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Healthy Futures Webinar Series

Webinar 1: Smoking and Vaping – Policy Options for Municipalities

February 13, 2020



RMA
RURAL MUNICIPALITIES
of ALBERTA



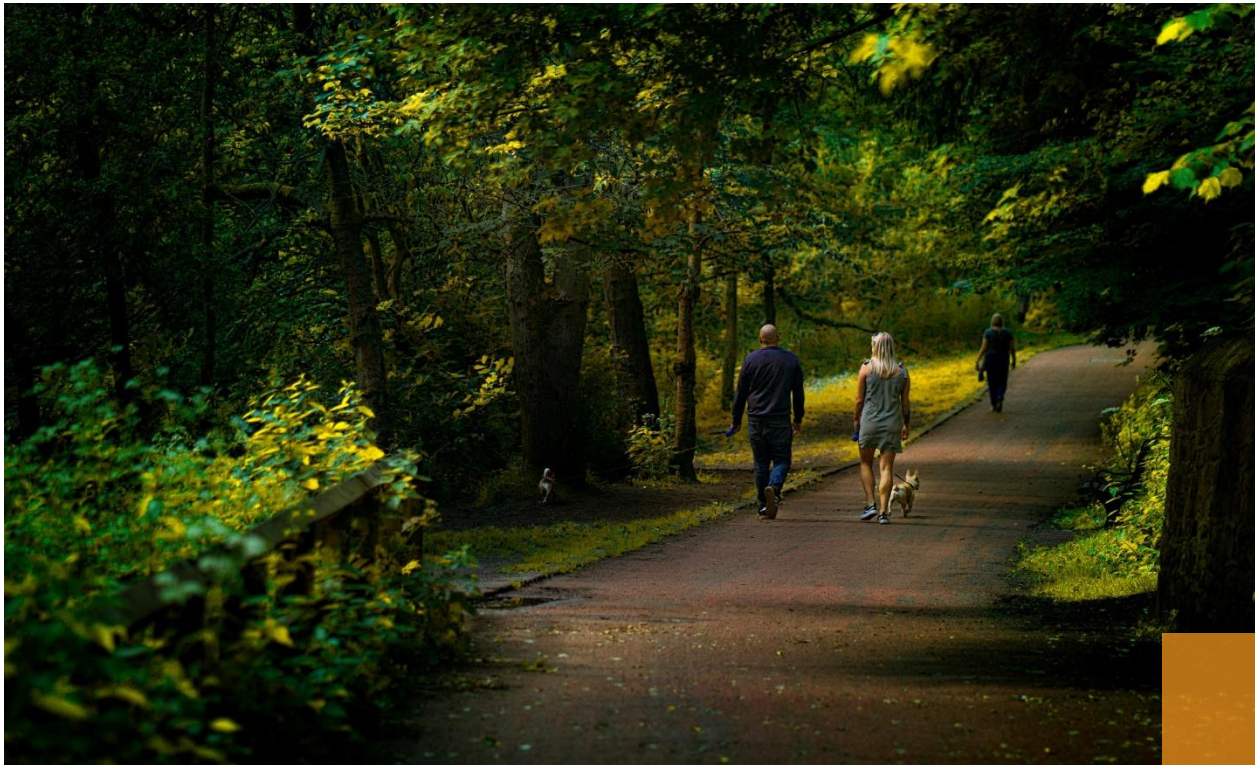
Smoking and vaping: Policy options for municipalities

Part of the Healthy Futures Webinar Series

Webinar Outline

- Introduction: Alberta Policy Coalition for Chronic Disease Prevention
- Presentation: Action on Smoking and Health
- Conclusion and questions

The Alberta Policy Coalition for Chronic Disease Prevention *(APCCP)*





About Us

- A coalition of 16 organizations from across Alberta that work together to advocate for healthy public policy change to **reduce chronic disease.**

Objectives



- Increasing the **capacity** of policy makers and decision makers in Alberta to use policy as a strategy for chronic disease prevention.
- Providing **leadership** in the development, implementation, and evaluation of policy related activities for cancer and chronic disease prevention.
- Facilitating practitioners, policy-makers, researchers, and community organizations from various sectors **working together** to enhance public acceptance of policy-related activities.

Policy areas of focus

- Healthy eating
- Active living
- **Tobacco reduction**
- Alcohol related harm





Why focus on policy?

- Policy is an important tool for improving community quality of life and well-being.
- Policies that create environments where healthy choices are the “easy” choices can provide opportunities for all Alberta ***including the most vulnerable*** to improve health and reduce risk of chronic disease.

