



NB anti-tobacco
COALITION
antitabac du N.-B.

Tobacco Free. Everyone. Everywhere.

Progress Report 2018

New Brunswick Anti-Tobacco Strategy

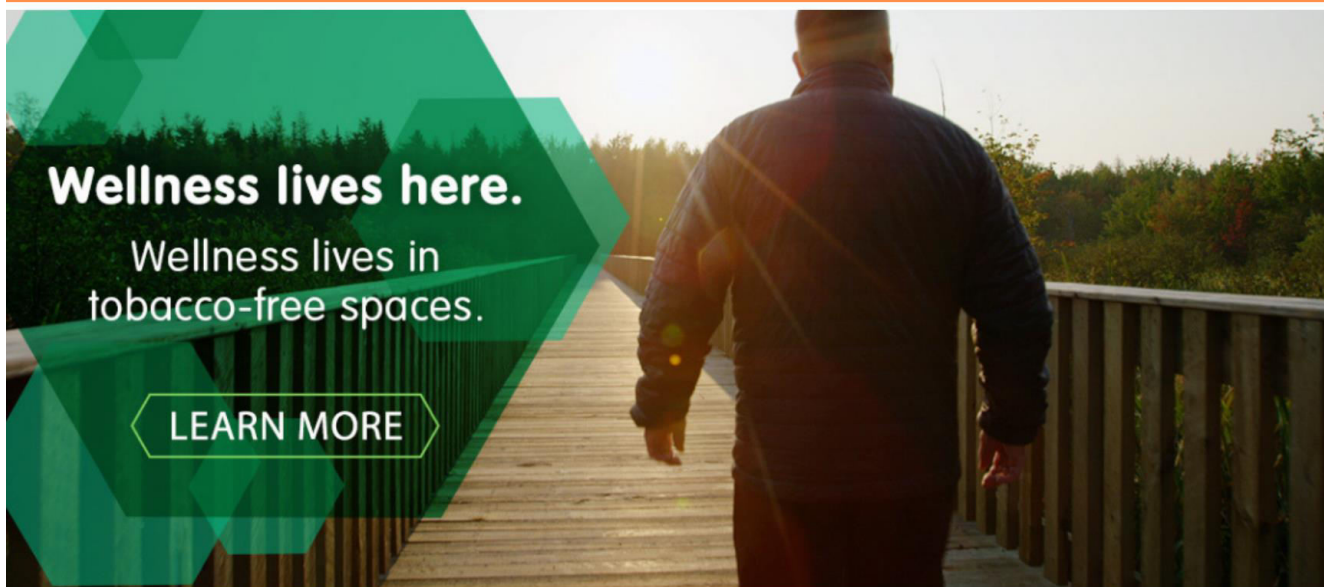
Tobacco-Free Living... Reasons to Act!

(January-December 2018)

Wellness lives here.

Wellness lives in
tobacco-free spaces.

LEARN MORE



2018 Progress Report

Publication Date: April 2019

This report describes actions taken by the New Brunswick Anti-Tobacco Coalition (NBATC), as well as its stakeholders and members of its network, to promote tobacco-free living in communities throughout New Brunswick, between January 1, 2018, and December 31, 2018.

The actions presented in this report do not represent all activities undertaken across the province, but rather those which have been shared with the NBATC as of the publication date.

NBATC Vision

A tobacco-free province.

NBATC Mission

To work collaboratively with stakeholders to denormalize tobacco and tobacco-like products by changing attitudes and behaviours and creating supportive environments to build support for anti-tobacco initiatives.

Get Involved

To connect with organizations implementing initiatives presented in this report, please contact the NBATC Coordinator, Kristin Farnam, at admin@nbatc.ca or 506-381-6438.

NBATC Steering Committee

- [Canadian Cancer Society New Brunswick](#)
- [New Brunswick Department of Health - Office of the Chief Medical Officer of Health](#)
- [New Brunswick Department of Health - Community Health and Chronic Disease Management Unit](#)
- [New Brunswick Department of Social Development - Wellness Branch](#)
- [New Brunswick Department Public Safety - Contraband Enforcement Unit](#)
- [Heart & Stroke Foundation of New Brunswick](#)
- [Horizon Health Network](#)
- [Vitalité Health Network](#)
- [New Brunswick Cancer Network](#)
- [Tobique First Nation](#)
- [Health Canada \(ex-officio\)](#)

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[@NBATC_CATNB](https://twitter.com/NBATC_CATNB)



PROUD TO CHAMPION WELLNESS
IN NEW BRUNSWICK THROUGH
THE PROMOTION AND SUPPORT
OF TOBACCO-FREE LIVING AND
SMOKE-FREE SPACES

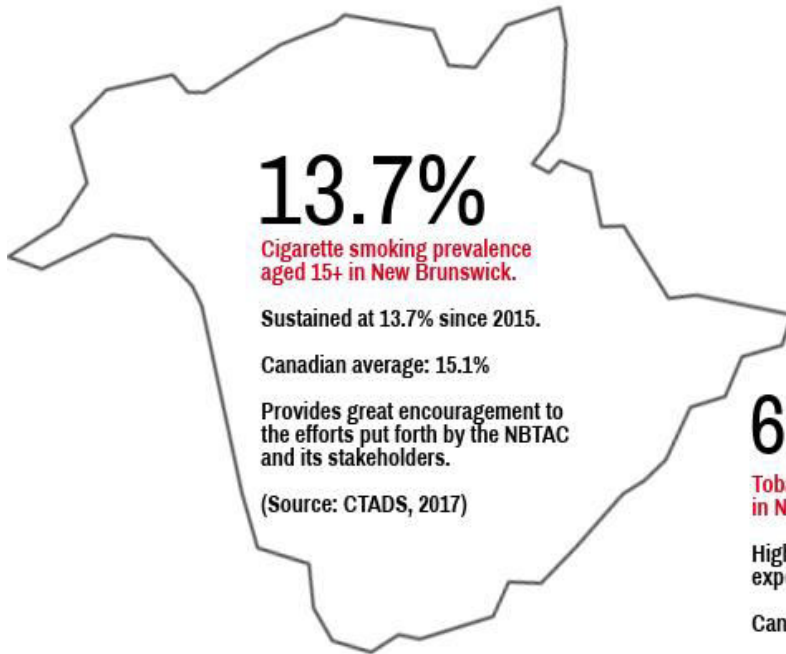
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Shown on the cover:

- *Top: The NBATC contributed to the creation of The Wellness Movement's "Wellness Lives Here" campaign and now promotes the campaign to bring attention to the impact of supportive social and physical environments on our ability to lead a tobacco and smoke-free life.*
- *Bottom left: Lynne Pitcher from Riverview, NB was the first prize winner of the Wellness Week Facebook contest about New Brunswickers sharing their reflections on the importance of smoke-free environments.*
- *Bottom right: The story of how the Town of Quispamsis used and adapted NBATC's "Making My Outdoor Event Smoke-Free" guide for its family-focused event during Parks and Trails Day 2018 was shared as part of the NBATC's Tobacco-Free Living Champions story series.*

2018 IN REVIEW TOBACCO LANDSCAPE IN NEW BRUNSWICK



20.1%

Uptake in smoking rates among young adults (aged 20-24) in New Brunswick.

Down from 21.1% in 2015.

Canadian average: 16%

(Source: CTADS, 2017)

6.1%

Tobacco use in the presence of children in New Brunswick.

Highest reportable rate in Canada of children exposed to smoke at home.

Canadian average: 2.7%

(Source: CTADS, 2017)



Canada's new Tobacco Strategy - launched in 2018 - aims to drive down smoking rates to less than 5% by 2035. Consultations held in 2018 confirmed that the NBATC's key partners and stakeholders support aligning the Anti-Tobacco Strategy in New Brunswick with this target. They've indicated it will help increase collaboration between provincial and national organizations, continued action, and supportive policies towards tobacco-free living in New Brunswick.

The tobacco and smoking landscape evolved immensely in 2018, with the new Tobacco and Vaping Products Act, the legalization of cannabis, and the introduction of new high-nicotine e-cigarettes and vaping products like JUUL into the Canadian market. Reports of the rising popularity of vaping among youth and young adults and the potential impact on tobacco use rates was a trend the NBATC and its stakeholders paid close attention to in 2018



Goal 1

Increase the number of individuals taking action to support anti-tobacco activities.



Smoke-Free Environments Contest Winner

"I love my smoke-free home! It wasn't always the case! My husband and I were heavy smokers and struggled for years to quit. It was a real jail for us! It took our daughter (finding out I was pregnant) to get us to quit... Thanks to her, we have broken free of our personal prisons, are so much healthier for it and have welcomed a second child into our lives! I still have a hard time believing that we used to smoke here and there or after this or that [...]"



Top left: CCNB Edmundston Campus shared how it implemented its 100% smoke-free campus policy and became the first New Brunswick post-secondary campus to do so, through a story published in the NBATC's Tobacco-Free Champions series.

Middle left: The NBATC issued a request for proposals for its Website Redesign and Launch Project.

Bottom left: The Canadian government launched a new Tobacco Strategy.

Right: Lynne Pitcher (Riverview, NB) shared a powerful testimonial about how her daughter made her adopt a smoke-free home environment (Wellness Week Facebook contest first prize winner).

Goal 1

Increase the number of individuals taking action to support anti-tobacco activities.

1 a) Increase the skills and knowledge of stakeholders.

The NBATC:

- Provided up-to-date resources on its [website](#) to share key information for stakeholders to support their tobacco education, prevention, control and smoking cessation programming.
- Started a Website Redesign Project which included conducting focus groups with key users about their desired website functionality and design as well as reviewing proposals from web design companies. The new website will be launched in 2020 and will better serve stakeholders with faster and easier access to the information and resources they seek.
- Sent out [monthly e-newsletters](#) with information and links to news, events and resources related to tobacco education, prevention, control and smoking cessation to a list of over 550 email subscribers.
- Continued to increase followers and reach on social media by posting daily content on Facebook and Twitter and boosting NBATC content publications (paid advertising). The [Facebook page](#) reaches the general public and connects with new champions of the tobacco-free living message. The [Twitter account](#) is a newsfeed for NBATC stakeholders, partners, and members of its network who are interested in promoting tobacco-free living in New Brunswick.
- Published and promoted the following [Tobacco-Free Living Champions](#) stories via its website, e-newsletter and social media channels:
 - [“My daughter Sophie was my inspiration to live tobacco-free!” Wellness Week Contest Winner Lynne Pitcher Shares Her Quit Smoking Journey](#)
 - [It's Never Too Late to Quit Smoking! Two Inspiring New Brunswick Women Show that Tobacco-Free Living Can be Achieved and Is Worth It for Long-Term Smokers](#)
 - [Parks & Trails Day NB – An Excellent Opportunity for Outdoor Smoke-Free Events](#)
 - [New Brunswickers Achieve Healthy Tobacco-Free Lifestyle Thanks to Walk or Run to Quit](#)
 - [Marlene O'Neill Celebrates Tobacco-Free Living. Freedom from Cigarettes After Being a Smoker for 50 Years](#)
 - [Winners of the NBATC's #SayNoToTobacco Facebook Contest Will Make You Realize How Important It Is to Take Care of Your Lungs](#)
 - [CCNB Edmundston Leads the Way in New Brunswick With Province's First Smoke-Free Campus \(Take Action on Tobacco Use Grant Program Recipient\)](#)
 - [Irving Oil Refinery's Tobacco-Free Workplace Program, a Model for Success](#)
 - [“People don't realize just how powerful of an addiction it can be.” Randy Hunter Hopes His Story Can Warn Young People About the Dangers of Tobacco](#)
- Distributed resources, shared research and connected with stakeholders at the following events:
 - Community Health Summit hosted by the Anglophone Sector of the Department of Education and Early Childhood Development (May 25)
 - Vitalité Health Network Smoking Cessation Forum - Nicotine Addiction and the Effects of Marijuana on Health (June 1)
 - Vitalité Health Network Conference for Nurse Practitioners (June 15)
 - New Brunswick Lung Association Respiratory Health Symposium (September 28)
- Participated in the Provincial Wellness Conference 2019 working group to support the conference planning and ensure the program includes tobacco-free living related content that will increase the skills and knowledge of conference delegates.

