



INVEST IN CANCER PREVENTION: **Ban Flavoured Tobacco Products**

Petition to Honourable Health Minister and Members of the Legislative Assembly

We, the undersigned citizens of British Columbia, are concerned about the availability of candy and fruit flavoured tobacco products which, through their packaging and appearance, are targeted to youth.

In Canada, many categories of tobacco products are heavily flavoured, including cigarillos, water pipe tobacco, smokeless tobacco and menthol cigarettes. These flavours reduce the harsh effects of cigarette smoke, making it easier for youth who may be experimenting with smoking to become addicted to tobacco.

In British Columbia, almost half of youth tobacco users report using flavoured tobacco products (1). The Canadian Cancer Society strongly believes that swift action should be taken to ban all flavoured tobacco products in order to reduce tobacco use among youth and, ultimately, the number of tobacco related deaths in BC.

The majority of new tobacco users are under the age of 18. Each year, tobacco use kills over 6,000 British Columbians and costs the BC economy approximately \$2.3 billion. Smoking causes about 30% of cancer deaths and 85% of lung cancers.

Therefore, your petitioners call upon the Honourable Health Minister and members of the BC legislative assembly to ban all flavoured tobacco products in BC.

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(1) National Youth Smoking Survey (2014) https://uwaterloo.ca/canadian-student-tobacco-alcohol-drugs-survey/sites/ca.canadian-student-tobacco-alcohol-drugs-survey/files/uploads/files/yss12_flavoured_tobacco_use_20140910.pdf

Please contact your Regional Health Promotion Coordinator when complete:



Canadian Cancer Society
Société canadienne du cancer

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