



# WE'RE ON THE RIGHT TRACK.

Since the beginning of this century, the number of smokers in Canada has fallen by 700,000 and 6 billion fewer cigarettes are smoked each year. This is the fastest decline in smoking in Canada's history.

This milestone is no happy accident. We've come this far because - from coast to coast to coast - politicians, public servants, non-governmental organizations, physicians, other health-care providers and Canadian citizens have worked together to make it happen. We've come this fast because of continued and renewed commitments to develop the policies and fund the programs that reduce smoking.

## We've a long way to go.

Tobacco use remains a daunting challenge: cigarettes kill more people than alcohol, AIDS, murder and traffic accidents combined. Still more effective public measures need to be put in place.

Thanks to all who continue to work for a Canada where it is easier to quit smoking and harder for tobacco companies to addict kids.

### THE NUMBERS

	1999	2000	2001	2002
<b>Number of Canadians over 15 years</b>	24,260,000	24,580,000	24,916,000	25,251,000
Number of smokers	6,121,992	6,007,562	5,411,822	5,414,335
Percentage who smoke	25%	24%	22%	21%
<b>Number fewer Canadians smoking compared with 1999</b>		114,430	710,170	<b>707,657</b>
<b>Number of Young Canadians (15-19 years old)</b>	2,053,000	2,063,000	2,073,000	2,082,000
Number who smoke	569,217	521,470	465,633	457,772
Percentage who smoke	27%	25%	22.5%	22%
Number who have never smoked	1,379,793	1,439,386	1,505,801	1,539,704
Percentage who have never smoked	67%	70%	73%	74%
<b>Number fewer teenagers who smoke compared with 1999</b>		47,747	103,584	<b>111,445</b>
<b>Number more teenagers who never smoked compared with 1999</b>		59,593	126,008	<b>159,911</b>
<b>Number of children under 12 exposed to cigarette smoke at home</b>	1,141,738	929,012	827,055	687,772
<b>Percentage children under 12 exposed to cigarette smoke at home</b>	26%	24%	19%	16%
<b>Number fewer children exposed to smoke at home compared with 1999</b>		212,726	314,683	<b>453,966</b>
<b>Number of cigarettes sold in Canada</b>	51.4 billion	49.5 billion	48.2 billion	45.5 billion
<b>Number fewer cigarettes per year smoked compared with 1999</b>		1.9 billion	3.2 billion	<b>5.9 billion</b>

Source: Health Canada. Canadian Tobacco Use Monitoring Survey. 1999-2003. Imperial Tobacco Annual Reports, 1999-2002.

*recent initiatives* **2000** → cigarette packages required to display graphic new health warnings covering 50% of package size > billboards and retail stores across Canada can no longer display sponsorship advertising of cigarettes **2001** → new federal funding for tobacco control announced (\$480 million over five years) > federal tax increases on cigarettes **2002** → launch of multi-year federal mass media campaign against tobacco use > more federal tax increases on cigarettes (and in each province) > bans on displays of cigarettes at retail implemented in Saskatchewan (and adopted in Manitoba) > Quebec court upholds federal Tobacco Act against tobacco industry challenge **2003** → Framework Convention on Tobacco Control adopted by World Health Organization L in May; Canada signs in July > Cigarette advertising through sponsorship ends on October 1