Polling



Smoking and vaping: *Policy options for municipalities*

Les Hagen, Executive Director
Thursday, February 13, 2020

ash.ca
action on smoking & health



Action on Smoking & Health

- » Founded in 1979, ASH is Western Canada's leading tobacco control organization
- » *ASH has provided local, provincial, national and global leadership on tobacco control*
- » Focused primarily on public awareness/education, prevention and public policy measures
- » *Serious concerns about the explosive rise in youth vaping*





Tobacco--what's the big deal?

- » Huge impact on our quality of life, economy and healthcare system
- » *38,000 deaths annually—more than all other forms of substance abuse combined*
- » \$12B annual impact on CDN economy (2014)
- » \$5.9B in annual healthcare costs (2014)
- » *Nonsmokers are also affected*





Unique properties of tobacco

- » No safe level of consumption
- » *Nicotine is highly addictive*
- » Most widespread and deadly form of substance abuse
- » *Only substance that kills one half of users when used as intended*



Youth and tobacco



- » Nicotine is highly addictive
- » *166,00 youth tobacco users (past 30 days) in Canada in 2018/2019*
- » 80 percent of smokers are addicted by age 18
- » *Tobacco industry targets youth with price discounts and promotions, slim cigarettes, flavoured tobacco*



Youth and vaping




- » Kids who vape risk nicotine addiction and are four times more likely to start smoking
- » *400,000 youth vapers in past 30 days Canada (2018/2019)*
- » Vaping is not harmless especially among youth
- » *Youth are being targeted with alluring, high-nicotine, flavoured “stealth” devices like Juul, Vype and Logic*





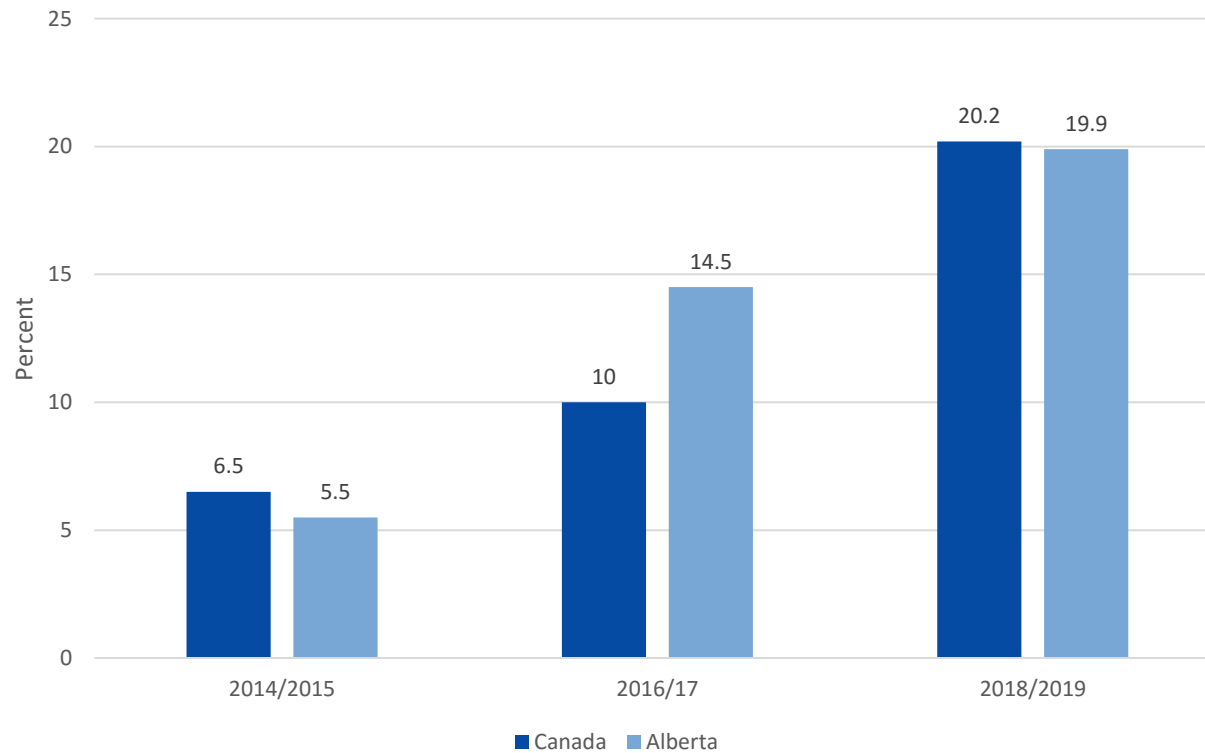
Why the concern about youth vaping?

