



Canadian Cancer Society
Société canadienne du cancer

January 8, 2016

The Honourable Jane Philpott, P.C., Minister of Health
70 Colombine Driveway
Tunney's Pasture
Postal Location: 0906C
Ottawa, ON K1A 0K9

The Honourable Terry Lake, Minister of Health, Province of British Columbia
Ministry of Health
P.O. Box 9639, Stn Prov Govt
Victoria BC V8W 9P1

Dear Ministers:

As you begin the critical work of developing a new health accord, we are calling on you and your fellow health ministers to take immediate action in two areas: tobacco control and palliative care.

Specifically, when you meet in Vancouver on January 20-21, we urge you to:

1. Endorse federal implementation of tobacco plain packaging, a measure included in the mandate letter to federal Minister of Health Jane Philpott, and a measure already adopted by Australia, Ireland, UK and France.
2. Commit to improve palliative care services for all Canadians, as recommended most recently by the Provincial-Territorial Expert Advisory Group on Assisted Dying.

Together these measures will help prevent cancer and other chronic diseases while improving the quality of life of critically-ill Canadians. They will also help to jumpstart Canada's longer-term transition to a more effective and sustainable health system built increasingly on innovation, disease prevention, and patient-centred care.

Canadians are looking for true leadership and collaboration to ensure that in the future health systems are financially sustainable and better meet their needs. As Canada's largest national health charity, the Canadian Cancer Society is ready to help make these recommendations a reality and to continue working with all levels of government and other partners to build a future where Canadians no longer need to fear cancer.

On behalf of the Canadian Cancer Society, and the over 810,000 Canadians living with cancer, we thank you for your continued work and wish you well in your upcoming negotiations. We look forward to

MINISTER'S OFFICE HEALTH		
DRAFT ☐	JAN 15 2016	REPLY ☐
REPLY ☐		DIRECT ☐
FYI ☐		FILE ☐
REMARKS		
☐ AA	☐ BA	☐ CA
☐ EA	☐ DB	☐ DM

National Office

55 St Clair Avenue West, Suite 300
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Bureau national

55, avenue St. Clair Ouest, bureau 300
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Canadian Cancer Society
Société canadienne
du cancer

providing any assistance you may require to protect public health, prevent cancer, and support patients and their families.

Sincerely,

Pamela C. Fralick
President and CEO, Canadian Cancer Society

cc:

The Hon. Sarah Hoffman, Alberta Minister of Health
The Hon. Dustin Duncan, Saskatchewan Minister of Health
The Hon. Sharon Blady, Manitoba Minister of Health
The Hon. Eric Hoskins, Ontario Minister of Health and Long-Term Care
The Hon. Gaétan Barrette, Quebec Minister of Health and Social Services
The Hon. Victor Boudreau, New Brunswick Minister of Health
The Hon. Leo Glavine, Nova Scotia Minister of Health and Wellness
The Hon. Doug Currie, Prince Edward Island Minister of Health and Wellness
The Hon. Steve Kent, Newfoundland and Labrador Minister of Health and Community Services
The Hon. Mike Nixon, Yukon Minister of Health and Social Services
The Hon. Glen Abernethy, Northwest Territories Minister of Health and Social Services
The Hon. Paul Okalik, Nunavut Minister of Health

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From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: 9th NCTH Conference - Feb 29 - Mar 2 - Ottawa is just a week away
Date: Monday, February 22, 2016 7:51:08 AM

The national conference is just one week away.

Below is a message from the conference from last Friday.

La version français suit

NCTH-CNTS_RGB_LowRes.jpg



Where & When:
The Westin Ottawa
11 Colonel By Drive,
Ottawa, ON - K1N 9H4
Feb 29 - Mar 2, 2016

WOW! The 9th NCTH Conference is only 10 days away!

Highlights include:

February 29 - The Honourable Jane Philpott, Minister of Health is our welcome speaker.

March 1 - *Plain Packaging : Canada's Next Big Thing* - A panel discussion with speakers from France and Australia

March 1 - In the evening - The NCTH OLE Fun Night at the Westin. Tickets are only \$30.00 for dinner, a drink ticket, live entertainment and a hot sauce contest.

March 2 - A closing session on Advancing Tobacco Control in Canada in the Next 18 Months

[Click here](#) to Register.

Important Links: [Conference Website](#)

Should you have any questions about the conference program, host hotel, sponsorship opportunities or exhibiting in the Pathways to Progress, please contact the conference secretariat info@9ncth.ca or call 613 907 8799

[Click here to register online](#)

9th National Conference on Tobacco or Health

From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: Australia wins international legal battle with Philip Morris over plain packaging
Date: Friday, December 18, 2015 4:47:19 AM

Australia has achieved another legal win defending plain packaging.

The High Court of Australia (similar to the Supreme Court of Canada) previously dismissed a constitutional challenge.

Now a legal case brought by Philip Morris under a bilateral Hong Kong – Australia investment treaty has been dismissed.

Below is a news item, and a news release from Cancer Council Victoria.

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<http://www.theguardian.com/australia-news/2015/dec/18/australia-wins-international-legal-battle-with-philip-morris-over-plain-packaging>

[Health policy \(Australia\)](#)

Australia wins international legal battle with Philip Morris over plain packaging

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From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: Belgium to require plain packaging
Date: Friday, April 15, 2016 8:18:17 AM
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.jpg](#)

Belgium has announced that it will require plain packaging, becoming the latest country to do so. Below is a news item (Eng), and a news release and news item (French).

Plain packaging is part of a larger series of measures to be brought forward in Belgium.

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http://www.expatica.com/be/news/Flanders-Health-Minister-launches-anti-tobacco-plan_643440.html

Health Minister launches anti-tobacco plan

11th April 2016,

The Federal Health Minister Maggie De Block (Flemish liberal) has launched her anti-tobacco plan.

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Communiqué de presse

Plan anti-tabac avec interdiction de fumer

en voiture en présence d'enfants et augmentation des accises

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Chef de cabinet adjoint

Tel.: 0032 495 51 33 71

Mail: els.cleemput@minsoc.fed.be

Twitter: [@Maggie_DeBlock](https://twitter.com/Maggie_DeBlock)

-----/
<http://www.rtl.be/info/belgique/societe/paquet-neutre-hausse-des-accises-regles-plus-strictes-maggie-de-block-lance-un-plan-anti-tabac-809066.aspx>

Paquet neutre, hausse des accises, règles plus strictes: Maggie De Block lance un plan anti-tabac

Publié le 10 avril 2016 à 09h56 | 3583 |

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FEDERAL GOVERNMENT PLATFORM AND COMMITMENTS

Federal/Provincial/Territorial

- Hold annual First Ministers Meetings¹
- Re-engage with PTs; a more collaborative relationship with Premiers

Health

- Negotiate a new Health Accord with provinces and territories, including a long-term agreement on funding. (Call a federal-provincial meeting to reach a long-term agreement on health care funding)
- Reengage in areas of federal responsibility, including health promotion, support to caregivers, and First Nations' health

Seniors

- Invest \$3 billion over the next four years to deliver more and better home care services for all Canadians. This includes more access to high quality in-home caregivers, financial supports for family care, and, when necessary, palliative care.
- Invest \$20 billion over 10 years on "social infrastructure," which includes affordable seniors' housing and seniors facilities.²

Caregivers

- Make the Employment Insurance Compassionate Care Benefit more flexible, inclusive, and easier to access, representing an investment of \$190 million per year.
 - Applicants will still be expected to submit a medical certificate in order to qualify, but the benefit will be more inclusive;
 - Caregivers can claim the benefit in blocks of time over a year-long period, and family members can share the six months of benefits; and
 - For example, those caring for a seriously ill adult family member who needs care beyond what can be provided during evenings and weekends, or those caring for a seriously ill child who cannot attend school for an extended period of time, will no longer be excluded from the benefit.

