

Getting to Zero Tobacco Endgame Strategies

If tobacco use continues at current rates, 1 billion people could die this century.

Most of those in low and middle income countries.



It's not impossible to think of a world without tobacco...

but to make it happen, it's going to take something **BOLD!**

Tobacco Control experts have proposed different strategies:

1 CUT THE SUPPLY

One option is to limit the amount of tobacco that is sold to tobacco companies and to decrease that number every year. Tobacco companies would be forced to increase prices and decrease the amount of products sold to sustain profits until either shifting business elsewhere or closing.

2 PHASE OUT SMOKING

Over 80% of smokers start before age 18 and basically all by the age 26. Banning the supply to those Canadians born after 2000 would create a smoke-free generation. Smoking would no longer be an age-restricted right of passage but change the norm and make it a very out-dated activity.

3 TAKE AWAY THE PROFIT

Currently tobacco companies are required by law to create profits for their shareholders. It has been proposed that these companies be purchased by the government so there is no incentive for profit. A government agency limits promotion and works to prevent tobacco use through health initiatives.

4 ELIMINATE THE NICOTINE

Another option is to reduce the nicotine in cigarettes to non-addictive levels. One tobacco company tested this in the 1980s, so we know it's possible. Nicotine is what gives the fix and what keeps tobacco users coming back. Slowly reduce the nicotine content and the product loses appeal.

'Small steps are not enough to curtail the power of the tobacco companies, or the damage they do'.

- David Kessler, former Commissioner of the US Food and Drug Administration

**HOW WOULD YOU CREATE A
WORLD WITHOUT TOBACCO?**

B R E A T H E
the lung association

