Health Canada’s Consultation on “Plain and Standardized Packaging”
https://policybase.cma.ca/link/policy13817

POLICY TYPE Response to consultation
DATE 2016-08-12
TOPICS Health care and patient safety
Pharmaceuticals, prescribing, cannabis, drugs

Documents

August 12, 2016
Susan Dudgeon
Director, Tobacco Prevention and Control
Canadian Tobacco, Alcohol and Gaming Authority (CTAGA)

Dear [Recipient’s Name],

The Canadian Medical Association (CMA) is pleased to respond to the information and materials provided at Health Canada’s Consultation on “Plain and Standardized Packaging”.

The Consultation was intended to inform the development of legislation that would address the sale, promotion and display of tobacco products. The CMA welcomes this opportunity to contribute to the consultation process. We were pleased to see that the consultation materials included an overview of similar experiences elsewhere in the world, such as the United Kingdom, Australia and New Zealand. We agree that plain packaging is one strategy that advances health policy and that the consultation was well-timed.

The CMA is concerned about the potential for misuse of health information. Tobacco packages must communicate tobacco’s harmful effects clearly and truthfully.

The CMA recommends that the plain tobacco packaging be designed in a way that is consistent with the existing regulations. The CMA notes that plain packaging must not convey any information that can be misused.

We also recommend that the plain packaging be designed in a way that is consistent with the existing regulations. The CMA notes that plain packaging must not contain any information that can be misused.

We encourage you to consider the CMA’s recommendations and continue to engage with stakeholders to ensure that the plain tobacco packaging is effective in reducing the harms associated with tobacco use.

Sincerely,

Susan Dudgeon
Director, Tobacco Prevention and Control
Canadian Tobacco, Alcohol and Gaming Authority (CTAGA)