

## **Tobacco:**

In 2005, 1 in 10 of new mothers in Ontario between the ages of 15-55 years reported smoking during their last pregnancy (Health Stats, n.d.).

11% of all new mothers in Ontario reported that someone regularly smoked in their presence during their pregnancy or up to six months after the pregnancy (Health Stats, n.d.).

Tobacco kills about 45,000 Canadians a year. That's more than the total number of deaths from AIDS, car accidents, suicide, murder, fires and accidental poisonings combined. (The Lung Association, 2008).

Almost 16 million Ontarians reported noticing second hand smoke entering their homes from outside (The Ontario Tobacco Research Unit, 2009).

Tobacco was responsible for about 13,224 deaths in Ontario and 37,209 deaths nationally in 2002 (The Ontario Tobacco Research Unit, 2006).

Tobacco-related deaths resulted in 184,304 potential years of life lost (PYLL) in Ontario and 515,607 PYLL for all of Canada. PYLL are the years of life lost due to premature mortality related to smoking (The Ontario Tobacco Research Unit, 2006).

Tobacco-related illness accounted for 782,520 days of acute care hospital stay in Ontario and 22,210,155 acute care hospital days for all of Canada (The Ontario Tobacco Research Unit, 2006). That's more than 5 billion dollars of health care cost in Ontario due to tobacco-related causes (Canadian Institute for Health Information, 2008).

Estimated 36 children under the age of one died in Ontario due to tobacco-related causes (The Ontario Tobacco Research Unit, 2006).

Estimated 315 adults died because of lung cancer and ischemic heart disease attributable to exposure to second hand smoke inside the home (The Ontario Tobacco Research Unit, 2006).

The overall economic cost due to tobacco use is almost \$6.1 billion for Ontario and \$17 billion for Canada (The Ontario Tobacco Research Unit, 2006).

Almost 8,000 non-smokers die each year from second-hand smoking. That's about everyone in the city of Dryden, Ontario combined (Heart and Stroke Foundation, 2009).

Every 7 minutes in Canada, someone dies from heart disease or stroke. Smoking is responsible for 14.54% of all heart disease and stroke deaths (Statistics Canada, 2005).

Approximately one million Canadians will die over the next 20 years as a direct result of smoking and second-hand smoke, if current rates of tobacco use continue (Makomaski Illing & Kaiserman, 2004).

88% of all people who have ever smoked started by the age of 18, and the trend continues (Tobacco Free CA, 2008).

Every day 4,800 kids aged 11–17 try their first cigarette and 2,000 become regular smokers (Tobacco Free CA, 2008).

### **Tobacco Industry:**

For more than 50 years, tobacco industry has lied about the risks of its products, lied about addiction, lied about its manipulation of nicotine, and lied that its marketing has not targeted kids (Non-Smokers' Rights Association, 2004).

Several Canadian tobacco companies and their executives now face criminal charges related to contraband (Non-Smokers' Rights Association, 2004).

“The [Tobacco] Group made fantastic profits from its actions. They conspired to conceal their conduct. They set about to defeat government policy designed to discourage the spread of smoking, which they knew to be harmful, including to Canada's youth. They succeeded in their efforts, and deprived Canada of more than a billion in taxes and duties.” (Conclusion of the Attorney General's Statement, 2003)

“Cigarettes are no more addictive than [gummy] bears.” by James Morgan, CEO Phillip Morris (Non-Smokers’ Rights Association, 2004).

Tobacco industry often markets their products using false imagery. Pick any cigarette ad and look at the image. Chances are you'll see healthy young people with white teeth and glowing skin, athletes at peak performance, masculine heroes or individuals extolling independence. These images do not reflect the ultimate reality of smoking (Tobacco Free CA, 2008).

Tobacco products ads often appear in magazines that reach youth, and sponsor cars in auto races that appeal to young fans (Tobacco Free CA, 2008).

Nearly half of convenience stores have cigarette ads placed at kids' eye level (Tobacco Free CA, 2008).