Innovation

- Develop a pan-Canadian collaboration on health innovation.

¹ The September 2, 2015 letter from leader of the federal Liberal Party Justin Trudeau to Premier Paul Davis on behalf of COF indicated that a First Ministers Meeting to discuss climate change would occur within 90 days of the election. It is possible that this same meeting would include other topics, including Health. 90 days from the election is roughly the same date as the 2016 Health Ministers Meeting in Vancouver.

² These may be a relatively small part of the investment. Also includes early learning and child care, and cultural or recreational infrastructure.

- Work with PTs to overcome obstacles to innovation in health care delivery and disseminate and scale up successful new practices, e.g. ways to use genomics in precision medicine.

Pharmaceuticals

- Improve access to necessary prescription medications.
- Join with provincial and territorial governments to negotiate better prices and buy drugs in bulk.
- Support and disseminate research and best practices to reduce unnecessary over-prescribing of medications, particularly for the elderly.
- Improve reporting on adverse drug reactions and ensure more research and follow-up on reported adverse effects.
- Continue to ensure timely approvals for new medicines.
- Consult with industry and review the rules used by the Patented Medicine Prices Review Board to ensure value for money on brand name drugs.

Mental Health

- Make high-quality mental health services more available to Canadians who need them, including veterans and first responders.
- Implement an integrated approach to ensure access to acute services, tertiary care referrals, housing, primary care, and multidisciplinary team management.
- Establish a pan-Canadian Expert Advisory Council on Mental Health, particularly to advise on the implementation of the Mental Health Commission of Canada's recommendations.
- Create new centres of excellence that will specialize in mental health, PTSD, and related issues for veterans and first responders.

Marijuana

- Legalize, regulate, and restrict access to marijuana.
- Create a federal/provincial/territorial task force, and with input from experts in public health, substance abuse, and law enforcement, to design a new system of strict marijuana sales and distribution, with appropriate federal and provincial excise taxes applied.

Public health/health promotion

- Introduce new restrictions on the commercial marketing of unhealthy food and beverages to children, similar to those now in place in Quebec
- Bring in tougher regulations to eliminate trans fats, similar to those in the U.S., and to reduce salt in processed foods
- Improve food labels to give more information on added sugars and artificial dyes in processed foods.
- Increase funding to the Public Health Agency of Canada by \$15 million in each of the next two years, to support a national strategy to increase vaccination rates and raise awareness for

parents, coaches, and athletes on concussion treatment. This will be based on the best science and will support existing provincial and territorial efforts.

- Introduce plain packaging requirements for tobacco products, similar to those in Australia and the United Kingdom.
- Based on previous statements, it is expected that there will be more support for Supervised Injection sites under a federal Liberal government – however, this was not mentioned in the Liberal party platform or campaign.

First Nations Health

- Renew the relationship between Canada and Indigenous Peoples.
- Re-engage in a renewed nation-to-nation process with Indigenous Peoples to make progress on issues including health and mental health care.³
- Implement the objectives of the Kelowna Accord in a manner that meets today's challenges.
- Enact the recommendations of the Truth and Reconciliation Commission.
- Lift the 2% cap on funding for First Nations programs
- Examine social determinants of health, renew commitments to Nutrition North, and end First Nations reserve boil-water advisories within 5 years.

Physician Assisted Dying

- Immediately begin consultations for physician assisted death to meet the Supreme Court's deadline of February 6, 2016.⁴
- Immediately appoint an all-party special committee to consider the ruling, consult with experts and Canadians, and make recommendations for a legislative framework.

Other

- Consult with provinces, territories, and other stakeholders to introduce a *National Disabilities Act*.⁵
- Work with Health Canada, CBS, and HM-QC to end the ban that prevents men who have had sex with men from donating blood, adopting a policy that is non-discriminatory and based on science.

Information/open data/access to personal information

- Update the Access to Information Act to ensure government data and information are open by default, in formats that are modern and easy to use.
- We will make it easier for Canadians to access information by eliminating all fees, except for the initial \$5 filing fee.

³ Other issues: housing, infrastructure, community safety and policing, child welfare, and education

⁴ <http://healthydebate.ca/2015/09/topic/federal-election-2015-health-care-platforms>

⁵ Within the health section of the Liberal platform.

- We will expand the role of the Information Commissioner, giving them the power to issue binding orders for disclosure.
- To ensure that the system continues to serve Canadians, we will undertake a full legislative review of the Access to Information Act every five years.
- We will accelerate and expand open data initiatives, and will make government data available digitally, so that Canadians can easily access and use it.
- Create a central, no-fee website for personal information requests.

From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: federal government issues a tender notice for a cost-benefit analysis for tobacco plain packaging
Date: Friday, March 18, 2016 5:38:32 AM
Attachments: [image005.jpg](#)
[image006.jpg](#)

On March 11, 2016, the federal government issued a tender notice for a cost-benefit analysis for tobacco plain packaging. This notice can be seen here:

English:

<https://buyandsell.gc.ca/procurement-data/tender-notice/PW-16-00726264>

French:

<https://achatsetventes.gc.ca/donnees-sur-l-approvisionnement/appels-d-offres/PW-16-00726264>

A cost-benefit analysis is a standard part of the regulatory process. Plain packaging can be required by regulation under the federal Tobacco Act.

News items are below.

-----/
<http://www.cbc.ca/news/canada/ottawa/plain-package-cigarette-plan-1.3492992>

Federal government moves ahead on plain packaging for cigarettes

Government seeks 'cost-benefit analysis' on plain packaging for cigarettes

By Amanda Pfeffer, [CBC News](#) Posted: Mar 15, 2016 8:05 PM ET Last Updated: Mar 16, 2016 8:29 AM ET

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<http://globalnews.ca/news/2576338/plain-cigarette-packaging-likely-coming-to-canada/>
[Health](#)

March 14, 2016 1:11 pm

Updated: March 15, 2016 3:49 pm

Plain cigarette packaging likely coming to Canada

By [Monique Muise](#) National Online Journalist, Politics Global News

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From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: France - National Assembly vote approves plain packaging
Date: Tuesday, April 7, 2015 5:28:44 AM
Attachments: [image001.jpg](#)
[image004.jpg](#)

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France imposes plain packages for cigarettes in anti-cancer drive

Plain packaging for cigarettes in Australia

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Publié le : Vendredi 03 Avril 2015 - 19:03

Dernière mise à jour : Vendredi 03 Avril 2015 - 20:02

Tabac: le paquet neutre rendu obligatoire par l'Assemblée nationale

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From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: France adopts plain packaging for May 2016
Date: Friday, December 18, 2015 4:58:48 AM

Yesterday the French National Assembly gave final approval to a bill to require plain packaging effective May 2016.

