

- Prior to 2004, the only flavoured tobacco products on the market were menthol cigarettes and a few plain looking little cigars. By 2006 and 2008, tobacco manufacturers had flooded the market with a wide variety of tobacco products (chew, bidis, narghile, rolling papers, snuff), but especially little cigars (cigarillos) in a wide selection of fruit and candy flavours (strawberry, peach, vanilla, mint and bubblegum, appletini, etc.). According to Health Canada, reported sales of little cigars soared from 53 million units in 2001, to 276 million units in 2006, and then to 403 million units in 2007.ⁱ
- The World Health Organisation,ⁱⁱ numerous health experts from around the world and the tobacco industry's own findingsⁱⁱⁱ (private documents) concur that fun, exotic and yummy flavours lure kids into smoking because they generate curiosity, promote trial and make the first tobacco experience more palatable. They turn smoking into a more enjoyable experience. Canada is a party to the Framework Convention on Tobacco Control, which adopted guidelines in 2010 saying "there is no justification for permitting the use of ingredients, such as flavouring agents, which help make tobacco products attractive."^{iv}
- Subsequent surveys showed the younger the age group, the greater the popularity of these products. In 2006, the highest rates of cigarillos use in Quebec were among 12-17 year-olds (22 %)^v, followed by 17 % among 15-19 year-olds^{vi}. The same trend held on the national level, with 12 % of recent use among 15-19 year-olds, 9 % among 20-24 year olds and 3% for those aged 25 and up, in 2007.^{vii}
- On September 17th 2008, Prime Minister Stephen Harper acknowledged the problem, and promised government intervention. He said he "*was appalled to see tobacco being marketed in a way that is so enticing to children. Flavouring and packaging them [tobacco products] like candy, gum or a fruit roll up. This just isn't right. This practice can't continue. We will not tolerate it.*"
- Numerous provincial and national health or youth-based organization joined the Canadian Medical Association, the Canadian Cancer Society, the Canadian Lung Association and the Heart and Stroke Foundation of Canada in applauding the Prime minister announcement.
- Groups applauded even louder when Health Minister Leona Aglukkaq delivered the "*Cracking Down on Tobacco Marketing Aimed at Youth Act*", the law that resulted from the Prime Minister's September 2008 promise.
- The latest data available for cigarillo use covers the first half of 2010 only, before C-32 came into effect. According to CTUMS 2010 (wave 1)^{viii}, more than one-third (38%) of Canadians 15 years and older reported having ever tried little cigars, and 3% reported smoking little cigars in the past 30 days, levels which are not statistically different from 2009 results. Among Canadian youth aged 15-19, 31% reported having ever tried little cigars and 8% reported smoking a little cigar in the past 30 days, also not statistically different from the first half of 2009.
- On July 4th 2010, following a warning from health groups, to the effect that cigarillo manufacturers were tinkering with their products in order to skirt the law, the PM issued a written statement acknowledging that cigar manufacturers were defying the spirit of the law and said "*compliance with these rules will be monitored and enforced in no uncertain terms. Adherence to the spirit of the legislation will also be monitored, and, if necessary, the legislation will be revisited.*"
- Nine months later, no official government action has been initiated on this issue
- This study demonstrates that the PM has tolerated cigar manufacturers making a mockery out of the legislation. Cigar manufacturers continue to entice kids and promote tobacco through fruity, kid-pleasing and flavoursome little cigars.

ⁱ **Health Canada**, "Little Cigars... Big Concerns", revised version, 2010. http://www.hc-sc.gc.ca/hc-ps/consult/_2011/label-etiquet/index-eng.php

ⁱⁱ **World Health Organization**, 2008. « *The scientific basis of tobacco product regulation: second report of a WHO study group* », (WHO technical report series; no. 951), Geneva. http://www.who.int/tobacco/global_interaction/tobreg/publications/9789241209519.pdf

ⁱⁱⁱ http://www.smoke-free.ca/pdf_1/2009/Flavoured-Jun2.pdf; Farone WA, **Philip Morris**, 1996. Thoughts on Philip Morris Response on Manipulation and Control: The Use of Casings and Flavorings: Installment 2. Draft Document. March 27, 1996. Bates No. 520942227/2231, <http://legacy.library.ucsf.edu/tid/mqh01d00>; **Philip Morris**, 1992. New favors qualitative research insights, Presentation, October 1992. No. Bates 2048207525/7537: <http://legacy.library.ucsf.edu/tid/cro16e00>

^{iv} **WHO Framework Convention on Tobacco Control**, "Partial guidelines for implementation of Articles 9 and 10 of the FCTC/COP4(10)", <http://www.who.int/fctc/guidelines/Decisions9and10.pdf>

^v **Institut de la statistique du Québec**, « *Enquête québécoise sur le tabac, l'alcool, la drogue et le jeu chez les élèves du secondaire, 2006* ». http://www.stat.gouv.qc.ca/publications/sante/pdf2007/zoom_sante_nov_tabac07.pdf.

^{vi} **Médecins pour un Canada sans fumée**, « *Cigarillo Smoking in Quebec : a review of results from CTUMS, Wave 1 – 2007* », février 2008", http://cqct.qc.ca/Documents_docs/DOCU_2008/DOCU_08_02_16_PSFC_cigarillos_Quebec_2008.pdf

^{vii} **Médecins pour un Canada sans fumée**, « *Cigarillo Smoking in Canada : a review of results from CTUMS, Wave 1 – 2007* », février 2008", http://cqct.qc.ca/Documents_docs/DOCU_2008/DOCU_08_02_08_PSFC_cigarillos_Canada_2008.pdf

^{viii} http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/research-recherche/stat/_ctums-esutc_2010/w-p-1_sum-som-eng.php