



www.cleanaircoalitionbc.com

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Imagine! A Smoke-Free BC | Statement of Campaign Support for Individuals

Imagine! A Smoke-Free BC is a campaign with an aim to take further action towards creating a smoke-free BC. We must make it harder for children and youth to start smoking or use tobacco products; make it easier for those addicted to nicotine products to quit; protect the public from exposure to second-hand tobacco smoke; and educate the public about how big tobacco targets youth to increase uptake & consumption. We are calling upon organizations and individuals province-wide to join forces and encourage our provincial and federal governments to take further action on tobacco control, beginning with signing this Statement of Campaign Support.

[Signature of Bobbe Wood]

Bobbe Wood, President & CEO
Heart and Stroke Foundation of B.C. & Yukon

[Signature of Scott McDonald]

Scott McDonald, Executive Director
British Columbia Lung Association

Whereas:

- Tobacco is a lethal product and the leading cause of preventable illness, disability and death in BC.
Nicotine contained in cigarettes creates an addiction similar to heroin.
Each year in BC, approximately 6,000 people die of tobacco-related causes
The provincial and federal governments collect over \$1 billion in tobacco product taxes.
The social and economic costs of tobacco in BC are estimated at \$2.7 billion per year.
The reduction of tobacco use represents an important intervention to improve health and increase life expectancy.

Therefore, you strongly agree with:

- 100% smoke-free public places --- including on outdoor patios, at parks and on beaches.
Prohibition of smoking in cars when a person under the age of 19 is present.
Encouraging no smoking in homes when children are present.
Increased smoke-free multi-unit dwelling options, such as apartment & condominiums.
Prohibition of tobacco sales in pharmacies.
Subsidized Nicotine Replacement Therapy (NRT) and pharmacotherapy for BC smokers ready to quit.
Increased tobacco taxes, which is a proven tobacco prevention and reduction strategy.
Increased prevention and cessation efforts to support individuals within groups where smoking rates are very high, including Aboriginal peoples and individuals with mental health and addictions issues.
Ongoing mass media campaigns to counter tobacco company marketing and promotional activities, including those related to spit tobacco.
Restricting the sale of tobacco products only to regulated retail outlets, much like that for alcohol.
Funding of tobacco control program using monies from tobacco litigation settlements.

Be it resolved that

(name) _____ endorses the Imagine! A Smoke-Free BC Campaign *
Date _____

Address _____

City _____ Postal Code _____

Email _____ Phone _____ Fax _____

Please indicate Yes, I agree to having my name publicly listed as a campaign supporter
No, I do not wish to be publicly listed as a campaign supporter

* By endorsing the position of the Imagine! A Smoke-Free BC campaign, an individual agrees to his/her name appearing on the list of campaign supporters, and will receive regular updates on campaign developments. See the Clean Air Coalition of BC website www.cleanaircoalitionbc.com for additional details.

Imagine! A Smoke-Free BC is an advocacy campaign spearheaded by the Heart and Stroke Foundation of BC/Yukon, and the BC Lung Association, which make up the Clean Air Coalition of B.C.

