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## *Tobacco-Control Lessons Across the Border?*

“Paul Paré and Leo Laporte have kept me advised of the latest developments on the health situation in Canada. We are very disturbed at the situation and feel that whatever happens in Canada will have a direct bearing on what may happen in this country.” L.P. Finch, President of Brown and Williamson Tobacco Company, in a letter to Richard P. Dobson of British-American Tobacco Company, Ltd., December 11, 1968. (Cunningham 1996: 54)

“I think we have to have an equally comprehensive package (as the USFDA regulations) addressing a variety of different aspects of the smoking issue.” David Dingwall, Canadian Minister of Health, *Montreal Gazette*, August 28, 1996.

“In fact, many of the features of the proposed U.S. settlement are already in place in Canada and have been for some time.” Joe Heffernan, President of Rothmans, Benson and Hedges, Inc, in a public letter of June 26, 1997, to Joy McPhail, Minister of Health, Province of British Columbia.

### **Introduction**

This chapter surveys the evidence for lesson drawing between Canada and the United States during phases four and five of tobacco control, since the Surgeon General’s report of 1964. It attempts to answer the question of what each country learned from the other, how and when they did so, and, from a theoretical perspective, whether lesson drawing helps explain policy in the two countries. If convergence occurred, was this due to lesson drawing or other, similar internal factors?

First, this chapter examines the question of how much lesson drawing has occurred and when, by looking at the comparative course of policy development, primarily at the central level but with some attention to