

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie Medical Officer of Health / CEO

DATE: 2019 March 21

HEALTH CANADA SEEKING FEEDBACK ON MEASURES TO LIMIT VAPING PRODUCT ADVERTISING

Recommendations

It is recommended that the Board of Health:

- 1) Receive Report No. 026-19, “Health Canada Seeking Feedback on Measures to Limit Vaping Product Advertising”;*
- 2) Submit a letter to the Tobacco Control Directorate of Health Canada, attached as [Appendix A](#), expressing its support and recommendations for strengthened measures to limit vapour product advertising; and,*
- 3) Endorse and submit the letter, attached as [Appendix B](#), that was prepared by the Southwest Tobacco Control Area Network on behalf of the eight public health units in southwestern Ontario, for its submission to Tobacco Control Directorate of Health Canada.*

Key Points

- On February 5, 2019, Health Canada issued a [Notice of Intent](#) to allow stakeholders and members of the public an opportunity to provide comments on proposed regulatory measures, under the authority of the [Tobacco and Vaping Products Act](#), to reduce the impact of vaping product advertising on youth and non-users of tobacco products. The deadline for submissions is March 22nd, 2019.
- Health Unit staff prepared a letter for Board of Health approval, attached as [Appendix A](#), to express its support and propose recommendations for strengthened measures to limit vapour product advertising.
- Staff from the Southwest Tobacco Control Area Network, prepared a letter, attached as [Appendix B](#), for endorsement and submission by the Middlesex-London Board of Health on behalf of the eight public health units in southwestern Ontario.

Health Canada Proposes Measures to Limit Vaping Product Advertisements

On February 5th 2019, Health Canada announced measures to address vaping by Canadian youth. A [Notice of Intent](#) (NOI) was issued in conjunction with an announcement about a [public education campaign](#) that is in market across the country. Health Canada opened a 45-day consultation period to obtain feedback on the proposed measures set out in the NOI to limit vaping product advertising. The deadline for submissions is March 22, 2019.

Youth Vaping: A Growing Public Health Concern

Emerging evidence suggests that adolescents are using vaping products at an alarming rate across Canada. The Canadian Student, Tobacco, Alcohol and Drugs Survey, 2017 (CTADS) shows a 64% increase in vaping among grades 10-12 students between 2014-2015 and 2016-2017. Additionally, included in the Notice of

Intent by Health Canada are preliminary unpublished results from the International Tobacco Control Youth Tobacco Vaping Survey that show a 78% increase in past 30-day vaping among 16-19 year olds in Canada.

Vaping devices available in the market have rapidly evolved since they were first introduced in the early 2000s. Initially, they closely resembled the traditional cigarette; however, now, they have become complex devices that come in different shapes and sizes, with features that allow for customization in device configuration. There are newer products on the market, such as JUUL, that use nicotine salts in a novel USB-powered format that is designed to appeal to youth. These products have a higher nicotine content, and have become immensely popular with youth, due to their small, discrete design and recharging capabilities using computers and phone chargers.

Opportunity for Strict Measures through Federal Regulation

It is commendable that the *Tobacco and Vaping Products Act* has restrictions on flavourings and prohibits lifestyle advertising, sponsorships, testimonials or endorsements, and other advertising that could be appealing to youth. However, further regulatory measures are needed to protect youth and non-tobacco users from initiating use of vaping products. Vaping products are safer than tobacco cigarettes; however, this does not mean that they are harmless. Vapour products that contain nicotine are addictive, and nicotine alters brain development in youth, including the areas of the brain that help people to focus and to learn. Nicotine also impacts the parts of the brain that control addiction pathways, making it harder to quit. The National Academies of Sciences, Engineering and Medicine determined that there is a substantial evidence that e-cigarette use increases the risk of ever using combustible tobacco cigarettes among youth and young adults. Even without nicotine, e-cigarettes don't produce harmless water vapour. There is conclusive evidence that e-cigarette use increases airborne concentrations of particulate matter, heavy metals and other toxic chemicals.

Both the Chronic Disease Prevention and Tobacco Control and the Southwest Tobacco Control Area Network Teams at the Middlesex-London Health Unit prepared submissions to Health Canada, for Board of Health approval and submission, attached as [Appendix A](#) and [B](#) respectively. The letters express support and propose recommendations for consideration by Health Canada as they endeavor to strengthen measures to limit vapour product advertising.

This report was prepared by the Healthy Living Division.



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