

JUL 6 2018



Ms. Carmen McGregor  
President, Association of Local Public Health Agencies  
2 Carlton Street, Suite 1306  
Toronto, Ontario M5B 1J3

Dear Ms. McGregor,

Thank you for your correspondence of June 5, 2018, addressed to the Honourable Ginette Petitpas Taylor, Minister of Health, supporting Canada's Tobacco Strategy. I have been asked to respond on the Minister's behalf.

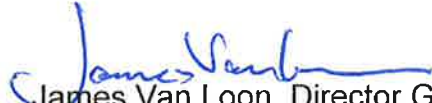
As you know, the Government of Canada is committed to achieving a significant reduction in tobacco use in Canada, with a target of less than 5% tobacco use by 2035. The Government will continue to collaborate with its partners, including non-governmental organizations, provincial, territorial and municipal governments, Indigenous peoples, health care professionals and more, to chart a new course as we set the groundwork to achieve this goal.

The new *Tobacco and Vaping Products Act* (TVPA), which came into force on May 23, 2018, is a key component of the Strategy. While the Government recognizes that vaping products can be harmful, they are less harmful than smoking cigarettes. The TVPA establishes a legal framework for Government and manufacturers to provide individuals who smoke with a less harmful source of nicotine, while continuing its efforts to protect youth and non-tobacco users from inducement to these products.

With respect to stronger actions related to the supply of tobacco products in the market, Health Canada will be actively exploring pricing and promotion controls in the future, in addition to the other recommendations from the Tobacco Endgame Summit, and others. Health Canada recognizes the potential importance of these measures.

I'd like to thank the Association of Local Public Health Agencies for supporting and endorsing this ambitious target, as well as for the recommendations outlined in your letter.

Yours sincerely,



James Van Loon, Director General  
Tobacco Control Directorate  
Healthy Environments and Consumer Safety Branch  
Health Canada