

Joyce, Sasha FIN:EX

From: Anderson, Kristy GCPE:EX
Sent: Wednesday, August 3, 2016 8:54 AM
To: May, Stephen GCPE:EX
Subject: FW: Smoking cessation

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From: Anderson, Kristy GCPE:EX
Sent: Tuesday, May 31, 2016 3:41 PM
To: 'penny.daflos@bellmedia.ca'
Subject: Smoking cessation

Hi Penny

As discussed.

Cheers,

The B.C. Government has a comprehensive strategy in place that includes programs to help prevent the uptake of tobacco by youth, help people quit using tobacco and legislation to protect the public from the dangers of second hand smoke. One of those programs is B.C.'s Smoking Cessation program. It enables British Columbians to have access to a free 12-week supply of nicotine gum, patches, lozenge or inhaler or, if they are on Fair PharmaCare, coverage of prescription smoking cessation medication. It's never been easier to access—all any British Columbian, anywhere, has to do is go to their community pharmacy and ask the pharmacist to join the program.

Since it began in 2011, the province has invested more than \$51.5 million into the program. More than 223,000 have used the program to try to quit.

Adding to the successes of the B.C. Smoking Cessation Program, the Province applauds the action of the federal government in regards to plain packaging of tobacco products. Earlier federal changes included increasing health warning information, and included a toll free telephone and a URL to help smokers quit. Plain packaging builds on those changes, and is a standard that more countries are introducing. It also promotes a level playing field for manufacturers and consumers in Canada.

It takes a variety of actions to reduce tobacco uptake and use and B.C. believes this action supports other federal, provincial and territorial actions to reduce the significant harms caused by tobacco use.

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