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IUCH/WHO CIRCUMPOLAR CONFERENCE ON TOBACCO AND HEALTH

Yellowknife, NWT, Canada, April 4 - 6, 1989
Organized by International Union for Circumpolar Health,
World Health Organization, Regional Office for Europe, and
Department of Health, Government of the Northwest Territories, Canada

Recommendations

The increasing use of tobacco products in the Circumpolar area is a serious health problem. In this area there are extremely high proportions of smokers both in females and males, there is an alarming common use of smokeless tobacco, even among school children, and a steep increase in smoking related diseases, especially lung cancer. The following recommendations for regional action are made against the background of general acceptance of the WHO strategy for tobacco control, and have been approved at the conference in order to set up an anti-tobacco policy in the area.

1. Use of tobacco should be a priority of local health promotion agencies together with other self destructive behaviours such as alcohol and drug abuse.
2. Health promotion and education on all forms of tobacco use (smokeless tobacco included) should be strengthened, focusing on children, adolescents, pregnant women and socially and economically less fortunate people.
Use mainly visualized material!
Use material of local relevance!
Use the local language!
Use simple and understandable terms!
Utilize peer groups support to encourage young people and adolescents not to use tobacco!
Include elders and youth representatives in conferences!
Use native role models in public information campaigns!
3. Physicians and other health professionals should deliver anti-tobacco messages to all patient as often as possible.
4. All politicians, civil servants, teachers, clergy men, physicians and other health professionals and parents should set an example by not smoking.
5. Involve local people through regional Health Boards, voluntary organizations and consumers' groups in order to define local tobacco policies and take action to influence local and national authorities.
6. Promote and extend tobacco - and smoke - free environments (schools, worksites, health facilities, banks, public transport).
7. Sale of tobacco to children should be banned. These bans should be strictly enforced with severe penalties for violation. Sale of broken packs should be forbidden.

8. Collect on going local statistics on tobacco use and tobacco related diseases. In cooperation with community representatives and make the results available to the population.
9. Prohibit all advertising and promotion of tobacco products and all sponsorship of sports and cultural events.
10. Increase taxes on tobacco products and allocate a portion of tobacco tax revenue to health promotion activities.
11. Any tobacco products should carry explicit and visible warnings about health risks.