Australia required plain packaging in 2012, and Ireland and the UK will require plain packaging as of May 2020. Many more countries are in process.

The new Canadian federal government has committed to implement plain packaging.

Below are some news items

The bill (Bill 2302), which is a broader health bill that includes plain packaging and other tobacco control measures, can be seen here:

<http://www.assemblee-nationale.fr/14/ta/ta0650.asp>

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<http://www.bloomberg.com/news/articles/2015-12-18/french-parliament-passes-plain-packaging-law-for-cigarettes>

French Parliament Passes Plain Packaging Law for Cigarettes

[Thomas Mulier](#)

December 18, 2015 — 3:02 AM EST

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<http://www.theguardian.com/society/2015/dec/18/france-votes-for-plain-cigarette-packaging-from-2016>

France votes for plain cigarette packaging from 2016

Cigarettes will be sold in logo-free packaging from May 2016, despite objections from the conservative opposition and tobacconists

Agence France-Presse

Friday 18 December 2015 00.14 GMT Last modified on Friday 18 December 2015 00.22

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<http://www.laprovince.be/1446864/article/2015-12-17/la-france-adopte-le-paquet-de-cigarettes-neutre>

La France adopte le paquet de cigarettes neutre

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From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: France's Constitutional Council upholds plain packaging
Date: Friday, January 22, 2016 12:11:31 PM

France's Constitutional Council has upheld plain packaging, with a decision of Jan. 21, 2015. Plain packaging legislation was upheld as fully constitutional.

<http://www.conseil-constitutionnel.fr/conseil-constitutionnel/francais/les-decisions/acces-par-date/decisions-depuis-1959/2016/2015-727-dc/decision-n-2015-727-dc-du-21-janvier-2016.146887.html>

Paragraphs 13-22 of the decision apply to plain packaging. The Constitutional Council rejected arguments that plain packaging infringed property rights, as well as other arguments.

The Constitutional Council also upheld new advertising restrictions at point of sale, as well as provisions on banning flavours, including a ban on flavour/menthol capsules to be in effect March 20, 2016. See paragraphs 2-12.

From: [Canitz, Shelley L HLTH:EX](#)
To: [Neuman, Maureen HLTH:EX](#)
Cc: [Herman, Matt HLTH:EX](#)
Subject: FW: CCS letter
Date: Tuesday, March 8, 2016 4:49:00 PM
Attachments: [DRAFT CCS Reply Letter BC HC \(MN comments\).doc](#)
[1047195 Incoming.pdf](#)

Maureen – I think your letter skillfully reflects BC’s position in appropriate IGR terms. All good to me.

Shelley

From: Neuman, Maureen HLTH:EX
Sent: Tuesday, March 8, 2016 4:42 PM
To: Canitz, Shelley L HLTH:EX
Subject: CCS letter

Hi Shelley,

Thank you for the comments on the letter, and approval by Matt and Arlene. Since the letter is to be jointly signed by the federal Minister of Health and MTL as co-chairs of the Health Ministers Meeting, it would typically reflect the perspective of all FPT governments. I’ve suggested a modification to your proposed revision on that basis and will need to run by PTs to ensure support. I feel it still reflects the intent you wanted conveyed, however, please let me know if you have any concerns or further thoughts.

Thanks,

~ maureen

Maureen Neuman

Senior Policy Analyst | Intergovernmental Relations Branch | BC Ministry of Health Services
Phone number: (250) 952-1571 | Fax: (250) 952-2516 | Email: maureen.neuman@gov.bc.ca

From: [Janicker, Maria HLTH:EX](#)
To: [Ricketts-Glassel, Jennifer HLTH:EX](#)
Subject: FW: federal government issues a tender notice for a cost-benefit analysis for tobacco plain packaging
Date: Friday, March 18, 2016 8:49:00 AM
Attachments: [image005.jpg](#)
[image006.jpg](#)

More info

On March 11, 2016, the federal government issued a tender notice for a cost-benefit analysis for tobacco plain packaging. This notice can be seen here:

English:

<https://buyandsell.gc.ca/procurement-data/tender-notice/PW-16-00726264>

French:

<https://achatsetventes.gc.ca/donnees-sur-l-approvisionnement/appels-d-offres/PW-16-00726264>

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By Amanda Pfeffer, [CBC News](#) Posted: Mar 15, 2016 8:05 PM ET Last Updated: Mar 16, 2016 8:29 AM ET

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<http://globalnews.ca/news/2576338/plain-cigarette-packaging-likely-coming-to-canada/>

Health

March 14, 2016 1:11 pm

Updated: March 15, 2016 3:49 pm

Plain cigarette packaging likely coming to

Canada

By Monique Muise National Online Journalist, Politics Global News

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From: [Janicker, Maria HLTH:EX](#)
To: [Ricketts-Glassel, Jennifer HLTH:EX](#)
Subject: FW: plain packaging is 2016 World No Tobacco Day theme
Date: Friday, March 18, 2016 8:45:00 AM
Attachments: [image001.jpg](#)

Hi Jennifer

Idea for tobacco blog...

Maria

The World Health Organization holds World No Tobacco Day every year on May 31. This year the theme is plain packaging.

The theme is timely, with Ireland, the United Kingdom and France to implement plain packaging just beforehand, on May 20, 2016.

WHO will release more material related to the plain packaging theme closer to May 31. Below is information on the WHO website.

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<http://www.who.int/campaigns/no-tobacco-day/2016/en/>

World No Tobacco Day 2016: Get ready for plain packaging

Get ready for plain packaging

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From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: Health Minister Philpott asked about plain packaging at Health Committee
Date: Tuesday, April 19, 2016 1:57:24 PM

The questions on plain packaging came from Manitoba Liberal MP Doug Eyolfson

House of Commons Standing Committee on Health, April 11, 2016

<http://www.parl.gc.ca/HousePublications/Publication.aspx?Language=e&Mode=1&Parl=42&Ses=1&DocId=8174744>

Mr. Doug Eyolfson (Charleswood—St. James—Assiniboia—Headingley, Lib.) :

Thank you, Mr. Chair.

Thank you all again so much for coming. I've practised emergency medicine for 20 years and much of my subspecialty training involved toxicology and addictions. I also join Mr. Davies in congratulating you on your evidence-based approach to addiction and harm reduction.

This brings us to another very important addiction-related issue in Canada. According to your mandate letter, there are requirements for plain packaging of tobacco with regulations similar to Australia and the U.K. What progress has been made with that so far?

Hon. Jane Philpott:

That's a great question and again it speaks to the huge role of public health, and I'm really pleased to be able to support public health evidence-based approach to matters like tobacco control. You know Canada used to be seen as a world leader in tobacco control. Unfortunately in recent years many other countries have surpassed us and we are no longer necessarily seen as a world leader. It's time for us to get back onto the world stage in leading that.

