

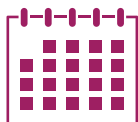
TOBACCO: A DEADLY PRODUCT

1 CANADIAN DIES
from tobacco-related
illness **EVERY 14 MINUTES**



115,000

Canadians became daily smokers in 2015



82%

of current daily adult smokers had their first cigarette by the age of 18



1 in 4

Canadian youth aged 15–19 have tried a vaping product



HEALTH CANADA'S PLAN TO STRENGTHEN CANADA'S TOBACCO CONTROL FRAMEWORK

REDUCING
the appeal of
tobacco products

New plain packaging requirements for all tobacco products

RESPONDING
to the challenge
of vaping products

New legislation to protect youth while providing adults with legal access to potentially less harmful alternatives to tobacco

PROTECTING
young Canadians
from inducements
to tobacco use

Prohibitions on menthol in cigarettes, blunt wraps and most cigars

CHARTING
a new course for
tobacco control

Consultations with Canadians on the modernization of the Federal Tobacco Control Strategy



Health Canada Santé Canada

Canada