*U.S. tobacco chiefs swearing to tell the truth before a Congressional committee on April 14, 1994.* (Non-Smokers’ Rights Association, 2004)

On that day, they swore, “I believe that nicotine is not addictive”

(Picture from Google image)

### **Junk Food Ad**

Most food advertising on children's TV shows is for fast foods, soft drinks, candy and pre-sweetened cereals—while commercials for healthy food make up only 4 per cent (Media Awareness Network, 2010).

Fast food chains spend more than 3 billion dollars a year on advertising, much of it aimed at children (Media Awareness Network, 2010).

To directly target children, the fast food industry uses more than traditional commercials. Restaurants offer incentives such as playgrounds, contests, clubs, games, and free toys and other merchandise related to movies, TV shows and even sports leagues (Media Awareness Network, 2010).

Fast-food commercials during kids programming on Saturday mornings are pitching bigger and bigger portions (Media Awareness Network, 2010).

### **Cancer:**

17% of cancer deaths will occur in young and middle-aged adults ages 20-59, in their most productive years for employment and raising families (Canadian Cancer Society, Statistics Canada, Provincial/Territorial Cancer Registries, Public Health Agency of Canada, 2009).

Cancer incidence is rising in young women aged 20-39 (Canadian Cancer Society, Statistics Canada, Provincial/Territorial Cancer Registries, Public Health Agency of Canada, 2009).

40% of Canadian women and 45% of men will develop cancer during their lifetimes (Canadian Cancer Society, Statistics Canada, Provincial/Territorial Cancer Registries, Public Health Agency of Canada, 2009).

Approximately 1 out of every 4 Canadians will die from cancer (Canadian Cancer Society, Statistics Canada, Provincial/Territorial Cancer Registries, Public Health Agency of Canada, 2009).

With regards to adolescents and young adults (15-29), little is known about risk factors for many of the leading cancers in this age group, which makes prevention difficult (Canadian Cancer Society, Statistics Canada, Provincial/Territorial Cancer Registries, Public Health Agency of Canada, 2009).

## **Obesity**

14.1 million Canadians are overweight or obese. That's 4 times more than the entire population of Iceland (Tjepkema & Sheilds, 2005).

1 in 4 Canadian adults ages 18 and over are obese, and an additional 36% are overweight (Tjepkema & Sheilds, 2005).

More than half of Canadian women ages 18 and over are overweight or obese (Tjepkema & Sheilds, 2005).

Between the 2000 and 2004, the prevalence of being overweight among Canadian adults appears to have increased by more than 11 %, while the prevalence of obesity alone increased by more than 8 % (Starky, 2005).

1 in 3 people who were classified as normal weight in 1994-1995 had become overweight by 2002-2003. And nearly 1 in 4 people who were initially overweight were classified as obese after the eight-year period. Conversely, only 10% of those who were overweight in 1994-1995 had progressed to a normal weight range by 2002-2003 (Starky, 2005).

In 2002 Canada spent \$2 billion treating illnesses attributable to obesity (Heart and Stroke Foundation, 2010).

Before the year 2000, 57000 people died from obesity. That's the same as 3 sold-out stadiums full of Canadians. (Katzmaryzyk & Ardern, 2004).

## **Physical activity**

Nearly half of Canadians ages 12 and over report being physically inactive (Heart and Stroke Foundation, 2010).

In 1999, the direct healthcare costs in Canada of physical inactivity totaled \$2.1 billion, representing approximately 21% of the healthcare costs of coronary artery disease, stroke, high blood pressure, colon cancer, breast cancer and diabetes (Heart and Stroke Foundation, 2010).

**YouTube video clips:**

Obesity in Canada [http://www.youtube.com/watch?v=694wCjRe\\_kE](http://www.youtube.com/watch?v=694wCjRe_kE)

Canada gone to pot [http://www.youtube.com/watch?v=KGN YM\\_cRM sU&feature=related](http://www.youtube.com/watch?v=KGN YM_cRM sU&feature=related)

Youth health issues <http://www.youtube.com/watch?v=imL9RwMQUMQ>

Depression and youth [http://www.youtube.com/watch?v=tTp9ZiSE\\_Sw](http://www.youtube.com/watch?v=tTp9ZiSE_Sw)

