



# INFORMATION REPORT

<b>TO:</b>	Mayor and Members, Board of Health
<b>COMMITTEE DATE:</b>	July 9, 2015
<b>SUBJECT/REPORT NO:</b>	Public Health Services' Participation at the Phillip Morris International Shareholder's Meeting May 4, 2015 - BOH15022 (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
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<b>SIGNATURE:</b>	

## **Council Direction:**

Not Applicable.

## **Information:**

Hamilton Public Health Service's Unfiltered Facts Program (UFF) is a grassroots youth tobacco use prevention movement targeting the Tobacco Industry. Established in 1999, UFF seeks to engage youth in tobacco control activities designed to reduce tobacco use across the City of Hamilton, and the province of Ontario. UFF currently has 55 active youth volunteers between the ages of 14-24. The number of active UFF volunteers has grown year-over-year.

UFF's health advocacy activities have been recognized locally, provincially, nationally and internationally. Staff and volunteers work with a variety of partners and stakeholders at each of the above levels, including the American organization *Campaign for Tobacco Free Kids (CTFK)* - America's largest advocacy and education organization working on tobacco-related issues.

Through this unique international partnership, UFF was the only Canadian delegation invited by CTFK to attend and participate in the 2015 Phillip Morris International (PMI) Shareholders Meeting and CTFK's adjoined advocacy activities in New York City from May 4-5, 2015. Phillip Morris International is one of the largest tobacco companies in the world. This annual event takes place in New York City each May and is designed to

demand corporate accountability from PMI executives and shareholders for its role in the tobacco epidemic. The event also serves as an opportunity to educate the public and policy-makers about the need for comprehensive tobacco control policies.

Public Health Services' delegation included one professional staff member and three youth volunteers representing UFF. CFTFK afforded this delegation one adult and one youth proxy to enter and participate in the PMI Shareholders Meeting. In preparation, the Hamilton delegates, alongside experts from across the United States, attended a full day training program which included a briefing on the global tobacco epidemic (statistics, facts and countermeasures) and the "Stop Marlboro" Campaign, developed by CFTFK to counter a new PMI campaign – "Don't be a Maybe. Be Marlboro". This campaign is the successor to the "Marlboro Man" campaign that has made Marlboro the most popular cigarette brand with youth around the world.

Following the day of training, youth who held proxy were supported to prepare one question to ask PMI Chairman, Louis C. Camilleri. UFF volunteer, Akheil Johnson personally addressed the chairman with a question related to corporate accountability concerning the sale and promotion of e-cigarettes to minors. The Chairman provided a brief answer stating that such products are not produced or available in the North American marketplace. Following the meeting, all delegates participated in a peaceful demonstration and march to Times Square. Youth chanted and held signs and banners in protest of PMI's "Don't be a Maybe. Be Marlboro" campaign, exposing how tobacco companies target kids and market their products in countries around the world. These activities are important to countering industry efforts to market to children and mislead the public.

Participation in this large co-ordinated event provided Hamilton youth with a voice and a platform to advocate for solutions that mobilize organizations and individuals to join the fight against Big Tobacco. Delegates from Hamilton are now able to share a realistic picture, of the progress being made to reduce tobacco use worldwide and recognize how their participation, and more specifically the work of UFF, contribute to and stimulate this progress. As a result of their involvement, the delegates are motivated to develop new health promotion campaigns highlighting the global and local implications of the tobacco epidemic.

Based on the learning and experience derived from partnering with CFTFK, UFF aims to explore new and innovative partnerships across the disciplines of law, economics, psychology and marketing and further strengthen international partnerships with *Campaign for Tobacco-Free Kids, Reality Check, NYC and Corporate Accountability International*. Such partnerships will further enhance tobacco use prevention efforts both locally and across the province of Ontario. Such expanded partnership opportunities move beyond traditional health and social service agency collaboration to include and consider legal and economic rationales in support of more comprehensive

tobacco control measures. While the focus remains on tobacco use prevention, UFF provides a platform to engage local young people in leadership and advocacy opportunities that ultimately benefit the community as a whole.