You alluded to the fact that the mandate letter does include a number of measures including introduction of plain packaging. I think I'm allowed to tell you that we will be following the Australian model of plain packaging a little more. I'm very excited to say that all sorts of things happen in the background, but a lot of work is being done to get us to the point where we're going to, very soon, be able to take steps to introduce those measures and adjustments and regulations around plain packaging. Health Canada has been working a great deal on it, and we will be presenting the next steps in the very near future.

Mr. Doug Eyolfson:

Okay, thank you.

Further to that, are you able to elaborate on any of these specific regulations that are inspired by Australia that we'll be adopting?

Hon. Jane Philpott:

I almost need my packages here to show you. A lot of it has to do with things like the colour of the packages, the text on the packages, the health messages. There are clever ways that companies are able to get around our current regulations, for instance, tucking advertising inside the packaging. The Australian approach is responding to all those different ways that advertising was able to bypass the mechanisms in the current approach. The reality is that there is a huge variance across the country so that a number of provinces have been quite proactive in introducing changes that would support better tobacco control. We hope to be able to provide a more uniform approach, and as I say, we probably will be a world leader in that matter.

Again, I would encourage you to get Simon to give you some more details on that. I don't know if you want to do that now or whether you'd like to wait until later.

(1625)

Mr. Doug Eyolfson:

It doesn't matter. I think we'll take advantage of the time you have with us right now.

Hon. Jane Philpott:

These guys are getting bored, you see.

Mr. Doug Eyolfson:

All right.

Can you think of any specifics regarding Canada in our marketplace and culture that would differentiate it from places like Australia and the U.K., and that might cause differences in how we might regulate this?

Hon. Jane Philpott:

I'm not sure whether I can. Obviously we're a unique culture and there are challenges that Australia has faced as they've introduced their regulation that we will learn from. Australia, I believe, has had some legal challenges related to their introduction, and we'll learn from the lessons that Australia has undertaken in that regard to make sure that we manage those problems and try to avoid legal challenges as much as possible. But overall, they are seen as a world leader, and I think that we'll very much look to their example.

Mr. Doug Eyolfson:

All right.

Has the government or your department approached tobacco companies with this issue?

Hon. Jane Philpott:

I have not had conversations with tobacco companies about this, but I know the department has.

Mr. Doug Eyolfson:

All right.

There is also a lobbying group that is associated with convenience store owners who feel they have lost income due to the plain-wall provisions. Likewise, have those groups contacted the government yet regarding this issue?

Mr. Simon Kennedy:

I'm not aware. It is possible. Certainly at my level we haven't met with that organization.

When we get to the regulatory process and get draft regulations, presumably a lot of these groups that have an interest would be wanting to make submissions and representations, but at this point I don't think we've had those kinds of detailed representations from some of the groups that you've mentioned.

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[http://www.parl.gc.ca/HousePublications/Publication.aspx?
Mode=1&Parl=42&Ses=1&DocId=8174744&Language=F](http://www.parl.gc.ca/HousePublications/Publication.aspx?Mode=1&Parl=42&Ses=1&DocId=8174744&Language=F)

M. Doug Eyolfson (Charleswood—St. James—Assiniboia—Headingley, Lib.) :

Merci, monsieur le président.

Encore une fois, merci beaucoup à tous d'être ici. J'ai pratiqué la médecine d'urgence pendant 20 ans, et une grande partie de ma formation de sous-spécialités touchait la toxicologie et la dépendance. Comme M. Davies, je vous félicite de votre approche fondée sur des faits à la dépendance et à la réduction des méfaits. Cela nous amène à un autre dossier très important lié à la dépendance au Canada. Votre lettre de mandat parle d'adopter des prescriptions en matière de banalisation des emballages des produits du tabac et de la réglementation semblables à celle de l'Australie et du Royaume-Uni. Quels progrès ont été accomplis sur ce plan jusqu'à maintenant?

L'hon. Jane Philpott:

C'est une excellente question et, encore une fois, cela témoigne du rôle très important de la santé publique, et je suis vraiment ravie de pouvoir appuyer une approche de la santé publique fondée sur les données probantes pour des questions comme la lutte contre le tabagisme. Vous savez, le Canada était considéré comme un chef de file mondial en matière de lutte contre le tabagisme auparavant. Malheureusement, bien des pays nous ont devancés à ce chapitre ces dernières années et le Canada n'est plus nécessairement considéré comme un chef de file. Il est temps que nous reprenions la place que nous occupions sur la scène internationale.

Vous avez fait allusion au fait que la lettre de mandat comprend un certain nombre de mesures, dont l'adoption des prescriptions en matière de banalisation des emballages. Je crois être autorisée à vous dire que nous suivrons un peu plus le modèle australien à cet égard. Je suis très heureuse de dire qu'il se passe toutes sortes de choses en coulisse, mais beaucoup d'efforts sont déployés pour que nous arrivions au point où, très bientôt, nous serons capables de présenter les mesures, les modifications et les règles concernant les emballages neutres. Santé Canada travaille beaucoup à ce dossier, et nous présenterons les prochaines étapes très bientôt.

M. Doug Eyolfson:

D'accord, merci.

À ce sujet, êtes-vous en mesure d'en dire davantage sur les dispositions que nous adopterons et qui sont basées sur celles de l'Australie?

L'hon. Jane Philpott:

Il faudrait presque que je vous montre mes emballages. Cela a à voir en grande partie avec, par exemple, la couleur des emballages, ce qui y est inscrit et les messages de santé qui y figurent. Les compagnies ont des moyens astucieux de contourner notre réglementation actuelle. Par exemple, elles peuvent mettre de la publicité dans l'emballage. La démarche australienne répond à tous les différents moyens que les compagnies utilisaient pour passer outre aux mécanismes. Le fait est que les choses diffèrent énormément d'un endroit à l'autre au pays, de sorte qu'un certain nombre de provinces ont agi de manière préventive et ont apporté des modifications qui contribuent mieux à la lutte contre le tabagisme. Nous espérons être en mesure d'adopter une approche uniforme, et comme je l'ai dit, nous serons probablement un chef de file mondial à cet égard. Encore une fois, je vous incite à demander à Simon de vous donner de plus amples enseignements sur ce plan. Je ne sais pas si vous voulez le faire maintenant ou plus tard.

(1625)

M. Doug Eyolfson:

Cela importe peu. Je crois que nous allons profiter du temps durant lequel vous êtes parmi nous.

L'hon. Jane Philpott:

C'est que ces gens commencent à s'ennuyer.

M. Doug Eyolfson:

D'accord.

Y a-t-il des éléments concernant le Canada, dans notre marché et notre culture, qui le différencient d'autres pays comme l'Australie et le Royaume-Uni et qui pourraient faire en sorte que notre réglementation soit différente de la leur?

