

Statement from the College of Family Physicians of Canada, Canadian Medical Association and Royal College of Physicians and Surgeons of Canada Regarding Upcoming Health Canada Drug Awareness Campaign

AUGUST 16, 2014 – The College of Family Physicians of Canada (CFPC), Canadian Medical Association (CMA) and Royal College of Physicians and Surgeons of Canada will not be participating in Health Canada's upcoming anti-drug educational campaign targeted at young Canadians.

As the largest national organizations representing Canada's doctors, the CFPC, CMA and Royal College were invited to co-brand and provide expert advice on an upcoming public education campaign initiated and funded by Health Canada. The educational campaign has now become a political football on Canada's marijuana policy and for this reason the CFPC, CMA and Royal College will not be participating. We did not, and do not, support or endorse any political messaging or political advertising on this issue.

All three organizations support the importance of educating the public on the dangers of drug and alcohol abuse. The CFPC, CMA and Royal College will continue working to enhance public education and increase awareness of the health risks of drug and alcohol consumption by Canada's young people.

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