

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health / CEO

DATE: 2020 February 27

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## SUMMARY INFORMATION REPORT – FEBRUARY 2020

### **Recommendation**

*It is recommended that Report No. 011-20 re: “Summary Information Report – February 2020” be received for information.*

### **Key Point**

- Health Canada is seeking input on its proposed [Vaping Products Promotion Regulations](#) to address the rapid uptick in vaping and to reduce harms from vapour product use. The Health Unit’s submission is attached as Appendix A.

### **Federal Vaping Products Promotion Regulations**

On December 21, 2019, Health Canada published the [Vaping Products Promotion Regulations](#) (VPPR), in the Canada Gazette, Part I. The proposed regulations intend to address the rapid increase in youth vaping, to raise awareness about the harms of vapour product use, and to mitigate the impact of vaping product promotion on young persons and non-users of tobacco products. The proposed regulations, if enacted, would: prohibit advertising that can be seen or heard by young people; prohibit the display of vaping products that can be seen by youth at point of sale; and require that all vaping product advertisements convey a health warning. The Health Unit submitted feedback (attached as [Appendix A](#)) commending Health Canada for its continued attention to vaping and vapour product regulation, along with some recommendations (here in summary) to further strengthen the VPPR:

- Apply the same regime as is used to restrict the promotion and advertising of commercial tobacco products, prohibiting all forms of advertising for vaping products except informational signs in adult-only venues and publications sent to named, consenting adults;
- Ensure that the “List of Health Warnings for Vaping Product Advertising” consists exclusively of effective, evidence-informed warnings that reflect the seriousness of the health effects of vaping;
- Increase the size of the proposed health warnings from 20% to 50% of product surface area and include graphic elements;
- Enact and enforce strict age-verification measures for online sales, including age verification at time of purchase and proof of legal age at delivery;
- Enact tighter prohibitions on the manufacture and sale of e-substance flavours, with an overall reduction/market cap on the number of flavours available for sale in Canada; and
- Cap the nicotine concentration levels in vapour products to a maximum of 20 mg/ml.



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