Goal 1

Increase the number of individuals taking action to support anti-tobacco activities.

- Responded to growing requests for information on vaping products by creating a new page on its website listing all [current resources dedicated to e-cigarettes, vaping products and flavoured tobacco](#).
- Produced an [infographic on tobacco and heart health](#) which was promoted, along with official World Health Organization World No Tobacco Day (May 31, 2018) campaign materials, via the NBATC website, e-newsletter, and social media accounts.

The Heart & Stroke Foundation NB:

- Participated with the NBATC as a special guest for a Healthy Eating and Physical Activity Coalition (HEPAC) [podcast about tobacco use and its effects on heart health](#).
- Created an awareness campaign related to National Non-Smoking Week on its social media channels.
- Shared the NBATC's World No Tobacco Day promotions on its Facebook page.

The Wellness Branch of the Department of Social Development shared updated Wellness Tip Cards for all New Brunswickers. These are resources about making a commitment to take small actions that support tobacco-free living, physical activity, healthy eating, and mental fitness in our daily life. The revised card on Tobacco-Free Living now references vaping, and where to find helpful information and support to be tobacco-free.

1 b) Stimulate and disseminate tobacco research that will advance the goals of the strategy.

The NBATC and its stakeholders shared and promoted the results of the [Canadian Tobacco, Alcohol and Drugs Survey 2017 \(Health Canada\)](#), the [Canadian Student Tobacco, Alcohol and Drugs Survey 2016-2017 \(Health Canada\)](#), and other related surveillance information.

Health Canada made available, on its website, [data on tobacco sales for 2001-2017](#) nationally and by province/territory for cigarettes, fine-cut tobacco, cigars, pipe tobacco, and smokeless tobacco.

The New Brunswick Health Research Foundation and the Wellness Branch of the Department of Social Development jointly [released a competition](#) (independently peer-reviewed) and subsequently awarded a grant to the University of New Brunswick to research the relationship between tobacco use and food insecurity in New Brunswick. Preliminary results of this research will be shared at the Provincial Wellness Conference in 2019.

The New Brunswick Health Council:

- Launched the 2018-19 NB Student Wellness Survey for Grades 6-12 and integrated the national Canadian Student Tobacco, Alcohol and Drugs Survey into its implementation to provide national comparators.
- Encouraged stakeholders, to use the [2016-2017 New Brunswick Elementary Student \(K-5\) Wellness Survey](#) and the [2015-2016 New Brunswick Student \(Grades 6-12\) Wellness Survey](#) results to inform the planning of projects and activities focused on tobacco-free living. (The NB Student Wellness Survey is a provincial initiative of the Department of Social Development – Wellness Branch, in co-operation with the Department of Education and Early Childhood Development. Data collection, analysis and knowledge translation activities are conducted by the New Brunswick Health Council.)
- Continued to promote the [2017 My Community at a Glance](#) community profiles, which include tobacco indicators, to empower individuals with information about their region and stimulate interest in building healthier communities.

Goal 1

Increase the number of individuals taking action to support anti-tobacco activities.

1c) Engage diverse populations by providing opportunities for active leadership (e.g. Aboriginals, youth, seniors).

The NBATC continued its work to determine the status of community-based/non-school sector tobacco education and prevention programs in New Brunswick. Follow-up conversations were held with over 20 organizations who work with youth or young adults. In response to their feedback, a new page was created on the NBATC website showcasing [resources of interest to youth and young adult serving organizations](#) to support their prevention activities. NBATC is now viewed as a valuable resource around tobacco-free living for these organizations.

The Wellness Branch of the Department of Social Development provided 5 grants to New Brunswick organizations, as part of the [Take Action on Tobacco Use \(TATU\) Program](#), to support community initiatives to increase tobacco-free living with an emphasis on youth-led tobacco-free living activities, partnerships and comprehensive actions.

1 d) Encourage comprehensive tobacco-free policies, practices and activities by workplaces, organizations and facilities.

The Canadian Cancer Society continued to advocate for healthier public policies related to tobacco use.

The Collège communautaire du Nouveau-Brunswick (CCNB) Edmundston Campus, a TATU Grant Program recipient, was featured in the NBATC's [Tobacco-Free Living Champions](#) series as the first college campus in New Brunswick to implement a 100% smoke-free environment policy (September 2017).

- [CCNB Edmundston Leads the Way in New Brunswick With Province's First Smoke-Free Campus](#)

1 e) Work to align tobacco-free initiatives with other strategies and networks to help advance the New Brunswick Anti-Tobacco Strategy.

