

MANTRA

Manitoba Tobacco Reduction Alliance

A Catalyst and a Coordinator

Catalyst – one that provokes significant change

Coordinator – To bring into a common action

Involvement in Healthy Public Policy

- 2001 The Federal Tobacco Control Strategy launched
- MANTRA incorporated 2002
- 2003 City of Winnipeg smoking in public places ban
- 2004 Manitoba is the first province to introduce smoke free public places
- 2005 Retail display ban comes into effect
- 2010 Smoking in Cars with kids under 16 prohibited
- 2011 Champix is added to the provincial formulary
- 2012 MB commits to suing the tobacco industry
- 2013 Ban tobacco in pharmacies and vending machines
- 2013 Manitoba has highest tobacco taxes in the country
- 2014 Legislates to ban flavoured tobacco

Healthy Public Policy

- Advocating for policy change is an acknowledgement that the status quo is not working.
- “Everybody wants change but nobody wants to be changed”.

Where is the Evidence?

- Logic tells us that public policy should be based on the best evidence.
- Governments feel compelled to use scientific research in policy-making
- Martin Rein “the link is neither consensual, graceful nor self-evident”.
- Caution: choosing and interpreting the evidence (integrity)



Reality tells us that legislators and policy makers often are wearing many different hats.



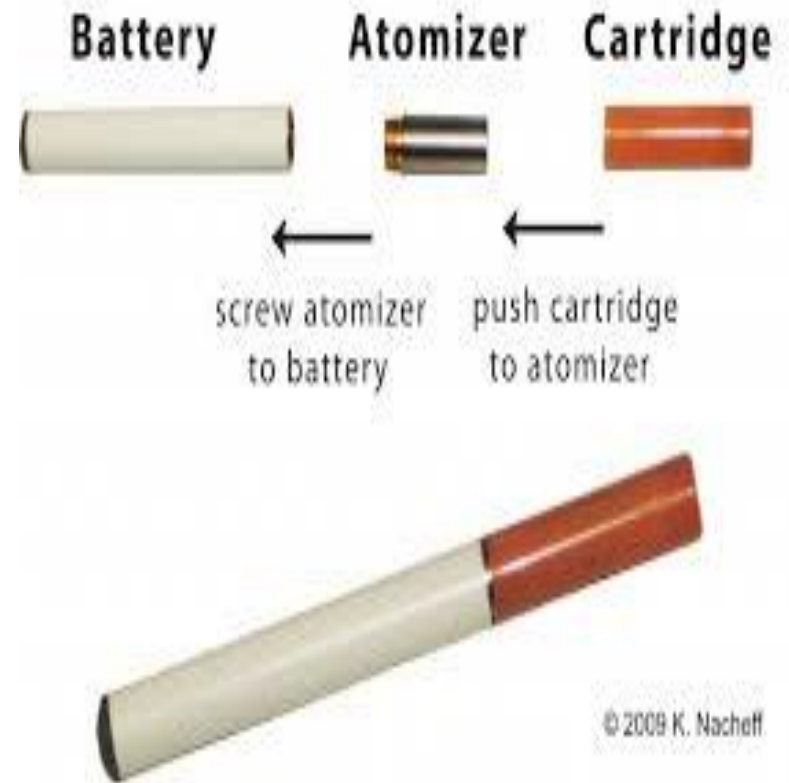
Economics & Healthy Public Policy

- 2015 report on The Cost of Smoking in Manitoba by U of M, Faculty of Health Sciences and Manitoba Centre for Health Policy estimates extra costs for health care services to smokers at \$244 million. (does not include costs to economy)
- Provincial Govt. estimates tobacco tax revenues at \$252 million for 2015/16 .

Healthy Public Policy

E-Cigarettes a case in point:

A disruptive technology that is not truly a cigarette (contains no tobacco and is not burned)



Healthy Public Policy

How would it
impact on tobacco
control ?

- Prevention
- Protection
- Cessation
- Denormalization

Influencing Healthy Public Policy means work

- Nov. 5th, 2014 held breakfast forum on E-Cigs
- Working Group established met Dec. 17, Jan. 20, March 11, May 26, July 20.
- May 26, recommendations from working group sent to Minister
- June 1, Minister Deanna Carothers announces E-Cig regulation. (Different)
- June 8-15 commissioned omnibus survey to gauge public opinion.

Differs From Other Provinces

- MB legislation is different and less restrictive than other provinces.
- Allows testing and sampling of e-cig products where the sale of e-cigs is the main business activity.
- Originally the Bill also provided for the regulatory ability to authorize e-cigarette use in beverage rooms and other places where children are generally prohibited.

Influencing Healthy Public Policy means work

- Aug. 25 Overview of survey results and recommendations sent to Minister
- Aug 26 meeting with Minister
- September 3 letter to all MLA's with overview of survey results and support of Man Hotel Assoc. and Man. Foodservices and Restaurant Assoc. for banning use in bars and restaurants.
- Sept 8 press release.

Influencing Healthy Public Policy means work

- Sept 14, 29, 30 committee hearings and presentations by stakeholders.
- Use of e-cigs in bars, casinos etc. dropped and will be treated like cigarettes.
- Vape shops restricted to over 18 but will allow sampling.
- Policy governing regulations still being considerer eg. What constitutes a vape shop?
- Procalamation???

Is it worth the effort??

Absolutely !