L'hon. Jane Philpott:

Je ne suis pas certaine. Évidemment, notre culture est unique et nous tirerons des leçons des problèmes auxquels l'Australie a fait face lorsqu'elle a adopté sa réglementation. Je crois que son adoption a entraîné des contestations judiciaires, et nous tirerons des leçons de l'expérience de l'Australie à cet égard pour nous assurer que nous gérons ces problèmes et pour essayer d'éviter le plus possible qu'il y ait des contestations judiciaires. Or, de façon générale, l'Australie est considérée comme un chef de file mondial, et je pense que nous suivrons grandement son exemple.

M. Doug Eyolfson:

Très bien.

Le gouvernement ou le ministère ont-ils abordé la question avec des compagnies de tabac?

L'hon. Jane Philpott:

Je n'ai pas eu de conversation avec des compagnies de tabac sur la question, mais je sais que c'est le cas du ministère.

M. Doug Eyolfson:

D'accord.

Il y a aussi un groupe de pression lié aux propriétaires de dépanneur, qui croient avoir perdu des revenus en raison des dispositions sur les murs neutres. Ces groupes ont-ils communiqué avec le gouvernement concernant cette question?

M. Simon Kennedy:

Je l'ignore. C'est possible. À mon niveau, nous n'avons pas rencontré cette organisation.

Lorsque nous en serons au processus de réglementation et que nous aurons des ébauches de règlement, bon nombre de ces groupes ayant des intérêts voudront sans doute présenter des mémoires et des observations, mais à ce moment-ci, je ne crois pas que nous ayons reçu de l'information détaillée de la part des groupes dont vous parlez.

From: Canitz, Shelley L HLTH:EX
To: HLTH PPH Healthy Living & Health Promotion
Subject: Mandate Letter for Hon. Philpott, Minister of Health
Date: Friday, November 13, 2015 12:59:30 PM

<http://pm.gc.ca/eng/minister-health-mandate-letter>

From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: plain packaging is 2016 World No Tobacco Day theme
Date: Friday, March 18, 2016 5:39:20 AM
Attachments: [image001.jpg](#)

The World Health Organization holds World No Tobacco Day every year on May 31. This year the theme is plain packaging.

The theme is timely, with Ireland, the United Kingdom and France to implement plain packaging just beforehand, on May 20, 2016.

WHO will release more material related to the plain packaging theme closer to May 31. Below is information on the WHO website.

-----/
<http://www.who.int/campaigns/no-tobacco-day/2016/en/>

World No Tobacco Day 2016: Get ready for plain packaging

[Get ready for plain packaging](#)

Copyright



From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: Prime Minister's mandate letter to Minister of Health includes plain packaging
Date: Friday, November 13, 2015 12:05:58 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.jpg](#)

The Prime Minister's mandate letters to Ministers were released today. This is the first time such letters have been made public federally, though the practice of such mandate letters goes back many decades.

The mandate includes tobacco plain packaging as a top priority. The full mandate letters are below. Here is the extract on tobacco:

In particular, I will expect you to work with your colleagues and through established legislative, regulatory, and Cabinet processes to deliver on your top priorities:

[...]

Introduce plain packaging requirements for tobacco products, similar to those in Australia and the United Kingdom.

Plus particulièrement, je m'attends à ce que vous travailliez avec vos collègues et dans le respect des lois, règlements et processus du Cabinet établis pour mener à bien vos grandes priorités :

[...]

Adopter des prescriptions en matière de banalisation des emballages des produits du tabac similaires à celles de l'Australie et du Royaume-Uni.

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<http://pm.gc.ca/eng/minister-health-mandate-letter>

Minister of Health Mandate Letter

Office of the Prime Minister



Dear Dr. Philpott:

I am honoured that you have agreed to serve Canadians as Minister of Health.

We have promised Canadians a government that will bring real change – in both what we do and how we do it. Canadians sent a clear message in this election, and our platform offered a new, ambitious plan for a strong and growing middle class.

Canadians expect us to fulfill our commitments, and it is my expectation that you will do your part in delivering on those promises to Canadians.

We made a commitment to invest in growing our economy, strengthening the middle class, and helping those working hard to join it. We committed to provide more direct help to those who need it by giving less to those who do not. We committed to public investment as the best way to spur economic growth, job creation, and broad-based prosperity. We committed to a responsible, transparent fiscal plan for challenging economic times.

I expect Canadians to hold us accountable for delivering these commitments, and I expect all ministers to do their part – individually and collectively – to improve economic opportunity and security for Canadians.

It is my expectation that we will deliver real results and professional government to Canadians. To ensure that we have a strong focus on results, I will expect Cabinet committees and individual ministers to: track and report on the progress of our commitments; assess the effectiveness of our work; and align our resources with priorities, in order to get the results we want and Canadians deserve.

If we are to tackle the real challenges we face as a country – from a struggling middle class to the threat of climate change – Canadians need to have faith in their government's honesty and willingness to listen. I expect that our work will be informed by performance measurement, evidence, and feedback from Canadians. We will direct our resources to those initiatives that are having the greatest, positive impact on the lives of Canadians, and that will allow us to meet our commitments to them. I expect you to report regularly on your progress toward fulfilling our commitments and to help develop effective measures that assess the impact of the organizations for which you are answerable.

I made a personal commitment to bring new leadership and a new tone to Ottawa. We made a commitment to Canadians to pursue our goals with a renewed sense of collaboration. Improved partnerships with provincial, territorial, and municipal governments are essential to deliver the real, positive change that we promised Canadians. No relationship is more important to me and to Canada than the one with Indigenous Peoples. It is time for a renewed, nation-to-nation relationship with Indigenous Peoples, based on recognition of rights, respect, co-operation, and partnership.

We have also committed to set a higher bar for openness and transparency in government. It is time to shine more light on government to ensure it remains focused on the people it serves. Government and its information should be open by default. If we want Canadians to trust their government, we need a government that trusts Canadians. It is important that we acknowledge mistakes when we make them. Canadians do not expect us to be perfect – they expect us to be honest, open, and sincere in our efforts to serve the public interest.

Our platform guides our government. Over the course of our four-year mandate, I expect us to deliver on all of our commitments. It is our collective responsibility to ensure that we fulfill our promises, while living within our fiscal plan. Other issues will arise or will be brought to our attention by Canadians, stakeholders, and the public service. It is my expectation that you will engage constructively and thoughtfully and add priorities to your agenda when appropriate.

As Minister, you will be held accountable for our commitment to bring a different style of leadership to government. This will include: close collaboration with your colleagues; meaningful engagement with Opposition Members of Parliament, Parliamentary Committees and the public service; constructive dialogue with Canadians, civil society, and stakeholders, including business, organized labour, the broader public sector, and the not-for-profit and charitable sectors; and identifying ways to find solutions and avoid escalating conflicts unnecessarily. As well, members of the Parliamentary Press Gallery, indeed all journalists in Canada and abroad, are professionals who, by asking necessary questions, contribute in an important way to the democratic process. Your professionalism and engagement with them is essential.

Canadians expect us, in our work, to reflect the values we all embrace: inclusion, honesty, hard work, fiscal prudence, and generosity of spirit. We will be a government that governs for all Canadians, and I expect you, in your work, to bring Canadians together.

