

10 minute advocate

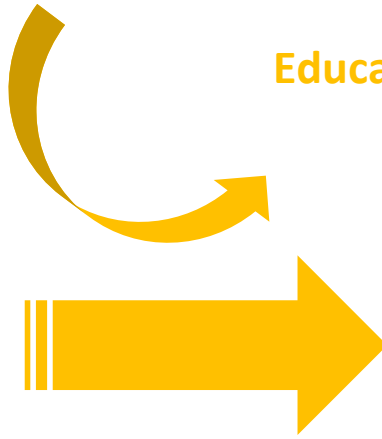
Cynthia Callard

Physicians for a Smoke-Free Canada

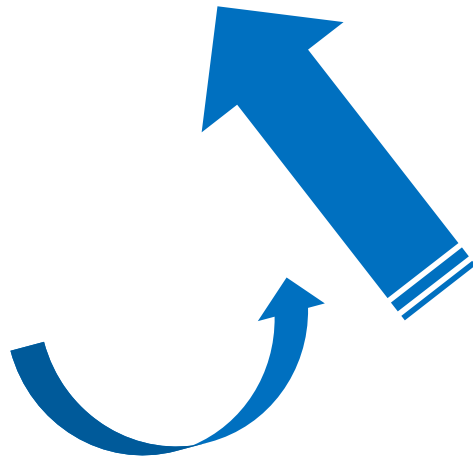
October 2010

**Policy
Change**

Education



**Social
Change**



**Political
Change**



Advocacy
Government relations

Advocacy
Activism

Form follows function

How you do it depends on what you
are trying to do.

Policy change has many faces



From political change to policy change



From social change to political change



I miss my lung, Bob.

California Department Of Health Services.
Funded By The Tobacco Tax Initiative.

© 1994 California Department of Health Services

From policy change to social change (and back again)

Task #1

**Maximize outcomes within the
window of political opportunity**

Window of Political Opportunity

Too much intervention

Appropriate intervention

Too little intervention

Example: Smoke-free spaces

Smoke-free multiple unit dwellings

Smoke-free homes with children

Smoke-free patios, parks & beaches

Smoke-free casinos

Smoke-free bars

Smoke-free offices

Smoke-free airplanes

Task #2

**Change the Window of Political
Opportunity**

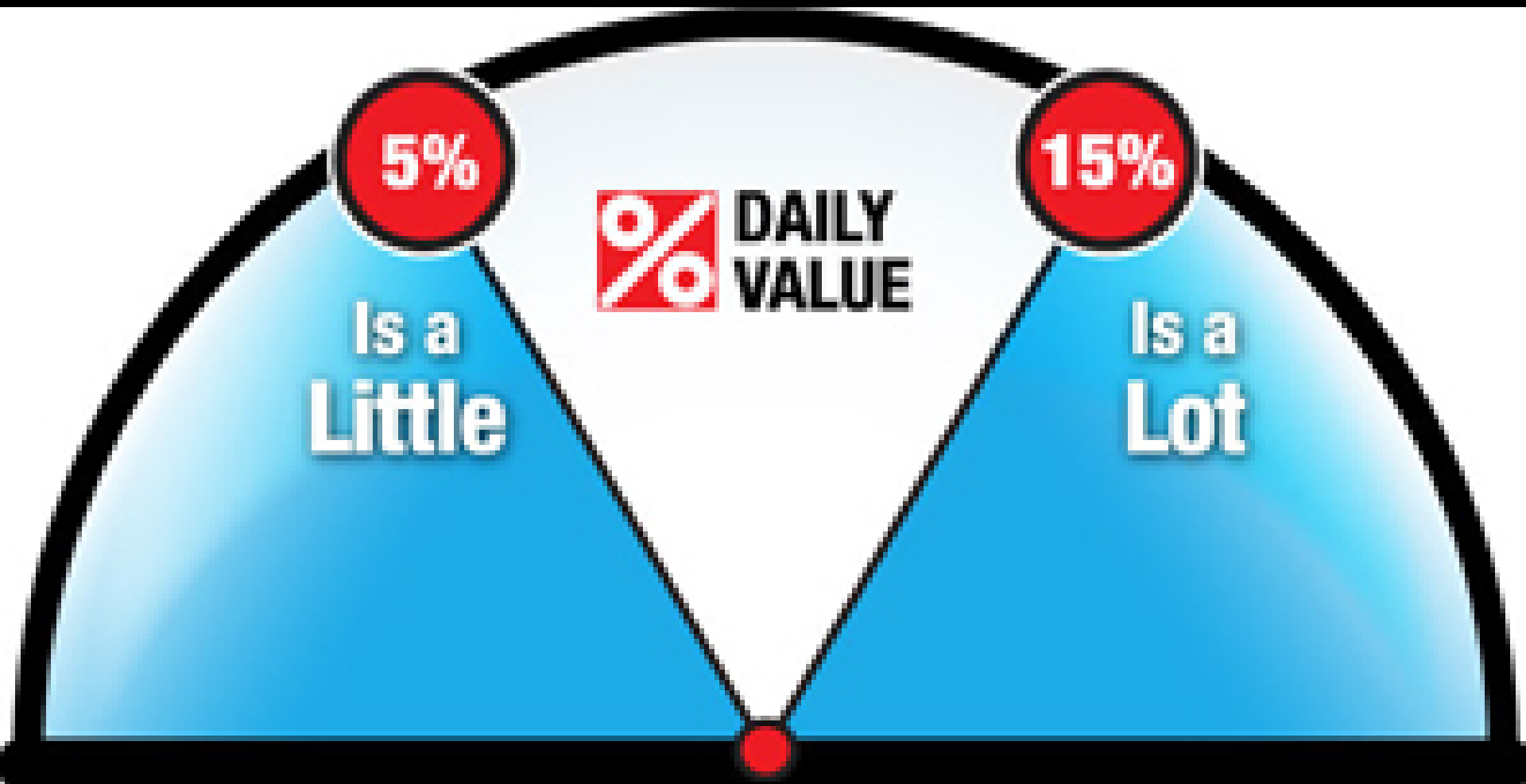
Too much intervention

Appropriate intervention

Too little intervention

How are we doing so far?

**The Window of Political Opportunity
for food regulation in Canada and
other jurisdictions.**



Canada: Better % Daily Value promised

(October 22, 2010)



Canada: KFC Double Down Sandwich
(October 18, 2010)



Pour votre santé, ne mangez pas trop gras, pas trop sucré

France: Choice of warnings or tax on food advertising.

Illustration: Reproduced by permission of Cathy Wilcox, SMH

PULL THE PLUG

ON FOOD
ADVERTISING



Let's give our kids a healthy future.

www.cancercouncil.com.au/pulltheplug

Australia: Mainstream health charities campaign for ban on advertising to kids.

Danish Tax Reform 2010

Paper to the OECD WP 2 meeting November 2009

4.3. Health

Health related taxes contribute to the tax reform with 2¾ billion DKK.

- Increased taxation of tobacco by 3 DKK per 20 cigarettes.
- Increased taxation of ice cream, chocolate and candy by 25%.
- Tax on soft drinks differentiated with respect to sugar.
- Tax on saturated fats in oils and certain dairy products.

Denmark: Government imposes manufacturing tax on saturated fats.

“Politics is nothing else but
medicine on a large scale.”

Rudolf Virchow
(13 Oct 1821 - 5 Sep 1902)