## References

- Baptist G. (n.d.). *Youth health issues*. Retrieved from <http://www.youtube.com/watch?v=imL9RwMQUMQ>
- Canadian Cancer Society, Statistics Canada, Provincial/Territorial Cancer Registries, Public Health Agency of Canada. (2009). *Canadian cancer statistics 2009*. Retrieved February 12, 2010, from [http://www.cancer.ca/canadawide/about%20cancer/cancer%20statistics/canadian%20cancer%20statistics.aspx?sc\\_lang=en](http://www.cancer.ca/canadawide/about%20cancer/cancer%20statistics/canadian%20cancer%20statistics.aspx?sc_lang=en)
- Global News. (n.d.). Canada has gone to pot. Retrieved from [http://www.youtube.com/watch?v=KGNYM\\_cRMsU&feature=related](http://www.youtube.com/watch?v=KGNYM_cRMsU&feature=related)
- Global News. (2006, November 6). Obesity in Canada. Retrieved from [http://www.youtube.com/watch?v=694wCjRe\\_kE](http://www.youtube.com/watch?v=694wCjRe_kE)
- Grech, A., Anvari, J. (n.d.). Depression and youth. Retrieved from [http://www.youtube.com/watch?v=tTp9ZiSE\\_Sw](http://www.youtube.com/watch?v=tTp9ZiSE_Sw)
- Health Stats. (n.d.). *Smoking during pregnancy*. Retrieved February 10, 2010, from [http://www.simcoemuskokahealthstats.org/Topics\\_Tobacco\\_Smoking\\_SmokingPregnancy.aspx](http://www.simcoemuskokahealthstats.org/Topics_Tobacco_Smoking_SmokingPregnancy.aspx)
- Heart and Stroke Foundation. (2010). *Statistics*. Retrieved February 16, 2010 from <http://www.heartandstroke.com/site/c.ikIQLcMWJtE/b.3483991/k.34A8/Statistics.htm>
- Heart and Stroke Foundation of Canada. (2007). *Getting Active for Life*
- Katzmarzyk PT, Ardern CI. (2004) Overweight and obesity mortality trends in Canada 1985-2000. *Canadian Journal of Public Health*, 95(1),16-20.
- Makomaski Illing EM, Kaiserman MG. (2005). Mortality attributable to tobacco use in Canada and its regions 1998. *Canadian Journal of Public Health*, 95(1), 38-44.

Media Awareness Network. (2010). *Special issues for young children*. Retrieved March 16, 2010 from

[http://www.media-awareness.ca/english/parents/marketing/issues\\_kids\\_marketing.cfm](http://www.media-awareness.ca/english/parents/marketing/issues_kids_marketing.cfm)

Starky, S. (2005). The obesity epidemic in Canada. Retrieved February 15, 2010, from

<http://www2.parl.gc.ca/Content/LOP/ResearchPublications/prb0511-e.htm>

Statistics Canada. (2007). *Health Reports*, 18(3).

Statistics Canada. (2005). *Mortality Summary List of Causes*.

Tobacco Free CA, (2008). *Tobacco industry marketing*. Retrieved March 16, 2010 from

[http://www.tobaccofreeca.com/ads\\_tobacco\\_industry\\_marketing.html](http://www.tobaccofreeca.com/ads_tobacco_industry_marketing.html)

Non-Smokers' Rights Association (2004). What do the smoke folk have in common with organized crimes?

The Ontario Tobacco Research Unit. (2006). *Research update*. Retrieved February 13, 2010, from

[http://www.otru.org/pdf/updates/update\\_june2006.pdf?zoom\\_highlight=the+Costs+of+Substance+Abuse+in+Canada+2002+#search=\"the Costs of Substance Abuse in Canada 2002 \"](http://www.otru.org/pdf/updates/update_june2006.pdf?zoom_highlight=the+Costs+of+Substance+Abuse+in+Canada+2002+#search=\)

The Ontario Tobacco Research Unit. (2009). *OTRU update*. Retrieved February 10, 2010, from

[http://www.otru.org/pdf/updates/update\\_mar2009.pdf](http://www.otru.org/pdf/updates/update_mar2009.pdf)

Tjepkema M, Shields M. (2005) Nutrition Findings from the Canadian Community Health Survey – Overweight Canadian children and adolescents.