

alPHa's members are
the public health units
in Ontario.

alPHa Sections:

Boards of Health
Section

Council of Ontario
Medical Officers of
Health (COMOH)

**Affiliate
Organizations:**

Association of Ontario
Public Health Business
Administrators

Association of
Public Health
Epidemiologists
in Ontario

Association of
Supervisors of Public
Health Inspectors of
Ontario

Health Promotion
Ontario

Ontario Association of
Public Health Dentistry

Ontario Association of
Public Health Nursing
Leaders

Ontario Dietitians in
Public Health

May 3, 2018

Hon. Helena Jaczek
Minister of Health and Long-Term Care
10th Flr, 80 Grosvenor St,
Toronto, ON M7A 2C4

Dear Minister Jaczek,

Re: Smoke-Free Ontario Strategy

On behalf of members of the Association of Local Public Health Agencies (alPHa) and its Council of Ontario Medical Officers of Health, Boards of Health and Affiliate organizations, I am writing to express our congratulations on the launch of the Smoke-Free Ontario (SFO) Strategy, and to express our strong support for it.

Ontario has shown commendable leadership in reducing tobacco use and its associated burdens of mortality and disease since the passage of the Smoke-Free Ontario Act in 2006. The release of a long-term strategy with specific actionable commitments and outcome targets – a first for the province – only serves to underscore the dedication to building on past success and making further strides towards the elimination of Ontario's leading cause of preventable disease and premature death.

alPHa has passed several tobacco-related resolutions over the years, the latest of which is *A17-5, Committing to a Tobacco Endgame in Canada* (attached). We shared this resolution with your Ministry in support of the innovative, comprehensive and evidence-based recommendations of the Executive Steering Committee for the Modernization of Smoke-Free Ontario, and we are delighted that these recommendations are reflected in the SFO Strategy.

We are also pleased that the Strategy includes specific references to targeting priority populations, acknowledges the related challenges posed by legal cannabis and vaping, and makes statements of willingness to explore innovative measures and opportunities to support the strategic goals in the future.

Our members are eager to continue to play their key roles in achieving a Smoke-Free Ontario and are sincerely grateful for this unequivocal commitment from your Government.

Yours sincerely,



Carmen McGregor,
alPHa President

COPY: Dr. David Williams, Chief Medical Officer of Health
Roselle Martino, Assistant Deputy Minister, Health and Long-Term Care,
Population and Public Health Division

alPHa RESOLUTION A17-5

- TITLE:** **Committing to a Tobacco Endgame in Canada**
- SPONSOR:** **Simcoe Muskoka District Health Unit**
- WHEREAS tobacco use remains the leading cause of preventable death and disease in Canada; and
- WHEREAS the direct and indirect financial costs of tobacco smoking are substantial and were estimated as \$18.7 billion in 2013; and
- WHEREAS 18.1% of adolescents and adults, or 5.4 million Canadians, were still smokers in 2014; and
- WHEREAS under the status quo, and even with the implementation of all MPOWER measures under the World Health Organization Framework Convention on Tobacco Control, Ontario research has estimated that smoking-related deaths will continue to increase beyond 2030, while smoking rates will decline by less than half in the same period; and
- WHEREAS a tobacco endgame shifts the focus from tobacco “control” to envision a future that is free from commercial tobacco, and is a strategic process to implement measures that gradually decrease smoking prevalence, demand and supply to extremely low levels; and
- WHEREAS there is growing support in Canada and globally for a tobacco endgame, with the adoption of Endgame targets by Ireland, Scotland, Finland, and New Zealand; and
- WHEREAS a Steering Committee for Canada’s Tobacco Endgame was convened in 2015 and identified an endgame goal of less than 5% tobacco prevalence by 2035; and
- WHEREAS a summit on A Tobacco Endgame for Canada in 2016 brought together experts from broad sectors and published a Background Paper with evidence-based and innovative recommendations for tobacco endgame measures in Canada; and
- WHEREAS the Federal Tobacco Control Strategy is scheduled for renewal after March 31, 2017;
- WHEREAS the federal government’s consultation paper Seizing the Opportunity: the Future of Tobacco Control in Canada proposed a number of endgame strategies including being committed to a target of less than 5% tobacco use by 2035;
- WHEREAS the provincial Smoke Free Ontario Strategy is also presently under review; and
- WHEREAS it is the position of alPHa that Governments of Canada, Ontario and Canadian municipalities must act immediately to minimize the use of tobacco products and their related health impacts;

NOW THEREFORE BE IT RESOLVED that the Association of Local Public Health Agencies write to the federal Minister of Health supporting the federal government's proposal to commit to a target of less than 5% tobacco use by 2035;

AND FURTHER that the Association of Local Public Health Agencies recommend that the federal government's approaches include those identified at the 2016 summit, A Tobacco Endgame for Canada;

AND FURTHER that the Association of Local Public Health Agencies write to the Ontario Minister of Health to recommend that the Smoke Free Ontario Strategy be aligned with the proposed tobacco endgame in Canada;

AND FURTHER that copies be sent to the Chief Public Health Officer of Canada, and the Chief Medical Officer of Health of Ontario.

ACTION FROM CONFERENCE:

Resolution CARRIED