

IMAGINE! A Smoke-Free BC

Eleven Imagine Campaign principles

1. 100% smoke-free public places - including outdoor patios, parks and beaches.
2. Prohibition of smoking in motor vehicles when a person under the age of 19 is present.
3. Increased smoke-free multi-unit dwelling options, such as apartment & condominiums.
4. Prohibition of tobacco sales in pharmacies.
5. Subsidized Nicotine Replacement Therapy (NRT) and pharmacotherapy for BC smokers ready to quit.
6. Increased tobacco taxes - a proven tobacco prevention and reduction strategy.
7. Increased prevention and cessation efforts to support individuals identified as having higher than average smoking rates, including individuals with mental health and addictions issues and Aboriginal peoples. These efforts will still respect the traditional use of tobacco products by Aboriginal people.
8. Ongoing mass media campaigns to counter tobacco company marketing and promotional activities, including those related to spit tobacco. Tobacco companies are increasingly marketing it in the face of smoking bans.
9. Restricting the sale of tobacco products to regulated retail outlets, as is the case for alcohol.
10. Encourage, through education, no smoking in homes when children are present.
11. Funding of tobacco control programs using monies from tobacco litigation court judgments or settlements.