You are expected to do your part to fulfill our government's commitment to transparent, merit-based appointments, to help ensure gender parity and that Indigenous Canadians and minority groups are better reflected in positions of leadership.

As Minister of Health, your overarching goal will be to strengthen our publicly-funded universal health care system and ensure that it adapts to new challenges. Healthcare across Canada is changing at a rapid pace to keep up with the changing needs of an aging population and advances in health technology. The federal government must be an essential partner in improving outcomes and quality of care for Canadians. I expect you to work with provincial and territorial governments to support them in their efforts to make home care more available, prescription drugs more affordable, and mental health care more accessible. When Canadians are in good physical and mental health, they are able to work better, be more productive, and contribute more fully to our economy while living healthier, happier lives. Our health care system provides Canadians with peace of mind, but we need to make the investments necessary to ensure it can continue to evolve and innovate.

In particular, I will expect you to work with your colleagues and through established legislative, regulatory, and Cabinet processes to deliver on your top priorities:

- engage provinces and territories in the development of a new multi-year Health Accord. This accord should include a long term funding agreement. It should also:
- support the delivery of more and better home care services. This includes more access to high quality in-home caregivers, financial supports for family care, and, when necessary, palliative care;
- advance pan-Canadian collaboration on health innovation to encourage the adoption of new digital health technology to improve access, increase efficiency and improve outcomes for patients;
- improve access to necessary prescription medications. This will include joining with provincial and territorial governments to buy drugs in bulk, reducing the cost Canadian governments pay for these drugs, making them more affordable for Canadians, and exploring the need for a national formulary; and
- make high quality mental health services more available to Canadians who need them.
- promote public health by: increasing vaccination rates; introducing new restrictions on the commercial marketing of unhealthy food and beverages to children, similar to those now in place in Quebec; bringing in tougher regulations to eliminate trans fats and to reduce salt in processed foods, similar to those in the United States; and improving food labels to give more information on added sugars and artificial dyes in processed foods.
- work with the Minister of Sport and Persons with Disabilities in increasing funding to the Public Health Agency of Canada to support a national strategy to raise awareness for parents, coaches, and athletes on concussion treatment.
- introduce plain packaging requirements for tobacco products, similar to those in Australia and the United Kingdom.
- support the Ministers of Justice and Public Safety and Emergency Preparedness on efforts that will lead to the legalization and regulation of marijuana.
- work with the Minister of Indigenous and Northern Affairs to update and expand the Nutrition North program, in consultation with Northern communities.

These priorities draw heavily from our election platform commitments. The government's agenda will be further articulated through Cabinet discussions and in the Speech from the Throne when Parliament opens.

I expect you to work closely with your Deputy Minister and his or her senior officials to ensure that the ongoing work of your department is undertaken in a professional manner and that decisions are made in the public interest. Your Deputy Minister will brief you on issues your department may be facing that may require decisions to be made quickly. It is my expectation that you will apply our values and principles to these decisions, so that issues facing your department are dealt with in a timely and responsible manner, and in a way that is consistent with the overall direction of our government.

Our ability, as a government, to successfully implement our platform depends on our ability to thoughtfully consider the professional, non-partisan advice of public servants. Each and every time a government employee comes to work, they do so in service to Canada, with a goal of improving our country and the lives of all Canadians. I expect you to establish a collaborative working relationship with your Deputy Minister, whose role, and the role of public servants under his or her direction, is to support you in the performance of your responsibilities.

In the coming weeks, the Privy Council Office (PCO) will be contacting you to set up a meeting with PCO officials, your Deputy Minister and the Prime Minister's Office to further discuss your plans, commitments and priorities.

We have committed to an open, honest government that is accountable to Canadians, lives up to the highest ethical standards, and applies the utmost care and prudence in the handling of public funds. I expect you to embody these values in your work and observe the highest ethical standards in everything you do. When dealing with our Cabinet colleagues, Parliament, stakeholders, or the public, it is important that your behaviour and decisions meet Canadians' well-founded expectations of our government. I want Canadians to look on their own government with pride and trust.

As Minister, you must ensure that you are aware of and fully compliant with the *Conflict of Interest Act* and Treasury Board policies and guidelines. You will be provided with a copy of *Open and Accountable Government* to assist you as you undertake your responsibilities. I ask that you carefully read it and ensure that your staff does so as well. I draw your attention in particular to the Ethical Guidelines set out in Annex A of that document, which apply to you and your staff. As noted in the Guidelines, you must uphold the highest standards of honesty and impartiality, and both the performance of your official duties and the

arrangement of your private affairs should bear the closest public scrutiny. This is an obligation that is not fully discharged by simply acting within the law. Please also review the areas of *Open and Accountable Government* that we have expanded or strengthened, including the guidance on non-partisan use of departmental communications resources and the new code of conduct for exempt staff.

I know I can count on you to fulfill the important responsibilities entrusted in you. In turn, please know that you can count on me to support you every day in your role as Minister.

I am deeply grateful to have this opportunity to serve with you as we build an even greater country. Together, we will work tirelessly to honour the trust Canadians have given us.

Yours sincerely,



Rt. Hon. Justin Trudeau, P.C., M.P.
Prime Minister of Canada

- See more at: <http://pm.gc.ca/eng/minister-health-mandate-letter#sthash.o24jzRk0.dpuf>

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<http://www.pm.gc.ca/fra/lettre-de-mandat-de-la-ministre-de-la-sante>

Lettre de mandat de la ministre de la Santé

Cabinet du premier ministre



Madame la ministre,

Je suis honoré que vous ayez accepté de servir les Canadiens et les Canadiennes à

titre de ministre de la Santé.

Nous avons promis aux Canadiens un gouvernement qui amènera de réels changements, tant en ce qui a trait à nos actions qu'à la manière dont nous les accomplirons. Lors de l'élection, la population canadienne nous a envoyé un message clair en choisissant notre plateforme qui offrait un plan nouveau et ambitieux pour une classe moyenne plus forte et à laquelle plus de gens ont accès. Les Canadiens et les Canadiennes s'attendent à ce que nous tenions nos engagements et je m'attends à ce que vous fassiez votre part pour assurer que nous réalisons nos promesses.

Nous avons pris l'engagement d'investir dans notre économie, de renforcer la classe moyenne et d'aider ceux qui travaillent fort pour en faire partie. Nous nous sommes engagés à fournir une aide plus directe aux personnes dans le besoin en donnant moins aux plus riches. Nous nous sommes engagés à investir pour faire croître l'économie et créer des emplois et de la prospérité. Nous nous sommes engagés à mettre de l'avant un plan financier responsable et transparent en cette période de difficultés économiques.

Je m'attends à ce que les Canadiens et les Canadiennes exigent notre imputabilité quant à la réalisation de nos engagements et c'est pourquoi je demande à tous les ministres de faire leur part, individuellement et collectivement, pour améliorer les perspectives et la sécurité économiques des Canadiens.

