



## Tobacco: The Facts, The Figures & The Fight

*Tobacco use remains the number one cause of preventative death and disability in Canada.*

### What are we doing about it?

The Lung Association is the leading organization in Canada working to promote lung health and prevent and manage lung disease. We do this by funding vital research, pushing for improved treatments, smarter policies, or supporting patients in managing their health.

The Lung Association is committed to working towards a future free of lung disease. We advocate for the lung health of all Canadians by pushing for stronger regulations for the tobacco industry, while providing education and support for Canadians affected by tobacco. In addition, The Lung Association continues to fund life-saving research.

The Lung Association is involved in two major advocacy efforts in partnership with like-minded organizations.

**For more information about our advocacy efforts and the research we fund, visit [www.lung.ca](http://www.lung.ca).**

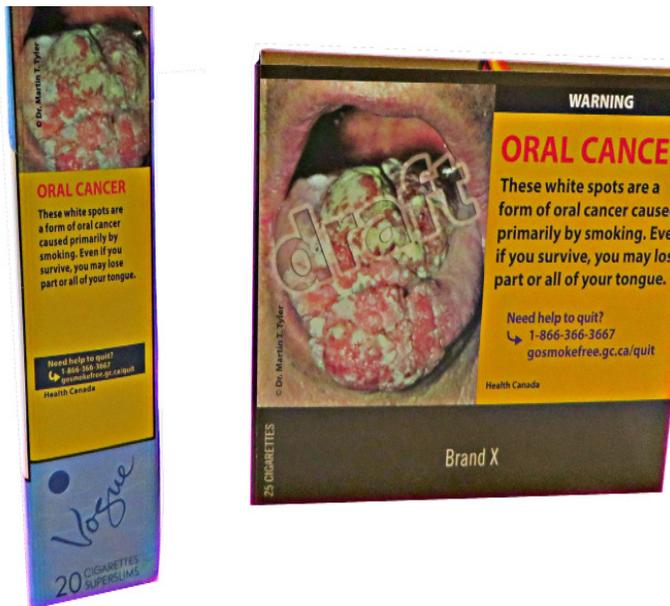
### What is Tobacco Endgame?

Tobacco Endgame is a set of recommendations that would create a strong, effective federal tobacco control strategy, worthy of 21st century knowledge, research and resources. The overarching goal is to reduce tobacco use to less than 5 per cent by 2035.

Currently, more than 5 million Canadians smoke.

Tobacco Endgame Cabinet comprises members of leading health charities and educational institutions, including The Lung Association, Canadian Cancer Society and Heart & Stroke, among many others. The comprehensive set of recommendations created by the Tobacco Endgame Cabinet speaks to health, education, prevention, cessation and financial recommendations.

**For more information about the cabinet and the recommendations, visit [www.lung.ca/endgame](http://www.lung.ca/endgame).**



## What is plain and standardized tobacco packaging?

Plain and standardized packaging is a policy measure that strips away all marketing and promotional capacities from tobacco packages and products.

Plain and standardized packaging would prohibit all promotional features on all tobacco packaging, including the use of colours, images, logos, slogans, distinctive fonts, and finishes. Only the brand name would be allowed. Health warnings would remain on packages and become more noticeable. The size and shape of the package would be standardized, thus prohibiting specialty package formats, such as slim and superslim cigarette packages that reduce warning size and overtly target women.

The appearance of cigarettes would also be standardized, at a minimum prohibiting the use of branding, logos, colours and special finishes, and establishing standards for cigarette length and diameter.

For more information about the measure, its successes worldwide and additional resources, visit [www.plainpacks.ca](http://www.plainpacks.ca).

**Facebook:** <https://www.facebook.com/canadianlungassociation>

**Twitter:** @canlung

## What can you do?

- Advocate locally in support of tobacco control.
- Visit [www.plainpacks.ca](http://www.plainpacks.ca) and write to your MP in support of PSTP.
- Follow us on social media and share our calls to action with your followers.
- Donate to The Lung Association at [www.lung.ca/donate](http://www.lung.ca/donate) to help us fund further research.

## Figures behind the smoke

- **45,000 Canadians die each year because of tobacco-related illnesses<sup>1</sup>**
- **Tobacco remains the #1 cause of preventable disease and death in Canada.<sup>2</sup>**
- **COPD is one of the top reasons for being admitted to hospital in Canada, second only to childbirth.<sup>3</sup>**
- **COPD the fourth leading cause of death in Canada.<sup>4</sup>**
- **Lung cancer is the leading cause of cancer death in Canada.<sup>5</sup>**
- **Currently, 18 per cent (5.4 million) of Canadians still smoke.<sup>6</sup>**

<sup>1</sup> <http://www.cancer.ca/en/about-us/for-media/media-releases/national/2017/cost-of-tobacco/?region=on>

<sup>2</sup> <https://www.canada.ca/en/health-canada/services/health-concerns/tobacco/about-tobacco-control.html>

<sup>3</sup> <https://www.lung.ca/research/researcher/dr-darcy-marciniuk>

<sup>4</sup> <http://cancold.ca/en/copd.html>

<sup>5</sup> <http://www.cancer.ca/en/cancer-information/cancer-type/lung/statistics/?region=on>

<sup>6</sup> <http://plainpacks.ca/article/why-plain-and-standardized-packaging>