



Ottawa Council on
Smoking or Health

Conseil d'Ottawa sur le
tabagisme ou la santé

Carol McDonald
Ottawa Council on Smoking or Health
Ottawa, ON

February 27, 2015

Freeze the Industry c/o East TCAN
KFL&A Public Health
211 Portsmouth Ave.
Kingston, ON
K7M 1V5
Fax: 613-549-7896

Subject: Letter of support for the *Freeze the Industry* Campaign

The Ottawa Council on Smoking or Health, as strong advocates for healthy living, would like to provide our support of the *Freeze the Industry* campaign, which advocates for a complete ban on the introduction of and changes to all new tobacco products, marketing and packaging.

Freeze the Industry is a campaign that raises awareness while advocating against the tobacco industry to protect the health of all youth. As a youth led movement they have assembled the support of their peers to create a powerful voice for a moratorium on tobacco products, currently calling a ban on flavoured tobacco products. The tobacco industry creates innovative new products and brands as appealing marketing tactics to target youth and young adults. Every package change, new brand or product is intended to increase the sales of their deadly products by appealing to a new demographic.

The campaign strives to create a healthier community, free from the manipulation and deceptive tactics set forth by the tobacco industry. The industry realizes the advantage of enticing youth to start using their products as 80% of current and former smokers start before the age of 18.

Youth from across Canada will benefit from the elimination of the tobacco industry's ability to change their products. Eliminating flavoured tobacco products will help further decrease their attractiveness to youth.

Freeze the Industry's goals are aligned with the needs of Canadian youth and a positive impact can be expected on the following;

- Putting a stop to the tobacco industry's loopholes in order to market their harmful products as more appealing to youth
- Ceasing the tobacco industry's ability to label and dispense new products with the message that they are 'less harmful'
- Banning the introduction of new tobacco products in Canada

Please accept this letter as formal recognition of the value of this campaign in encouraging youth to fight for a complete ban on the introduction of and changes to all new tobacco products, marketing and packaging.

Sincerely,

Carol McDonald
President, Ottawa Council on Smoking or Health