

This is a
message for
teens.



This is a
message for
parents.



This is a
message for
adults.



Statistics Canada, in partnership with Health Canada, has a very simple mission: we want to speak with Canadians aged 15 and up across Canada about their use of tobacco products, e-cigarettes, drugs and alcohol. By having an open discussion, you give us the information that many organizations need to better understand various health-related behaviours and provide input into developing programs that benefit all Canadians. That is the goal of the Canadian Tobacco, Alcohol and Drugs Survey (CTADS).

You might be asking: what if I only consume every once in a while, or not at all?

This information is just as important since it will help paint a picture of how many Canadians, from province-to-province, use and don't use these substances. A true picture of Canadians can only be obtained from talking to everyone selected to participate in the survey regardless of their behaviour.

This survey will do more than just collect important data

Results obtained from previous surveys helped to create the *Cracking Down on Tobacco Marketing Aimed at Youth Act*, which came into effect in 2010. This Act changed the minimum packaging size for little cigars and other products, ending the tobacco industry's practice of selling these products in single units, or in "kiddy-packs" that were both appealing and affordable for youth.

So... **SPEAK. FREELY.**

Your personal information will remain confidential

All information collected by Statistics Canada is kept strictly confidential and is protected by the *Statistics Act*. Statistics Canada does not release any information that could identify you or any member of your household.

Please contact us for further information about this survey

Visit www.statcan.gc.ca/survey

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