- Nicotine addiction
 - *Risk factor for tobacco initiation*
 - Possible renormalization of smoking
 - *Other health hazards of vaping*
 - Regulatory inconsistencies
- 

Clouding and vape tricks

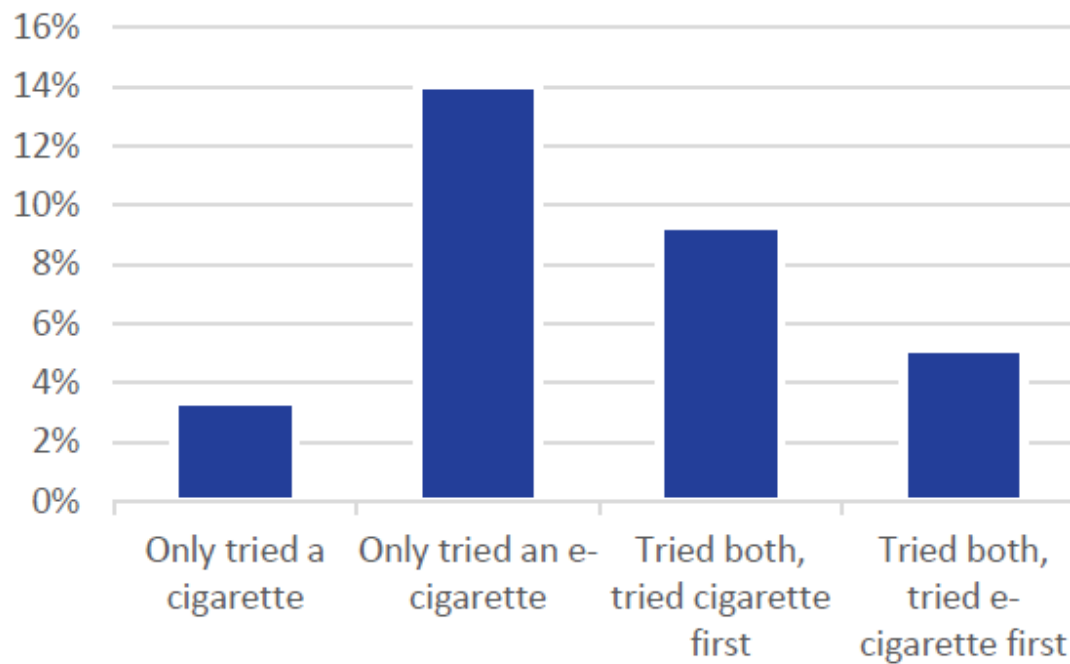


E-cigarette use past 30 days - Grades 7 - 12
Canadian Student Tobacco Alcohol and Drugs Survey





Order of initiation among those who have tried cigarettes or e-cigarettes, AB, 2016/17



Source: Canadian Student Tobacco Use Monitoring Survey, Students in grades 7-12



Vaping and nicotine addiction

- *Juul, Vype and Logic have high nicotine levels*
- Youth and nonsmokers should not be using nicotine products
- *Vaping is a risk factor for tobacco uptake and dependency*
- 80 youth will start smoking for every smoker who quits by switching to vaping



Health risks of vaping

- » *Nicotine addiction*
- » Nicotine poisoning
- » *Can alter teen brain development*
- » Risk factor for tobacco dependency
- » *Popcorn lung (diacetyl)*
- » Risk factor for respiratory disease
- » *No need to wait for more studies!*





VAPING

THE MECHANICS

Components of a Vaping Device (e-cigarette, vape pen, vapor, mod, tank, e-booklet)



Contents of Vaping Liquid (e-liquid, e-juice)



A carrier solvent

Usually propylene glycol and/or glycerol



Flavours

Consists of chemicals



Nicotine (optional)

Levels can vary

How It Works: From Liquid to Vapor



1 Vaping liquid, which contains chemicals, is heated to become an aerosol

2 The aerosol is inhaled through the mouth and lungs where it is absorbed into the bloodstream

3 The remaining aerosol is exhaled

Take a closer look: Canada.ca/Vaping



Passage of Bill S-5, May 2018

Tobacco and Vaping Products Act

Bill S-5 provides a balance between protecting youth from nicotine addiction and tobacco use, and allowing adults to legally access vaping products as a less harmful alternative to cigarettes.

- Health Canada





The TVPA prohibits:

- *sales to youth under the age of 18*
- *advertising that appeals to youth*
- *“lifestyle” advertising*
- *sponsorship promotion*
- *giveaways of vaping products or branded merchandise*





TVPA Exemptions

- Advertising that does not depict people
- *Retail promotions and displays*
- Restrictions on public consumption
- *No restrictions on flavours or nicotine content or online sales*



Vype lifestyle television ads



Vype lifestyle Facebook ads

Vype Canada
September 22 at 8:11 AM · 🌐

Have you fall-in' for the ePen 3 yet? Get yours now at www.GoVype.ca, or at Mac's, Circle K, 7-Eleven Canada, Loblaws or Petro-Canada.

