

Tobacco use is the number one preventable cause of disease and death in Ontario, and is responsible for 16,000 premature deaths each year.

Tobacco-related diseases cost the Ontario economy at least \$1.7 billion in healthcare annually, result in more than \$2.6 billion in lost productivity, and account for at least 500,000 hospital days each year.

The government is investing in the most comprehensive Smoke-Free Ontario Strategy in the province's history, placing Ontario amongst the leading jurisdictions in North America in tobacco control. The Smoke-Free Ontario Strategy will improve the health of all Ontarians by:

- preventing children and youth from starting to smoke;
- helping Ontarians quit smoking; and
- protecting Ontarians from exposure to second-hand smoke.

The government has committed \$50 million in 2005/06 for the Smoke-Free Ontario Strategy. Existing programs are being expanded and new and innovative programs are being funded.

The approach taken for the strategy is based on internationally-accepted U.S. Centers for Chronic Disease Prevention and Control "best practices" guidelines for comprehensive tobacco control programs; and has incorporated the goals, objectives, and logic models developed by an external advisory committee.

Areas of spending

Youth Programs (\$5.6 million)

- Funding is being provided for community and school-based smoking prevention programs and university and college tobacco control programs.

Cessation Programs (\$13.8 million)

- To help Ontarians quit smoking, existing smoking cessation initiatives are being expanded, including the Clinical Tobacco Intervention program to train health professionals to provide tobacco interventions, the Leave the Pack Behind program to educate post-secondary students about the hazards of smoking and help them quit, and the Smokers' Helpline. New programs will target high-risk populations. This winter, the government will launch a major cessation initiative including improved access to nicotine-replacement therapies.

Aboriginal Programs (\$2 million)

- Funding is being allocated for Aboriginal-specific prevention, education and cessation activities, as well as increasing tobacco control resources in Aboriginal communities.

Evaluation, Surveillance and Administration

(\$4.6 million)

- Evaluation, surveillance and administration activities are being expanded in 2005/06 to support the Smoke-Free Ontario Strategy.

Provincial Support Programs (\$2.7 million)

- Funding is being provided for support, training and technical assistance for tobacco control staff and resources for health care organizations, communities and the public.

Public Health Units (\$7.7 million)

- Funding will increase the resources of public health units for health protection and enforcement of the Smoke-Free Ontario Act.

Public Education (\$13.6 million) Public education will increase public awareness of and support for protection, prevention and cessation through provincially co-ordinated mass media programs.

- Last year, an innovative multi-media campaign was launched – developed by kids for kids – to prevent smoking among young people. The *stupid.ca* campaign features an interactive website that has received more than 750,000 new visitors since October 2004 and has won several national and international awards for education and advertising.

Bill 164 (Smoke-Free Ontario Act)

Smoking will be prohibited in all enclosed workplaces and enclosed public places in Ontario as of May 31, 2006. The legislation will also strengthen measures to ensure only those 19 years of age and older can buy cigarettes and will phase out the display of tobacco products, with a complete display ban beginning May 31, 2008.

The new tobacco control legislation, to be called the *Smoke-Free Ontario Act*, received third and final reading on June 8, 2005 and Royal Assent on June 13, 2005.

Tobacco Taxes

Since November 2003, the government has raised tobacco taxes by \$6.25 a carton as part of its commitment to raise tobacco taxes in Ontario to the national average. The most recent increase of \$1.25 took place on January 18, 2005.

More information is available on our website at: www.mhp.gov.on.ca

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