Health Canada marked World No Tobacco Day (May 31, 2018) by launching [Canada's Tobacco Strategy](#). The goal of the new strategy is to drive down the smoking rate in Canada to less than 5% by 2035. The strategy is the result of extensive consultation and engagement with Canadians.

The Wellness Movement published content related to tobacco and smoke-free living and shared NBATC content on its social media channels, including Facebook (in total 15 posts). [The Wellness Movement Facebook page](#) has 8,905 followers. The posts from the NBATC which were shared on this page had a combined reach of 17,765 people in 2018. An organic post on the Wellness Movement Facebook page has an average reach of 1,100 people.

Goal 1

Increase the number of individuals taking action to support anti-tobacco activities.

The NBATC:

- Conducted a consultation (online survey and focus group discussions) to inform the renewal of the New Brunswick Anti-Tobacco Strategy [Tobacco-Free Living...Reasons to Act!](#). The online survey had over 78 participants, representing 15 stakeholders and partners, as well as members of the general public. Seven focus group sessions were also held with key NBATC stakeholders: provincial and regional New Brunswick Department of Social Development Wellness Consultants, regional tobacco coalitions and committees (*Comité de promotion vie sans tabac Restigouche*, *Coalition antitabac de la péninsule acadienne*), Vitalité Health Network, Horizon Health Network, and the NBATC Steering Committee. The renewed Strategy for New Brunswick will be released in 2019.
- Shared information about [Canada's Tobacco Strategy](#) with its network of stakeholders and identified opportunities to align the renewed Strategy for New Brunswick with the goal of *Canada's Tobacco Strategy* to reduce smoking rates to 5% by 2035.
- Maintained relationships and developed linkages with [provincial and national tobacco control and health-related coalitions and organizations](#) (e.g. Provincial Council of Coalitions Network, Canadian Council for Tobacco Control, Non-Smoker's Rights Association, Canadian Smoke-Free Housing Coalition, Healthy Eating and Physical Activity Coalition, Smoke-Free Nova Scotia, etc.).
- Joined the newly formed Community of Practice for Mental Health Promotion to advance their work and further extend their network of stakeholders in tobacco-free living. Whereas positive mental health is a protective factor against tobacco susceptibility and use the NBATC subsequently promoted the [Canadian Mental Health Association's Mental Health Week \(May 7-13\)](#) and made the link between tobacco use and mental fitness, via a series of social media publications featured on the NBATC website, e-newsletter and social media accounts.
- Provided an additional way for New Brunswickers to celebrate Wellness Week 2018 via a [social media contest collaboration with The Wellness Movement asking people to reflect on the importance of smoke-free environments](#). The contest promotional video showcased clear examples of various tobacco and smoke-free wellness-supporting environments, and was viewed over 2,885 times, which helped the NBATC gain new tobacco-free living message champions and made many New Brunswickers aware of the link between smoke-free environments and wellness. The first prize contest winner, Lynne Pitcher, was featured in the NBATC's [Tobacco-Free Living Champions](#) series.
 - ["My daughter Sophie was my inspiration to live tobacco-free!" Wellness Week Contest Winner Lynne Pitcher Shares Her Quit Smoking Journey](#)
- Strengthened its communications partnership with [The Wellness Movement](#) by adapting the "[Wellness Lives Here](#)" campaign materials to showcase resources for tobacco and smoke-free environments. The NBATC is now viewed as a key partner and player in The Wellness Movement.
- Showcased its Wellness Movement partnership via a [banner and logo on its website](#) and "[Wellness Lives Here](#)" branded [Facebook](#) and [Twitter](#) banners. Thanks to its collaboration with the Wellness Movement and to cross-promotions on social media, the top 5 posts on [The Wellness Movement Facebook page](#) in 2018 were content produced by the NBATC.
- Was mentioned by The Wellness Movement as an example of how partners can adapt the "[Wellness Lives Here](#)" messaging in an article in the [RéseauMACS magazine](#) published by the *Mouvement acadien des communautés en santé du Nouveau-Brunswick*.

Goal 2

Increase the number of New Brunswickers who remain tobacco-free.



BEFORE THE TALK: GET THE FACTS

Vaping is not harmless

- > Vaping can increase your exposure to harmful chemicals.
- > Vaping can lead to nicotine addiction.
- > The long-term consequences of vaping are unknown.
- > It's rare, but defective batteries in vaping products have caused fires and explosions.

Risks of nicotine

Nicotine is a highly addictive chemical. Youth are especially susceptible to its negative effects, as it is known to alter their brain development and can affect memory and concentration. It can also lead to addiction and physical dependence. Not all vaping products contain nicotine, but for those that do, the level of nicotine can vary widely. Some mixtures have very low levels, while others can contain more nicotine than in a typical cigarette. Even if a vaping product does not contain nicotine, there is still a risk of being exposed to other harmful chemicals.

Vaping nicotine can alter teen brain

Vaping liquids

The ingredients typically found in vaping liquids include glycerol, flavours, propylene glycol and varying levels of nicotine. The long-term safety of inhaling these substances in vaping products is unknown and continues to be assessed.

There is no burning during vaping. Instead, the liquid is heated. This process can cause reactions and create new chemicals, such as formaldehyde. Some contaminants, such as metals, might also get into the vaping products and then into the vapour.

Quick facts

- > Vaping is intended to help smokers quit tobacco. Vaping is not for youth and non-smokers.
- > Vaping is not harmless, yet Canadian teens are trying vaping products. Data from a recent Health Canada survey showed that 23% of students in grades 7–12 have tried an electronic cigarette.
- > There are characteristics that can make vaping products more difficult for you



Top: The Canadian government passed into law the new Tobacco and Vaping Products Act (TVPA) with strong regulations to help lower smoking and vaping rates among youth. Vaping has seen a huge increase in popularity with youth and young adult and this is a topic the NBATC will be focusing a lot of its energy on in the coming years.