Je m'attends à ce que nous offrions des résultats concrets et un gouvernement professionnel aux Canadiens et aux Canadiennes. Pour être sûr que la plus grande importance soit accordée aux résultats, je demanderai aux comités du Cabinet et à chaque ministre d'assurer un suivi et de communiquer les progrès réalisés entourant nos engagements, d'évaluer l'efficacité du travail et d'harmoniser nos ressources et nos priorités, afin d'obtenir les résultats que nous souhaitons et que la population mérite.

Pour nous attaquer aux problèmes auxquels nous faisons face en tant que pays - des difficultés éprouvées par la classe moyenne aux changements climatiques - il faut que les Canadiens et les Canadiennes aient confiance que leur gouvernement est honnête et disposé à les écouter. Je m'attends à ce que les mesures de rendement, la présentation de preuves et la rétroaction des Canadiens soient la pierre angulaire de notre travail. Nous dirigerons nos ressources vers les

initiatives qui ont le plus d'incidences positives sur la vie des Canadiens et qui nous permettront de respecter nos engagements envers eux. Je m'attends à ce que vous produisiez régulièrement des rapports sur vos progrès dans la réalisation de nos engagements et que vous développiez des mesures efficaces qui permettront d'évaluer l'impact des travaux de votre portefeuille.

Je me suis personnellement engagé à changer l'approche d'Ottawa et à amener un vent de changement. Nous nous sommes engagés à poursuivre nos objectifs avec un esprit de collaboration renouvelé. Il est essentiel d'améliorer nos relations avec les gouvernements provinciaux, territoriaux et municipaux, afin d'apporter le changement positif et concret que nous avons promis aux Canadiens. Aucune relation n'est plus importante pour moi et pour le Canada que la relation avec les peuples autochtones. Il est temps de renouveler la relation de nation à nation avec les peuples autochtones pour qu'elle soit fondée sur la reconnaissance des droits, le respect, la collaboration et le partenariat.

Nous nous sommes également engagés à relever la barre en matière d'ouverture et de transparence au sein du gouvernement. Il est temps de sortir le gouvernement de l'ombre pour que celui-ci soit réellement au service de la population. Le gouvernement et les renseignements du gouvernement devraient être ouverts par défaut. Si nous voulons que les Canadiens et les Canadiennes aient confiance en leur gouvernement, nous avons besoin d'un gouvernement qui fait confiance aux Canadiens. Si nous faisons des erreurs, nous devons les reconnaître sur-le-champ. Les Canadiens et les Canadiennes n'exigent pas de nous que nous soyons parfaits, mais ils s'attendent à ce que nous soyons honnêtes, ouverts et sincères dans nos efforts pour servir l'intérêt public.

Notre plateforme guidera notre gouvernement. Au cours de notre mandat de quatre ans, nous devons réaliser tous nos engagements. Ce sera notre responsabilité collective de s'assurer que nous tenons nos promesses, tout en respectant notre plan financier. D'autres questions seront soulevées et seront portées à notre attention par les Canadiens et les Canadiennes, les partenaires et la fonction publique. Je m'attends à ce que vous vous engagiez de manière constructive et réfléchie et que vous inscriviez au besoin à votre ordre du jour les questions prioritaires qui pourraient se présenter.

À titre de ministre, vous avez la responsabilité de respecter notre engagement d'instaurer un nouveau style de leadership au sein du gouvernement. Cela

comprend: une collaboration étroite avec vos collègues, un engagement significatif envers les députés de l'opposition, les comités parlementaires et la fonction publique; un dialogue constructif avec les Canadiens et les Canadiennes, la société civile et les partenaires, y compris les représentants des milieux d'affaires, du monde syndical et du secteur public élargi, ainsi que les organisations sans but lucratif et les organismes de bienfaisance; et la quête de solutions afin d'éviter les tensions en n'aggravant pas les conflits. De plus, les membres de la Tribune de la presse parlementaire - et tous les journalistes canadiens et étrangers - sont des professionnels qui, en posant des questions pertinentes, contribuent grandement au processus démocratique. Il est essentiel d'agir et de collaborer de manière professionnelle avec eux.

Dans notre travail, la population canadienne s'attend à ce que nous agissions selon les valeurs qui nous caractérisent : l'inclusion, l'honnêteté, le travail acharné, la générosité et la saine gestion financière. Notre gouvernement sera au service de tous les Canadiens et les Canadiennes, et je m'attends à ce que vous soyez, dans votre travail, une force rassembleuse pour la population.

Vous devrez faire votre part pour respecter l'engagement du gouvernement à faire des nominations transparentes et fondées sur le mérite, à favoriser l'égalité entre les sexes et à veiller à ce que les Canadiens et les Canadiennes autochtones et les minorités soient mieux représentés dans les postes de direction.

À titre de ministre de la Santé, votre objectif global consistera à renforcer le système de santé universel financé par l'État et à veiller à ce qu'il s'adapte aux nouveaux défis. Les soins de santé à l'échelle du Canada évoluent rapidement pour s'adapter aux besoins changeants d'une population vieillissante et des progrès réalisés au chapitre des technologies de la santé. Le gouvernement fédéral doit jouer un rôle de premier plan dans l'amélioration de la qualité des soins offerts aux Canadiens et des résultats obtenus à cet égard. Je m'attends à ce que vous collaboriez avec les gouvernements provinciaux et territoriaux pour les aider à rendre les soins à domicile et les soins de santé mentale plus accessibles, et les médicaments sur ordonnance, plus abordables. Les Canadiens en bonne santé physique et mentale travaillent mieux, sont plus productifs et contribuent davantage à notre économie, tout en menant une vie plus saine et plus heureuse. Notre système de soins de santé offre aux Canadiens une tranquillité d'esprit, mais nous devons effectuer les investissements nécessaires pour faire en sorte qu'il puisse s'adapter aux défis.

Plus particulièrement, je m'attends à ce que vous travailliez avec vos collègues et dans le respect des lois, règlements et processus du Cabinet établis pour mener à bien vos grandes priorités :

faire participer les provinces et les territoires à la préparation d'un nouvel accord sur la santé pluriannuel qui comprendrait notamment une entente de financement à long terme. L'accord devrait en outre :