May be harmful to health and contains nicotine which is addictive. Nicotine free versions available. Only adults 18/19+ based on province. Read leaflet in pack.



👍 Like 💬 Comment

Vype Canada
September 10 at 8:58 AM · 🌐

We're not being discreet about the quality of the ePen 3, but with a compact design like this one, you can be.

May be harmful to health and contains nicotine which is addictive. Nicotine free versions available. Only adults 18/19+ based on province. Read leaflet in pack.



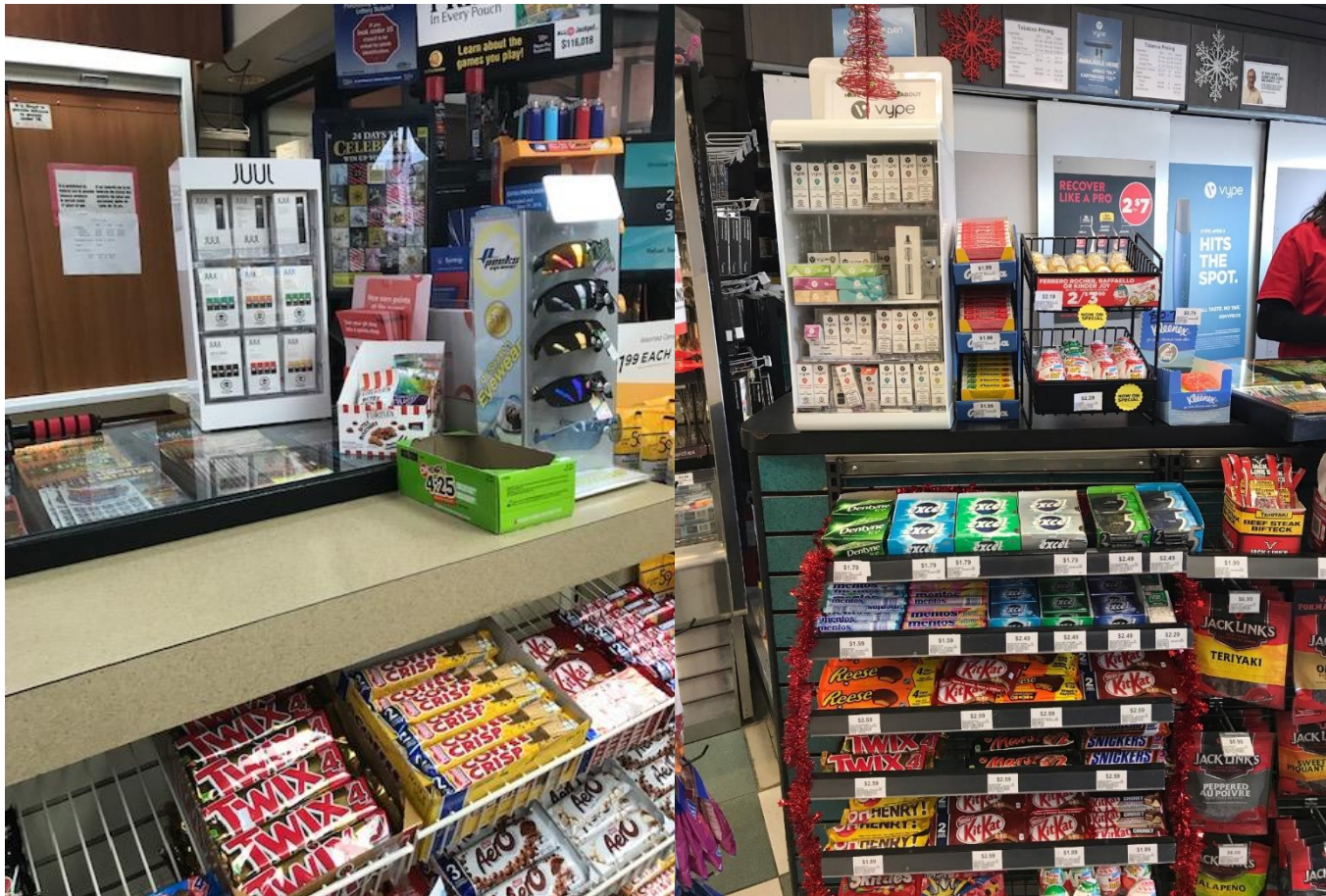
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Scott Rourke, Heather Strang, Elly Criticou and 7 others like this. Oldest ▾

Retail promotions



Retail displays





This fall, they might do so again.

Bill S-5 will legalize and regulate nicotine vaping products. That's a good thing, but the bill is flawed. It will allow the return of TV, radio and billboard ads for nicotine products made by the same companies that sell cigarettes. Harm reduction is one thing. Open season on promoting addiction to youth and non-smokers is another.