Bottom left: Health Canada published new information and guidelines for Canadians regarding vaping on its website (Canada.ca/vaping), including a tip sheet for parents on talking with their teen about vaping.

Bottom right: The Canadian Cancer Society released a report showing tremendous momentum worldwide for tobacco plain packaging.

Goal 2

Increase the number of New Brunswickers who remain tobacco-free.

2 a) Increase effective tobacco-free initiatives by school-community partnerships.

The [Healthy Learners Program](#), a Public Health program of the Regional Health Authorities, supported schools to successfully implement tobacco-free school plans using a comprehensive school health approach.

New Brunswick schools were encouraged to access the tobacco module found in the Joint Consortium for School Health (JCSH) [Healthy School Planner](#), an online tool designed to help individual schools create healthier environments.

The Wellness Branch of the Department of Social Development (Wellness Branch) provided [School Wellness Grants](#) (K-12), which enable schools to choose a priority area of focus, including tobacco or mental fitness and resilience, and shared best practices from these grants.

See below for some examples that highlight student-led activities:

Polyvalente Alexandre J. Savoie High School in Saint-Quentin dedicated one week in March to promoting wellness, including tobacco-free living. The week was organized by the school's wellness committee and student council. The week put emphasis on physical activity, healthy eating and tobacco-free living, with numerous activities for the school and community.

Fundy High School's Student Working Against Tobacco (SWAT) team in St. George organized school-wide tobacco education and prevention activities monthly including:

- Engaged a nurse practitioner from Horizon Health Network to train support mentors and work with the school administration to provide alternatives, such as stress balls, increased gym time, etc. to help student smokers who are trying to quit smoking curb their cravings.
- Installed Smoke-Free signs in strategic locations throughout the school grounds. The signs were designed by students, thus giving the student population an invested interest in keeping them vandal free.
- The SWAT team presented to St. George Town Council regarding its efforts to reduce smoking in its youth population, and requested the council help with signage in areas youth hang out. Council approved the motion and has ordered the signs.
- Worked with administration on alternatives to suspensions for students caught smoking and saw its suspension rates drop by 40%. Students caught smoking were asked to meet with the school's volunteer nurse practitioner. As a result, 10 students chose to participate in the Horizon Health Network Smoking Cessation Program.

2 b) Reduce youth access to tobacco and tobacco-like products by supporting and implementing policies, bylaws, legislation or activities.

The Department of Justice continued to enforce New Brunswick's [Tobacco and Electronic Cigarette Sales Act](#) which regulates where, how and to whom tobacco products and electronic cigarettes can be sold in the province.

Goal 2

Increase the number of New Brunswickers who remain tobacco-free.

The Contraband Enforcement Unit of the Department Public Safety, comprised of 9 sworn peace officers (Inspector -1, Sergeant -1, Officers - 7) reporting to the Deputy Chief of the Inspections and Enforcement Branch:

- Continued its mandate to disrupt and/or dismantle illicit contraband tobacco and seized close to 4.7 million illegal cigarettes in 2018.
- Continued its education component focused on raising awareness with the public (especially youth and young adults) regarding the hazards of smoking, while simultaneously making clear the repercussions to anyone participating in the transportation, distribution, and possession of contraband tobacco for sale. A key initiative of this education component is presentations to youth and young adults in schools (grades 8-12 and post-secondary institutions) to help foster a smoke-free generation.
- Continued to encourage the edification of law enforcement partners, special interest groups and stakeholders as to what constitutes illicit tobacco and how best to identify and report information about the commodity and associated illegal activity.

The Canadian government passed into law the new [Tobacco and Vaping Products Act \(TVPA\)](#) on May 23, 2018.

This Act created a new approach to regulating vaping products and advanced the work on plain and standardized packaging for tobacco products. Some of its key elements include:

- Ban on the sale of vaping products to those under 18 years of age.
- Child-resistant packaging for vaping liquids with nicotine, to help protect children from nicotine poisoning.
- Prohibit the promotion of vaping products that are appealing to youth, such as products with appealing flavours like dessert or confectionery flavours.
- Restrict the promotion of vaping products, including a ban on all lifestyle advertising.
- New regulations to require plain and standardized packaging for tobacco products.

Health Canada published [new information and guidelines for Canadians concerning vaping products](#) on its website in support of the [Tobacco and Vaping Products Act \(TVPA\)](#).

2 c) Expose tobacco practices that promote the use of tobacco or tobacco-like products.

Health Canada:

- Lead [public consultations on proposed regulations on a plain and standardized appearance for tobacco products](#), an important step forward in protecting Canadians from the hazards of tobacco use. All Canadians were encouraged to provide feedback.
- [Launched a public consultation \(to be finalized by January 4, 2019\) on potential changes to the current approach to tobacco health labelling](#). Regularly updating the content and styles of tobacco product health labels helps ensure that they are more noticeable, memorable, and engaging.

The Canadian Cancer Society released a report titled [Cigarette Package Health Warnings: International Status Report](#) showing tremendous momentum worldwide for tobacco plain packaging. There are now 25 countries and territories moving forward with plain packaging, with 9 having adopted the measure and 16 working on it.

Goal 3

Increase the number of tobacco users who quit and remain tobacco-free.



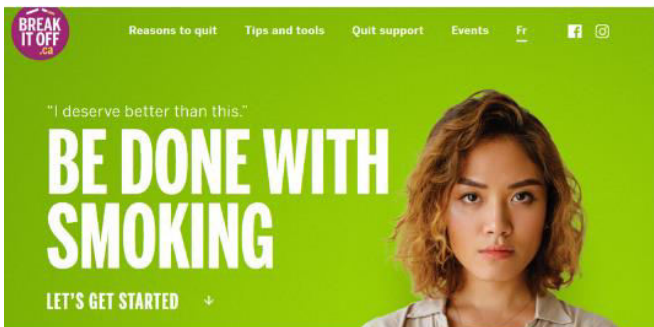
Tobacco and Heart Health

Quit smoking. Your heart will thank you!