- favoriser la prestation de meilleurs services de soins à domicile, et en plus grand nombre, notamment en assurant un meilleur accès à des fournisseurs de soins à domicile de qualité supérieure, ainsi qu'à un soutien financier pour les soins aux familles et, au besoin, les soins palliatifs;
- promouvoir une collaboration pancanadienne dans le domaine de l'innovation en santé digitale pour encourager l'adoption de nouvelles technologies de la santé et, ce faisant, améliorer l'accès, accroître l'efficacité et obtenir de meilleurs résultats pour les patients;
- méliorer l'accès aux médicaments sur ordonnance essentiels; à cet égard, il faudra conjuguer nos efforts à ceux des gouvernements provinciaux et territoriaux pour acheter des médicaments en vrac, réduire les coûts que doivent payer les gouvernements canadiens pour ces médicaments et les rendre plus abordables pour les Canadiens, et déterminer s'il est nécessaire d'établir une liste nationale;
- accroître l'accessibilité des services de santé mentale de haute qualité aux Canadiens qui en ont besoin.
- promouvoir la santé publique en augmentant le taux de vaccination; en adoptant de nouvelles restrictions, semblables à celles maintenant en vigueur au Québec, sur la publicité visant la consommation de boissons et d'aliments mauvais pour la santé destinée aux enfants; en adoptant des règlements plus stricts, semblables à ceux en vigueur aux États-Unis, pour éliminer les gras trans et réduire le sodium dans les aliments transformés; et en améliorant les étiquettes des aliments afin que celles-ci contiennent plus de renseignements sur les sucres et les colorants artificiels ajoutés dans les aliments transformés.
- aider la ministre des Sports et des Personnes handicapées à obtenir plus de financement pour l'Agence de santé publique du Canada, afin d'appuyer la mise en œuvre d'une stratégie nationale visant à accroître la sensibilisation des parents, des entraîneurs et des athlètes sur le traitement d'une commotion cérébrale.
- adopter des prescriptions en matière de banalisation des emballages des produits du tabac similaires à celles de l'Australie et du Royaume-Uni.
- soutenir les efforts de la ministre de la Justice et du ministre de la Sécurité publique et de la Protection civile qui mèneront à la légalisation et à la réglementation de la marijuana.
- collaborer avec la ministre des Affaires autochtones et du Nord à la mise en œuvre et à l'élargissement du programme Nutrition Nord, de concert avec les collectivités nordiques.

Ces priorités sont largement tirées des engagements pris dans notre plateforme électorale. Le programme du gouvernement sera étoffé lors des discussions du Cabinet et dans le discours du Trône qui sera prononcé lorsque les travaux reprendront à la Chambre des communes.

Je m'attends à ce que vous travailliez en étroite collaboration avec votre sous-ministre et ses cadres supérieurs, pour vous assurer que les travaux en cours dans votre ministère soient effectués de manière professionnelle et que les décisions soient prises dans l'intérêt du public. Votre sous-ministre vous parlera des enjeux sur lesquels travaille actuellement votre ministère et qui pourraient dans certains cas nécessiter une prise de décision rapide. Je m'attends à ce que vous vous appliquiez et que vous mettiez nos valeurs et nos principes en pratique

dans la prise de décisions, de manière à ce que les problèmes auxquels fait face votre ministère actuellement soient réglés en temps opportun et de manière responsable, en suivant l'orientation globale de notre plateforme.

En tant que gouvernement, notre capacité à mettre en œuvre notre plateforme de manière efficace dépend de notre capacité à examiner attentivement les conseils professionnels et non partisans des fonctionnaires. Chaque fois qu'un employé du gouvernement se présente au travail, il le fait au service du Canada, dans le but commun d'améliorer notre pays et la vie de tous les Canadiens et les Canadiennes. Je m'attends à ce que vous établissiez une relation de travail basée sur la collaboration avec votre sous-ministre, dont le rôle, tout comme celui des fonctionnaires sous sa direction, est de vous appuyer dans la réalisation de vos responsabilités ministérielles.

Au cours des prochaines semaines, le Bureau du Conseil privé (BCP) communiquera avec vous afin d'organiser une rencontre avec ses représentants, votre sous-ministre et le Cabinet du Premier ministre pour discuter de vos plans, de vos engagements et de vos priorités.

Nous voulons être un gouvernement transparent, honnête et redevable envers les Canadiens et les Canadiennes; un gouvernement qui respecte les normes d'éthique les plus rigoureuses, qui porte une attention soutenue à la gestion des fonds publics et observe la plus grande prudence dans ce domaine. Je m'attends à ce que vous incarniez ces valeurs dans votre travail et que vous ayez une conduite éthique irréprochable dans tout ce que vous faites. Dans vos échanges avec vos collègues du Cabinet, le Parlement, les partenaires ou le public, il est important que votre comportement et vos décisions soient à l'image des attentes bien fondées que les Canadiens et les Canadiennes ont vis-à-vis de notre gouvernement. Je veux que les Canadiens et les Canadiennes regardent leur gouvernement avec fierté et confiance.

À titre de ministre, vous devez vous assurer que vous connaissez bien la *Loi sur les conflits d'intérêt* et les politiques et lignes directrices du Conseil du Trésor, et que vous les respectez à la lettre. Nous vous remettons un exemplaire du document intitulé *Pour un gouvernement ouvert et responsable* qui vous aidera à bien assumer vos responsabilités. Je vous demande de le lire attentivement et de vous assurer que les membres de votre personnel en prennent connaissance

également. De plus, j'attire votre attention sur le code d'éthique qui figure à l'annexe A de ce document. Ce code d'éthique s'applique à vous et à vos employés. Tel qu'indiqué dans le code, vous devez observer les normes les plus élevées en matière d'honnêteté et d'impartialité, et l'accomplissement de vos tâches dans le cadre de vos fonctions officielles de même que l'organisation de vos affaires privées devraient pouvoir faire l'objet d'un examen scrupuleux du public. On ne s'acquitte pas de cette obligation simplement en se contentant de respecter la loi. Veuillez également examiner les passages du document *Pour un gouvernement ouvert et responsable* que nous avons ajoutés ou renforcés pour notre mandat, incluant les conseils sur l'utilisation non partisane des ressources des ministères en matière de communications et le nouveau code de conduite des employés exonérés.

Je sais que je peux compter sur vous pour exercer ces importantes responsabilités. En retour, sachez que vous pouvez compter sur moi pour vous appuyer quotidiennement dans votre rôle à titre de ministre.

Je suis très heureux de travailler avec vous à bâtir le pays encore meilleur auquel nous aspirons. Ensemble, nous travaillerons avec acharnement pour honorer la confiance que nous témoignent les Canadiens et les Canadiennes.

Veuillez agréer, Madame la ministre, l'expression de mes sentiments distingués.

Le très hon. Justin Trudeau, c.p., député
Premier ministre du Canada

*Cette lettre de mandat a été signée par le Premier ministre dans la première langue officielle de la Ministre.

- See more at: <http://www.pm.gc.ca/fra/lettre-de-mandat-de-la-ministre-de-la-sante#sthash.dC0vp8Dy.dpuf>

From: [Cynthia Callard](#)
To: [Canitz, Shelley L HLTH:EX](#)
Subject: Re: [SPAM] which countries have introduced plain packaging?
Date: Wednesday, October 21, 2015 2:01:33 PM

Only one has the measures in place (Australia)

Two have passed legislation: England and Ireland

France has introduced legislation, but it is currently being given a rough ride in its Senate.

New Zealand introduced legislation, but kept it on ice until the Australian situation is resolved.

A few other health ministers have said they will do something.

Rob has produced a useful backgrounder:

<https://www.cancer.ca/~media/cancer.ca/CW/for%20media/Media%20releases/2015/plain-packaging-overview.pdf>

sorry for the delay in responding.

Cynthia Callard
Executive Director
Physicians for a Smoke-Free Canada

613 600 5794
www.smoke-free.ca

-----Original Message-----

From: "Canitz, Shelley L HLTH:EX"
Sent 10/21/2015 1:55:43 PM
To: "'ccallard@smoke-free.ca'"
Subject: [SPAM] which countries have introduced plain packaging?