



**TAKE  
A  
STAND**  
Put an end to Big Tobacco

### **Youth Action Alliances thanked in Federal House of Commons**

**June 8, 2009-** On May 26, 2009, Youth Action Alliances (YAAs) from Eastern Ontario were invited to speak at the Federal Health Minister's press conference introducing Bill C-32 which would ban flavoured tobacco products in Canada and place further restrictions on tobacco print and advertising.

Working with YAAs across the province, the Eastern YAAs created a postcard campaign obtaining more than 10,000 signatures in support of banning all flavoured tobacco products. A partnership with the Tobacco Control Area Networks (TCANs), saw additional funding to assist with targeted outreach to the Federal Government for support including bus shelter ads around Parliament Hill and educational packages delivered to MPs in the House of Commons. Northern YAAs along with the Eastern YAAs were thanked for doing great work on this campaign by Judy Wasylycia-Leis, NDP Health Critic in the House of Commons on Wednesday May 23, 2009. The YAAs, along with TCAN staff worked with Federal NGO agencies such as Physicians for a Smoke-Free Canada to bring this campaign to life and to make a real impact for future Canadians.

Following the success of the YAA campaign, Alberta based Action on Smoking and Health (ASH) has begun consulting with the Ontario groups - YAAs included - on how to implement a similar campaign in the province of Alberta. Working with YAAs to adapt bus shelter ads, Alberta's ASH is hoping to continue the successful campaign by bringing it to even more Canadians and by focusing on the importance of including flavoured chew into the Bill. "About 40,000 Canadian children under the age of 19 report using smokeless tobacco in the last month." (CTUMS, 2007. Analysis by Physicians for a Smoke-Free Canada) (Number of past 30 day users: 15-19: 28008; 20-24 years: 34129, over 25 years: 85315. Total smokeless users in past 30 days: 157452).

After catching the attention of Parliamentarians through the campaign, a group of past North Western peer leaders (original creators of "Flavour Gone" message) have been invited to appear before the standing committee on Health for Bill C-32 on June 9<sup>th</sup>. Youth from Eastern Ontario will be invited to attend as well.

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