Amend Bill S-5 to ban mass media advertising for vaping products.





What is the Federal government doing about it?


In December 2019, the Health Minister released draft regulations regarding:

- *Point of sale advertising*
 - *Public places advertising*
 - *Broadcast advertising*
 - *Print advertising*
 - *Health messages*
 - *Retail displays*
- 



What is the Federal government doing about it?

On April 2019, the Health Minister released a consultation paper to consider regulating:

- *Nicotine concentrations*
 - *Flavourings*
 - *Online sales*
- 

Retail restrictions on vaping products in Canadian jurisdictions

Activities which are banned by provincial laws or regulations (January 2020)












	Broadcast advertising	Billboards	Retail displays of product	Placing advertising visible from outside	Displaying advertising in store	Showing brand names on price signs	Showing product prices	Sale to those under the age of...	Year vaping law adopted
Federal	**	**	**	**	**	**		18	2018
Newfoundland & Lab			•†	•	•†			19	2016
Prince Edward Island	•	•	•†	•	•†			19	2015
Nova Scotia	•	•	•†	•	•†			19	2015
New Brunswick			•†	•	•†			19	2015
Quebec	•	•	•†	•	•†	•		18	2015
Ontario			•†		•†	•†		19	2016
Manitoba	•	•	•†	•	•†	•		18	2015
Saskatchewan		•	•†	•	•†	•		18	2019
Alberta									††
British Columbia			•†	•	•†	•		19	2016
Yukon			•†	•	•†			19	2019
Northwest Territories		•	•†	•	•†			19	2019
Nunavut									††

As of January 2, 2020: † Advertisements or displays are allowed at specialty vape shops or stores where children are not permitted; ** Federal law prohibits lifestyle advertising, false or misleading advertising, promoting health benefits, discouraging cessation, or shape or sensory attributes that are appealing to young persons; †† No specific vaping laws have been introduced. Restrictions on display and sale of vaping products came into effect in Newfoundland and Labrador in 2017.

In November 2019: British Columbia indicated an intention to restrict the sale of flavoured vaping products to adult-only stores.¹ Prince Edward Island adopted legislation to restrict the sale of e-cigarettes to specialty stores.² In December 2019: Nova Scotia implemented a regulation banning the sale of flavoured vapour products, effective April 1, 2020.³

Source: Physicians for a Smoke-Free Canada



Regulatory measures to protect youth from initiating vaping	CCMOH											
		CA	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFLD
Price and Tax												
Tax on vaping device/ liquid	✓											
Minimum price												
Manufacturers' License Fee												
Retail												
Retail Licensing/Registration	✓											
Age 21	✓											
Ban on ads in stores (excl. adult)	✓											
Display ban (excl. adult stores)	✓											
Ban on internet sales												
Adult only stores for flavoured												
Advertising and sale												
Ban on broadcast advertising	✓											
Ban on billboards & outdoor signs	✓											
Ban on lifestyle ads	✓											
Ban on sponsorships	✓											
Ban on youth-appealing ads	✓											
Product controls												
Prohibited flavours	✓											
Max nicotine levels (mg/ml)	✓	66mg	20mg									
Ban on nicotine salts	(✓)											
Health warnings	✓											
Plain packaging	✓											
<div><div></div> Measure in place</div> <div><div></div> Stated intention to regulate</div> <div>Measure supported by Chief MOH ✓</div>												

 Measure in place
 Stated intention to regulate
 Measure supported by Chief MOH

Source: Physicians for a Smoke-Free Canada





Provincial omissions

Smoking/vaping

- » Tobacco/nicotine vaping permitted everywhere
- » *Shisha/hookah smoking (waterpipes) permitted*
- » Smoking/vaping permitted at parks/public events
- » *Smoking/vaping permitted in hotels, group living facilities, hookah bars*
- » No guidance/direction for cannabis or tobacco smoking in multi-unit housing
- » *Cannabis lounges?*



Provincial restrictions on smoking/vaping based on product type and location

		Tobacco smoking	Cannabis smoking	Shisha smoking	Nicotine vaping	Cannabis vaping
Indoor settings	Indoor workplaces	✓	✓			✓
	Hotel/motel guest rooms					
	Residential care facilities					
	Hookah bars	✓	✓			✓
	Public housing					
Outdoor settings	Playgrounds		✓			✓
	Sports fields		✓			✓
	Skateboard parks		✓			✓
	Outdoor theatres		✓			✓
	Outdoor pool or spray park		✓			✓
	Public parks					
	Outdoor public events					



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Oct 02, 2019

[Media inquiries](#)

Tobacco Act review will address vaping

Health Minister Tyler Shandro has asked MLA Jeremy Nixon to lead a review of the province's tobacco and smoking legislation, with a focus on regulating vaping.

