

Canadian
Cancer
Society

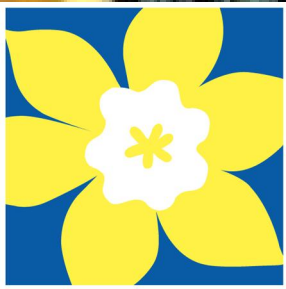


Société
canadienne
du cancer

Smoke-Free New Brunswick: Lessons Learned

*4th Annual Forum
New Brunswick Anti-Tobacco Coalition
October 19, 2005*

*Presented by
Lynn Ann Duffley
Director, Public Issues and Communications*



SMOKE-FREE NB!

- My Reflections
- A Few 👍 Ideas





👉 Rally the **TROOPS**...

- Leave no stone unturned
- Collect solid information
- Use every expert source available
- Get local and provincial data





👉 No political will - find other ways to get **ACTION...**

- Health & safety regulations
- Workplace policies
- Smoke-free municipal by-laws
- Smoke-free high school grounds





👉 Keep the **FIRES** burning and not the tobacco...

- Public policy change is a process
- Share, inform and inspire others
- Use every media opportunity
- Be prepared for the long haul





👉 Find & nurture **KEY** influencers
to grow like weeds...

➤ Stakeholder Groups

➤ Individuals

➤ Civil Servants

➤ Municipal Leaders

➤ Sympathetic Politicians





👉 Stay the **COURSE**, do not waiver, do not compromise...

- Stay focused on **Health**
- Learn from others' experiences
- Say **Yes!** to 100% smoke-free
- Say **No!** to DSRs





👉 **ADVOCACY** comes in many forms...

- Personal actions
- Private consultations
- Public presentations
- Action alert campaigns
 - letter writing
 - phone calls
 - letters to editors
 - e-advocacy





👉 **TIMING** is everything, but serendipity often helps...

- Keep your ear to the ground
- Go with your gut instinct
- Carpe Diem — “Seize the Day”





👉 Perseverance and the struggle makes the **TRIUMPH** sweeter!

- Never assume anything
- Prepare for counter-arguments
- Remain credible and consistent
- Remember the **WOLF** in sheep's clothing!





The Industry's **SMOKE** is to...

- **Deny** the overwhelming scientific evidence
- **Distort** data using 3rd parties, esp. restaurant, bar, hotel and tourism associations by spreading fears of harm to business (never empirically substantiated)



The Industry's **MIRRORS** are...

- **Delay** legislation; shifting debate from public health to market choice
- **Diminish** legislation; arguing designated smoking rooms and ventilation can remove second-hand smoke despite scientific evidence to the contrary





And in **their own words...**

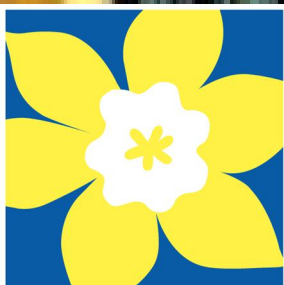
“...We try to keep Philip Morris out of the media on issues like taxation, smoking bans, and marketing restrictions. Instead we try to provide the media with statements in support of our positions from third party sources, which carry more credibility than our company and have no apparent vested interest....”

Philip Morris

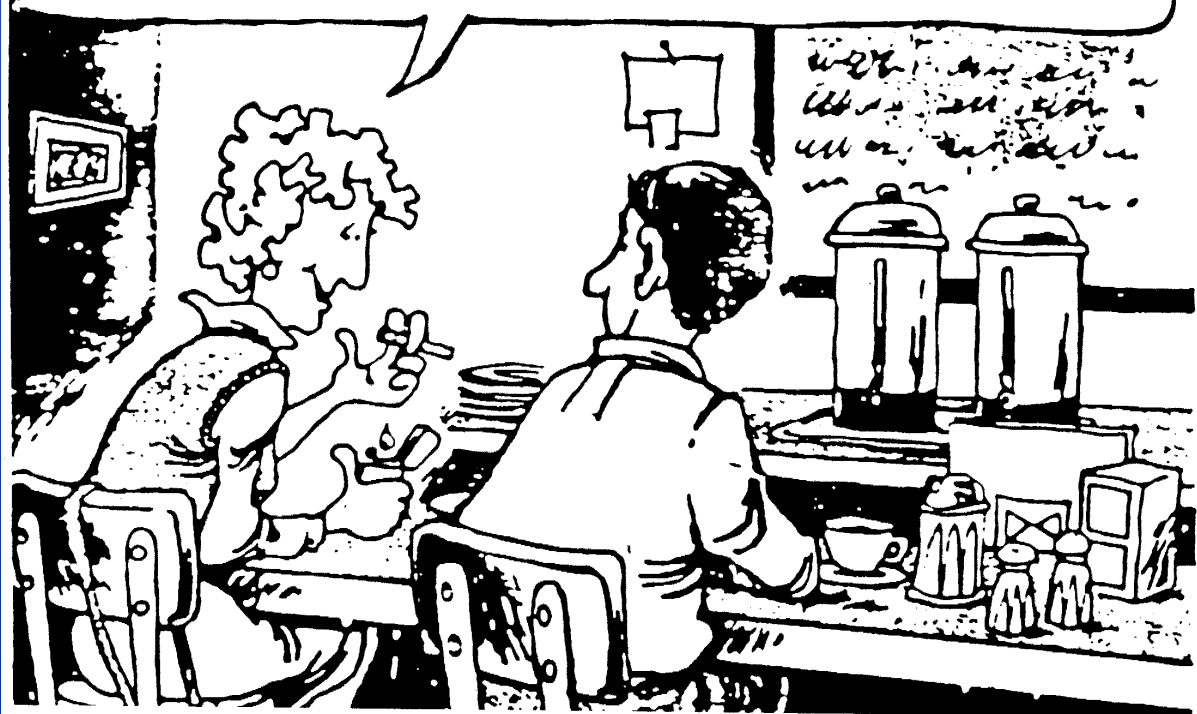
“Best Strategy for anti-smoking forces: have a large number of smoke-free efforts at once. Why haven't they figured that out yet?”

Brown & Williamson

Bates #521047657 Nov '99



DO YOU MIND IF I BURN A HOLE IN YOUR SHIRT, SPILL ASHES IN YOUR COFFEE, COUGH ON YOUR FOOD, SMELL UP YOUR HAIR AND CLOTHES, AND DOUBLE YOUR CHANCE OF GETTING CANCER?



Yes. I do mind! Thank you!

