

## Canadian Cancer Society Questionnaire

Response by Kevin O'Reilly, Candidate for MLA Frame Lake

### Implementation and enforcement of legislation

The WHO maintains that there will be challenges in implementing legislation without aspects of enforcement that are considered crucial. Monitoring of compliance with the legislation needs to be vigorously enforced. The WHO suggests tools for enforcement monitoring including:

1. research and surveillance program to monitor trends and patterns in tobacco use;
2. public awareness, epidemiological information and quality of enforcement;
3. reporting requirements for tobacco and vapour product constituents and additives, as well as industry advertising expenditures;
4. inspections of places of restricted smoking;
5. tobacco industry monitoring to ensure industry compliance with legislation and other measures; and,
6. assessment of fines and or citations issued over time for noncompliance.

Partial funding for enforcement could potentially come from fining violators, licensing fees, filing fees, or earmarked tobacco tax revenues.

*Question: Many communities in the NWT are isolated and do not have a sufficient enforcement presence. Would you support funding of adequate enforcement of the tobacco and vapour products legislation throughout the NWT? If you have specific ideas about how to enforce this legislation, please include them in the comments.*

Yes

No

**Comment:** Enforcement capacity for communities should be assessed collaboratively with the NWT Association of Communities. Given the additional responsibilities under the new legislation, additional resources to community governments are required. There will also need to be training support and communications materials for community councils to understand their roles and responsibilities.

### Public Education and Awareness Campaigns

The WHO contends that the best legislation is one that enforces itself, by the public through mass awareness raising that empowers them to support the law and its implementation.

The NWT Legislative Assembly Standing Committee on Social Development in its report on the review of Bill 40: Smoking Control and Reduction Act and Bill 41: Tobacco and Vapour Products Control Act, recommended that the Department of Health and Social

Services renew its efforts towards public education and awareness to discourage smoking, vaping and other tobacco use among residents, especially youth and in communities where usage is highest, and to ensure they have the information they need to make informed decisions.

The WHO asserts that implementation of tobacco control legislation needs to be phased in to facilitate compliance by the public. Implementation mechanisms should be complemented by mass media campaigns for awareness raising of public, policymakers, opinion leaders, enforcement agents and the media. Further, public education campaigns are highly effective if hard hitting, sophisticated and sustained.

In addition to facilitating compliance with legislation by the public, evidence demonstrates that the public education component is a critical piece driving the success of comprehensive tobacco prevention programs. When implemented with adequate funding, these programs have reduced smoking and other tobacco use, and the public education campaigns have been instrumental in these reductions.

Additional reading: [Public Education Campaigns Reduce Tobacco Use](#)

*Question: If elected, will you support the allocation of funds to provide public education and mass media campaigns to prevent initiation of tobacco and vapour product use and to encourage tobacco cessation?*

Yes

No

**Comment:** I support additional funding and efforts to better educate NWT residents on the risks of tobacco and vaping products. I was actively engaged in the review of the most recent legislation and strongly supported a precautionary approach coupled with good public communications. There may be a need to develop different materials for various groups including youth and remote communities. The "Don't be a Butthead" campaign was quite popular and should be revived.

Kevin O'Reilly

Candidate for Frame Lake MLA

Campaign Office: Unit 190, Upper Level, Centre Square Mall, Yellowknife

Phone: 867-920-2929 Campaign Office 867-444-2929 Cell

E-mail: [kevin@kevinoreilly@framelake.ca](mailto:kevin@kevinoreilly@framelake.ca)

Website: <https://kevinoreillyframelake.ca/>

Twitter: <https://twitter.com/kevinframelake>

Facebook: <https://www.facebook.com/KevinOReillyforMLAFrameLake/>

Instagram: <https://www.instagram.com/kevinformlaframelake/>