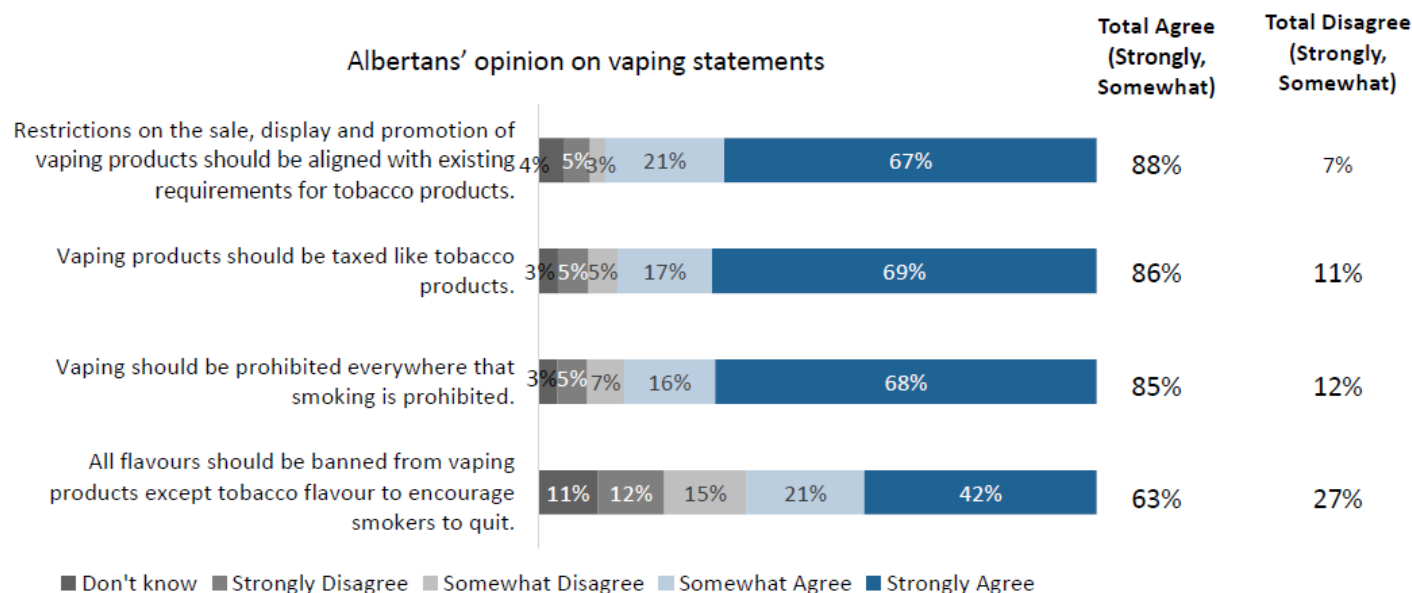
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The majority of Albertans' agree with all statements in regards to vaping restrictions, with restrictions on the sale, display, and promotion of vaping products being aligned with existing requirements for tobacco products, garnering the highest agreement ratings.



- Generally, those over the age of 55 are more likely to agree with all statements regarding vaping.
- Those between the ages of 34 and 44 and those over the age of 55 are more likely to agree that vaping products should be taxed like tobacco products compared to those between the ages of 18 and 34.
- Generally, those who are married are more likely to agree with all statements regarding vaping.



What can municipalities do?

- Prohibit smoking and vaping in public places frequented by youth
- *License and regulate vaping retailers*
- Create licensing conditions and categories
- *Enforce local and provincial laws*
- Urge the Federal and Provincial governments to take action





Smoke/vape-free bylaws

1. City of Beaumont
2. City of Camrose
3. City of Edmonton
4. City of Fort Saskatchewan
5. City of Lacombe
6. City of Lloydminster
7. City of Red Deer
8. City of St. Albert
9. Town of Vermilion
10. Town of Devon
11. Town of Okotoks
12. Town of Strathmore
13. Town of Sylvan Lake
14. Town of Lamont
15. Town of Claresholm



ASH Model Smoking Bylaw



- » Broad definition of “smoking” that captures cannabis, hookah/shisha and e-cigarettes
- » *Outdoor smoking restrictions include parks, public events, playgrounds, sports fields, and all outdoor public facilities and amusements*
- » Smoking ban in hotel/motel rooms and all workplaces including hookah bars
- » *No allowance for smoking rooms*
- » Enforced by bylaw officers and/or peace officers





ash.ca
action on smoking & health

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Smoke Signals

Tobacco basics ▼

Municipal Resource Hub

[ASH Model Smoking Bylaw](#)

[ASH Municipal Bylaw Chart](#)

[Alberta Smoking Bylaws](#)

Creating Outdoor Smoke-Free Bylaws

[Steps for Municipal Politicians to Implement a Smoke-Free Outdoor Places Bylaw](#)

[Smoke-Free Outdoor Public Spaces: A Community Advocacy Toolkit](#)

Outdoor Smoking Restrictions

[Smoke-free outdoor places](#)

[Smoke-free festivals and events](#)

[Smoke-free parks](#)

Evidence to Support Outdoor Smoke-Free Bylaws

[Evidence to support outdoor smoking restrictions](#)

Action on Smoking & Health

ASH is Western Canada's leading tobacco control organization.

