

**From:** Gonsalvez, Margretha [<mailto:Margretha.Gonsalvez@oma.org>] **On Behalf Of** ocat  
**Sent:** April 27, 2016 2:08 PM  
**Subject:** Plain Packaging endorsement  
**Importance:** High

Good afternoon,

Some of you have already received the attached endorsement form for the federal government's plain packaging initiative, together with a CCS plain packaging overview. We've had a number of recipients ask about the nature of the national plain packaging campaign, who is coordinating it, and related questions. I'd like to provide some details as follows:

- Several national health agencies - led by the Heart and Stroke Foundation, the Non-Smokers' Rights Association and the Canadian Cancer Society - are working very actively to support the federal government's plan to require plain and standardized packaging. This effort is taking a great deal of staff time as the issue is quite technical, and a fully-coordinated national campaign – while being worked on – is not yet complete.
- In the interim, CCS has prepared the attached endorsement form for signature by as many national, provincial and regional health agencies as possible.

**If you have not already signed the endorsement form on behalf of your agency, please do so at the earliest opportunity and return it to:**

Rob Cunningham  
Canadian Cancer Society  
116 Albert Street, Suite 500  
Ottawa, ON K1P 5G3  
[rcunning@cancer.ca](mailto:rcunning@cancer.ca)

Collecting a large number of these forms is an essential part of the effort to convince the federal government that it has widespread support for its plan throughout the country.

If you have provincial or regional contacts who would also be willing to sign the form, please have them do it and ask them to forward it as soon as possible to Rob.

In the meantime, national health agencies will continue their work. You can expect to receive more details about a national campaign effort in the not-too-distant future. Please be assured that the campaign will be well-coordinated, with ongoing opportunities to participate in it through initiatives like visits with local MPs, when the time is right.

A backgrounder on the plain packaging issue prepared by CCS is also enclosed for your information and for distribution to colleagues who are interested in the issue.

If you have any questions in the meantime, please contact myself or Rob Cunningham directly in Ottawa.

Thanks very much for your continued efforts, as always.

*Michael Perley*  
*Director*  
*Ontario Campaign for Action on Tobacco*  
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*The Ontario Campaign for Action on Tobacco was founded in 1992 by the Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario, the Non-Smokers' Rights Association and the Ontario Medical Association to promote comprehensive tobacco control in Ontario.*