Quitting smoking reduces your risk of heart attack and stroke. As soon as you quit, your body starts to recover.

Within 48 hours, your chances of having a heart attack goes down. Also, your sense of smell and taste begin to improve.

Within 5 years, your risk of having a stroke will be nearly that of a non-smoker.



1st on the left: The NBATC promoted Walk or Run to Quit throughout the year and featured a testimonial by New Brunswick contest winner Diane Beaulieu.

2nd on the left: The NBATC produced an infographic on tobacco and heart health to mark World No Tobacco Day.

3rd on the left: BreakItOff.ca relaunched with a fresh, new look.

4th on the left: Vitalité Health Network presented its 3rd annual Nicotine Addiction Forum.

Right: The New Brunswick Lung Association produced a new brochure with smoking cessation tips aimed at the LGBTQ+ community.

Goal 3

Increase the number of tobacco users who quit and remain tobacco-free.

3 a) Increase reach of a comprehensive, coordinated, accessible network of cessation supports and services.

The Canadian Cancer Society:

- Continued to partner with the Wellness Branch of the Department of Social Development to offer smoking cessation services to smokers through the Smokers' Helpline and Smokers' Helpline Online. New Brunswick citizens received information, help and guidance on quitting smoking through delivery of these free, bilingual and confidential services provided by trained quit specialists by phone and on the web. (461 phone registrants, 741 online registrants, and 6,799 visits to Smokers Helpline website*)
- Continued to educate the public on tobacco as well as smoking cessation via a toll-free cancer information service as well as resources and information on www.cancer.ca and print materials. 903 cancer patients* in New Brunswick were provided with information/support through the toll-free cancer information service.

(Note: These numbers are for the 2018 fiscal year. Data was not available for the 2018 calendar year.)

The NBATC promoted the Smokers' Helpline through social media posts throughout the year, including sharing training webinars in October and November featuring information on the services provided by the Smokers' Helpline and sharing the Smokers' Helpline September campaign "Here's 5 reasons to make your New Year's resolution now rather than Dec. 31".

The NBATC held a [contest on Facebook during National Non-Smoking Week \(January 21-27\)](#) to celebrate tobacco-free living, create a community of support through social media around people who are on their quit smoking journey and promote the Smokers' Helpline.

- The contest increased the NBATC's Facebook page followers by 111 in just one week and generated over 70+ potential referrals (NBATC interactions/Facebook conversations with smokers interested in quitting smoking) to the Smokers' Helpline.
- Three new [Tobacco-Free Living Champions stories](#) were made possible featuring the winners and participants in this contest:
 - [It's Never Too Late to Quit Smoking! Two Inspiring New Brunswick Women Show that Tobacco-Free Living Can be Achieved and Is Worth It for Long-Term Smokers](#)
 - [Marlene O'Neill Celebrates Tobacco-Free Living. Freedom from Cigarettes After Being a Smoker for 50 Years](#)
 - [Winners of the NBATC's #SayNoToTobacco Facebook Contest Will Make You Realize How Important It Is to Take Care of Your Lungs](#)

Run to Quit, a partnership between the Canadian Cancer Society and Running Room with funding from by the Public Health Agency of Canada, changed its name to [Walk or Run to Quit](#) in 2018. The program helps smokers quit smoking by learning to walk or run 5 km.

In 2018, to increase and engage more participants, the program made the following changes:

- Created customized online training programs (branded dashboard and personalized coach) for workplaces who had a minimum of 10 participants registered.
- Offered up to \$65K in sponsored (free) spots to potential participants.

The current [Walk or Run to Quit](#) program model ended in December 2018. Work is underway to look at different delivery models of the program for 2019-2020. Notable statistics for *Walk or Run to Quit* in New Brunswick (2016 to 2018) include the following:

- 15 participants completed the virtual training program.
- 22 participants registered for the in-store program.
- 156 participants registered for the do-it-yourself program.
- Total of participants 193 (Canada-wide: 9,202 participants).

The NBATC promoted [Walk or Run to Quit](#) throughout the year via its e-newsletter and social media. It also featured a story in its [Tobacco-Free Living Champions](#) series, which shared a testimonial by New Brunswick contest winner Diane Beaulieu:

- [New Brunswickers Achieve Healthy Tobacco-Free Lifestyle Thanks to Walk or Run to Qui](#)

Goal 3

Increase the number of tobacco users who quit and remain tobacco-free.

Vitalité Health Network:

- Continued to implement and strengthen the [Ottawa Model for Smoking Cessation](#) (OMSC) program in all services (hospitals, Health Centres, Community Health Centres, Mental Health and Addiction services) to provide more opportunities for patients to receive the support needed for smoking cessation. Some key highlights include:
 - A letter was sent to pharmacies with information on how Vitalité Health Network uses the OMSC in all its services.
 - Implementation of the OMSC continued in the admission departments of Edmundston, Grand Falls, Saint-Quentin, Bathurst and Tracadie-Sheila hospitals to identify patients with a nicotine addiction and offer these patients better care and support when they are hospitalized.
 - Implementation of the OMSC continued in Saint-Isidore, Paquetville and Pointe-Verte Community Health Centres. The nicotine addiction question was added to patient registration for these centres. This question was also added to patient registration at the Community Health Centre in Sainte-Anne-de-Madawaska.
 - Information cards were created to provide patients with the telephone numbers for the smoking cessation clinics in Zones 4, 5 and 6.
 - A note was shared with physicians and nurse practitioners of Vitalité Health Network with the latest advice on counselling patients who live with a nicotine addiction.
- Produced new brochures:
 - to be used in its obstetrics clinics with tips and strategies to help pregnant women dealing with a nicotine addiction;
 - for use by doctors, nurse practitioners and pre-operative clinics to provide advice and information to people living with a nicotine addiction and who must undergo surgery.
- Continued to collaborate with the Elsipogtog Health Centre to offer support to employees and patients living with a nicotine addiction.
- Worked with local wellness partners to deliver the [2nd Edition of the Smokers' Walk / Run Program in the Greater Moncton region](#) with 23 participants. 40 persons between 2 and 76 years took part in the 5-km run.
- Presented its 3rd annual [Nicotine Addiction Forum](#). Attendees included employees, health professionals, community partners and students. The forum was organized in collaboration with The Wellness Movement as part of its focus on tobacco-free living. This 3rd edition also addressed the effects of marijuana on health.

Horizon Health Network:

- Celebrated 10 years of implementing the [Ottawa Model for Smoking Cessation](#) (OMSC). It has implemented the model throughout its organization to more than 70 sites, including hospitals, community health centres and units within the NB Extra-Mural Program. In 2009, it was designated as one of three Centres of Excellence for Clinical Smoking Cessation in Canada. Since then, Horizon Health Network's Centre of Excellence for Clinical Smoking Cessation helps to expand this model of care to a variety of health-care settings in Atlantic Canada.
- Received an award at the University of Ottawa Heart Institute's [10th Annual Ottawa Conference: State of the Art Clinical Approaches to Smoking Cessation](#) in January 2018 as recognition for its commitment to making smoking cessation a standard within its organization.
- Continued to expand and strengthen the OMSC program in its hospitals, outpatient, ambulatory and community practice settings to increase access to clinical smoking cessation support.

Goal 3

Increase the number of tobacco users who quit and remain tobacco-free.

The New Brunswick Cancer Network partnered with Horizon Health Network's Centre of Excellence for Clinical Smoking Cessation to embed smoking cessation into routine clinical practice within outpatient cancer care settings across the organization, using the evidence-based [Ottawa Model for Smoking Cessation \(OMSC\)](#). Clinics in Saint John and Moncton have now implemented programming, with planning underway for future spread across all outpatient cancer care areas in Horizon Health Network.

The Restigouche Wellness Network *Comité de promotion vie sans tabac* (Take Action on Tobacco Use Committee) delivered a Smokers' Walk / Run Program in Campbellton with 10 participants in February 2018.

The *Coalition antitabac de la Péninsule acadienne* (Acadian Peninsula Anti-Tobacco Coalition):

- Delivered a [Smokers' Walk / Run Program in Saint Isidore](#) with 57 participants (26 finished the entire program). Participants had the chance to take part in a community walk/run in Tracadie-Sheila.
- Delivered a smoking cessation program "*Défi Qui Cesse Gagne*" (Biggest Quitter Challenge), via radio promotion with community radios CKLE and CKRO (live broadcast from Tazza Café in Shippagan). 121 people made pledges towards tobacco-free living.

Break It Off, a national campaign supported by Health Canada and the Canadian Cancer Society to help young adults aged 20-24 years quit smoking and stay smoke-free, relaunched its website [BreakItOff.ca](#) and [mobile app](#) with a fresh, new look. The website and app feature tips and tools for quitting smoking and are excellent resources to share with young adults who are thinking of quitting smoking, have already started the process, or want to support a friend or loved one on their quit smoking journey.

The NBATC and members of its Steering Committee helped identify potential colleges and universities in New Brunswick where *Break It Off* experiential events, focused on meaningful face-to-face conversations with young adults to help them be done with smoking, could be held in the winter of 2019.

Pharmacies in New Brunswick are assisting individuals to quit smoking or remain tobacco-free. For example, [Jean Coutu Pharmacy in Riverview](#) offered the following services to residents in the Greater Moncton region:

- Full-time Health & Wellness Coordinator providing free, individual counselling by appointment to help people quit smoking (review of smoking history, past quit attempts and develop a quit plan).
- Resource Centre with information to help people quit smoking.
- Free lung test on the last Wednesday evening of every month for anyone living with or at risk for COPD.
- Respiratory Therapist/Certified Respiratory Educator providing chronic disease management services for people living with asthma and/or COPD or who need help quitting smoking.

The New Brunswick Lung Association:

- Worked with the Manitoba Lung Association to develop a new brochure with smoking cessation tips for the LGBTQ+ community: "[Take the Last Drag: Quit Smoking Tips for Lesbian, Gay, Bisexual, Trans, Queer, and Two-Spirit People](#)".
- Participated for the first time in Fredericton's Pride Parade and set up a booth at the Pride festival grounds where it engaged with the public, sold radon test kits, and handed out brochures about smoking cessation and lung disease to LGBTQ+ folks and their allies.

Goal 3

Increase the number of tobacco users who quit and remain tobacco-free.

3 b) Promote an understanding of the impact of social influences within home, school, community and workplace settings.

The NBATC featured testimonials from smokers sharing their quit smoking journey in five [Tobacco-Free Living Champions](#) stories to make more New Brunswickers aware of the social influences which contribute to making people start smoking as well as how a person can overcome their nicotine addiction with the right help and support.