Signup

or sign in with [Facebook](#), [Twitter](#) or [email](#).

Join

Donate

Volunteer



Like

22 people like this. Sign Up to see what your friends like.

Selected Tobacco/Smoking Restrictions in Alberta

Compiled by Action on Smoking & Health (ASH)

October 2018

[illegible]



Selected Tobacco/Smoking Restrictions in Alberta

Compiled by Action on Smoking & Health (ASH)

October 2018

Municipality	Tobacco Sales Licensing	Smoke-Free Outdoor Spaces							Smoke-Free Hotel/Motel Guest Rooms	Smoking Materials Prohibited		
		Playgrounds	Parks	Sports fields and facilities	Beaches	Outdoor markets	Outdoor events	Trails		Tobacco products	Waterpipes, hookahs and/or cannabis	Electronic cigarettes
Red Deer		✓		✓		✓	✓			✓	✓	✓
Spruce Grove		✓		✓						✓	✓	✓
St. Albert	✓	✓		✓		✓	✓			✓	✓	✓
Stettler										✓	✓	✓
Strathmore		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Sylvan Lake		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Taber	✓	✓		✓						✓	✓	✓
Vermilion		✓	✓	✓	✓	✓	✓			✓	✓	✓
Wood Buffalo		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓



Thank you!

Les Hagen

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Email: hagen@ash.ca



APCCP Resources (www.apccp.ca)

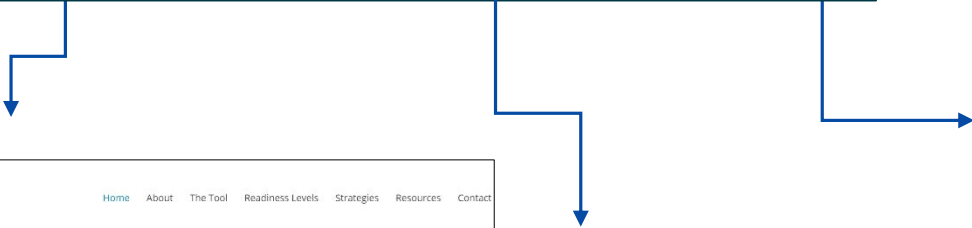


We have compiled tools and resources to help make healthy public policy change easier in your community. Check them out below!

Policy Readiness Tool
Build local capacity for healthy policy change

Model for Community Capacity Building Tool
A resource for capacity building in health promotion practice

Resource Hub
Explore APCCP tools and resources, all in one place!



Home About The Tool Readiness Levels Strategies Resources Contact

Start the Questionnaire

How Ready is your Community or Organization for Policy Change?

Explore the Policy Readiness Tool
Use this tool to assess a community or organization's readiness for policy change. Learn strategies to encourage the adoption of healthy public policy in these places.

Who We Are Healthy Communities Evidence News **Resources** Take Action

Resource Hub

Policy work is a long road, which requires a sustained effort. It is often about small, incremental changes and successes. When it all comes together, the positive impact is well worth the effort.

Through the POWER UPI project, we've developed a resource-base of policy tools and resources to help make healthy public policy change easier in your community.

Looking for So...

CHECK OUT THE TOOLS AND RESOURCES BELOW, OR EXPLORE BY TOPIC:

[All](#) [Alcohol-Related Harm](#) [Economic Incentives](#) [Healthy Eating](#) [Healthy Food in Recreational F...](#)

Who We Are Healthy Communities Evidence News **Resources** Take Action Contact

Policy and practice go hand and hand: For successful policy change, you must also engage in practice activities to build community capacity for health.

Check out our detailed community capacity-building tool below to get started.

Model for Capacity Building

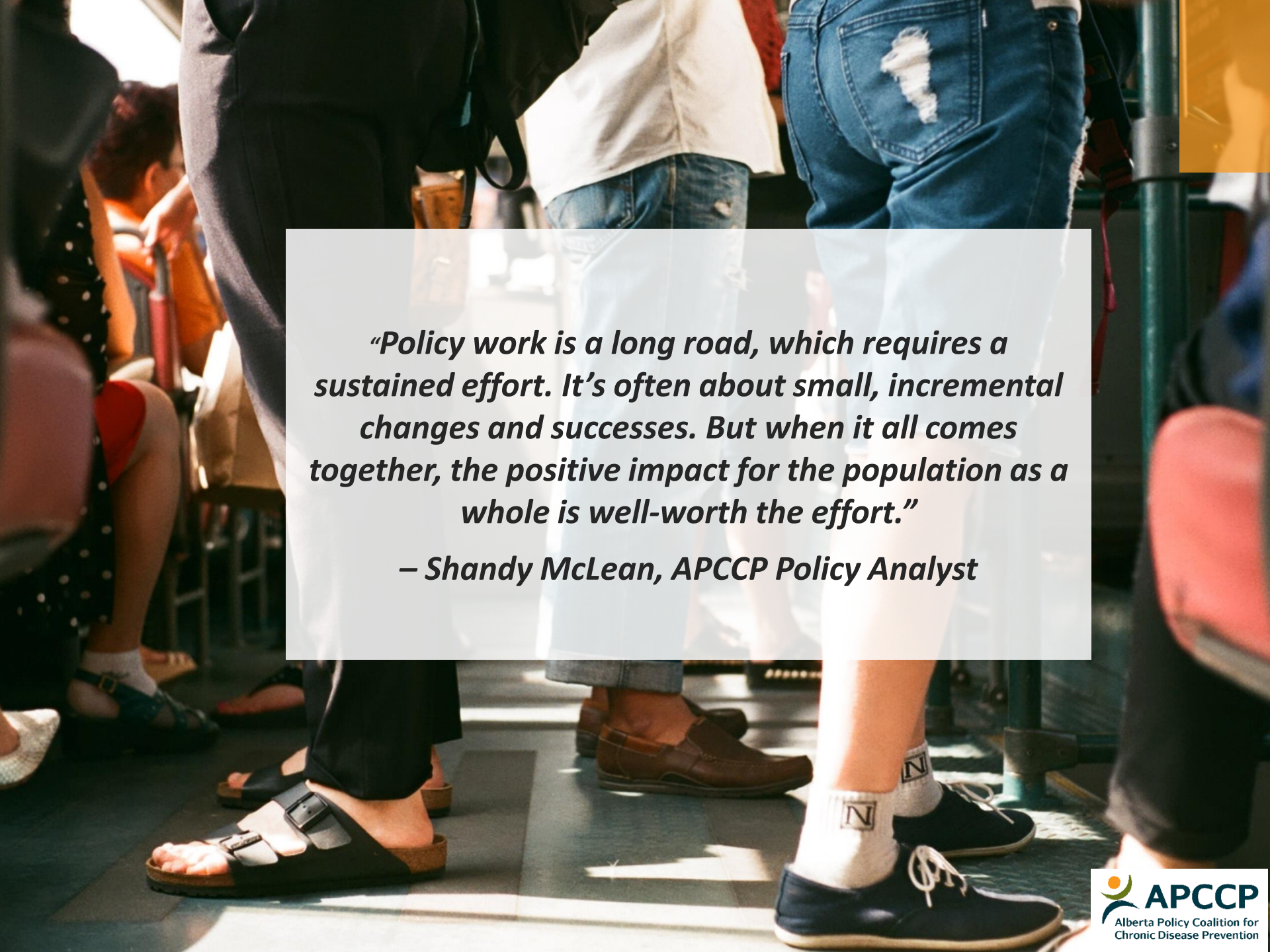
The Model for Capacity Building is a practical tool created with the understanding that health promotion is "the process of enabling people to increase control over their health and its determinants, and thereby improve their health", as defined by the World Health Organization.

GET STARTED

[NETWORKING](#)[PARTNERING](#)[PRIORITIZING](#)[PLANNING & IMPLEMENTING](#)[SUPPORTING & SUSTAINING](#)

*Model for Capacity Building in Health Promotion" was adapted from the master's thesis "Capacity Building in Chronic Disease Prevention Initiatives: An Exploration of the Process of Capacity Building Among Community-Based Health Promotion Workers", by Genevieve Selfridge.





“Policy work is a long road, which requires a sustained effort. It’s often about small, incremental changes and successes. But when it all comes together, the positive impact for the population as a whole is well-worth the effort.”

– Shandy McLean, APCCP Policy Analyst

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Twitter: [@APCCP](https://twitter.com/APCCP)

Questions?



Upcoming Events

March 13	Healthy Futures Webinar Series Webinar 2: Health in All Policies	Online
March 25 to 26	AUMA Spring Municipal Leaders' Caucus	Edmonton
April 8	Healthy Futures Webinar Series Webinar 3: Active Travel	Online
April 30 to May 1	AUMA Public Risk Conference	Canmore
May 8	Healthy Futures Webinar Series Webinar 4: Healthy Eating	Online

www.auma.ca/events
rmalberta.com/events-programs