- [“My daughter Sophie was my inspiration to live tobacco-free!” Wellness Week Contest Winner Lynne Pitcher Shares Her Quit Smoking Journey](#)
- [It's Never Too Late to Quit Smoking! Two Inspiring New Brunswick Women Show that Tobacco-Free Living Can be Achieved and Is Worth It for Long-Term Smokers](#)
- [Marlene O'Neill Celebrates Tobacco-Free Living. Freedom from Cigarettes After Being a Smoker for 50 Years](#)
- [Winners of the NBATC's #SayNoToTobacco Facebook Contest Will Make You Realize How Important It Is to Take Care of Your Lungs](#)
- [“People don't realize just how powerful of an addiction it can be.” Randy Hunter Hopes His Story Can Warn Young People About the Dangers of Tobacco](#)

Health Canada continued to [seek volunteers to share true stories about how their health and lives have been impacted by tobacco use](#). Since 2011, personal stories, or testimonials, have been displayed on labels of tobacco product packaging. These testimonials help inform Canadians and raise awareness about the serious health risks of tobacco use and the benefits of quitting.

3 c) Incorporate youth cessation within comprehensive school health initiatives.

Many individuals are supporting youth cessation in their roles in the community. As an example, Central Miramichi Community Health Centre's Respiratory Therapist, Chantal Babineau Clarke, delivered a presentation on the dangers of vaping as well as the benefits of smoking cessation to grades 9 and 10 classes at Central New Brunswick Academy in Boisetown.

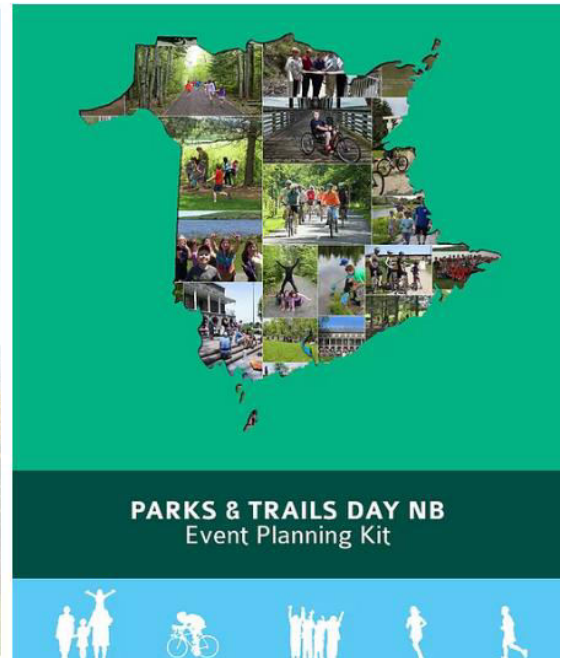
The New Brunswick Lung Association continued to offer (since 2010) a presentation to grade 5 classes entitled “*Why You Don't Want to Become a Drug Addict by Smoking or Vaping Products with Nicotine*”. The presentation uses visual aids to present the effects of smoking (e.g. lung cancer, Chronic Obstructive Pulmonary Disorder, the smell of tobacco smoke and the chemicals used in tobacco products). It also discusses e-cigarettes, vaping and cannabis, and the uncertainties around the effects of long-term use of these products. A Q&A follows the presentation and the students make a group pledge to never smoke nor vape.

Goal 4
Increase the number of 100% tobacco-free spaces.



**"Implementing a
Smoke-Free Policy on
Post-Secondary
Campuses"**

**Free webinar
October 30, 2018**



Top: The NBATC hosted Smoke-Free Campuses webinars to spark interest towards campus smoke-free environment policies in New Brunswick.

Bottom left: The NBATC shared an example of best practices for workplace smoke-free policies via a Tobacco-Free Living Champions story featuring Irving Oil's Tobacco-Free Workplace Program.

Bottom right: The NBATC partnered with several organizations to produce an event planning guide for Parks & Trails Day, including information on making events smoke-free.

Goal 4

Increase the number of 100% tobacco-free spaces.

4 a) Support increased number of 100% tobacco-free policies in all indoor and outdoor spaces including public, private and workplace environments.

The NBATC:

- Held two Smoke-Free Campus webinars in the fall with invited speakers, CCNB Edmundston Campus Director François Boutot and City of Hamilton/McMaster University policy expert Heather McCully, to encourage the development and adoption of more smoke-free campus policies among New Brunswick colleges, universities and post-secondary private schools including key influencers such as administrators, student groups and other individuals.
- Posted the [recordings, slides and additional resources to help guide the development of smoke-free campus policies](#) from the two Smoke-Free Campus webinars on its website and shared them with all registered webinar participants, plus key NBATC contacts, stakeholders and partners.

The Canadian Cancer Society encouraged Canadian universities and colleges to adopt 100% smoke-free policies by publishing a report titled [University and College 100% Smoke-Free Campuses in Canada: NATIONAL STATUS REPORT](#) which provides a rationale for smoke-free policies, a list of all campuses who have implemented such a policy, and links to resources on this topic. The NBATC added this report to its website and shared it with its network of stakeholders and key contacts among New Brunswick post-secondary institutions.

The Department of Justice and WorkSafeNB:

- Continued to enforce New Brunswick's [Smoke-Free Places Act](#), which prohibits smoking and vaping in enclosed public places and indoor workplaces as well as a variety of outdoor public spaces.
- A toll-free number 1-866-234-4234 is provided to report violations of the *Smoke-Free Places Act* and to obtain additional information on this legislation.
- Inspectors in the province responded to 103 complaints made through the *Smoke-Free Places Act* Information Line in 2018. Approximately 40% of the complaints were regarding people smoking within 9 metres of doorways/windows/air intakes, 20% were specific to apartment buildings and 12% were regarding smoking in/on trails, sports fields and parks.

The Heart & Stroke Foundation of New Brunswick continued to implement its Heart Healthy Events policy (adopted in 2016), which includes a tobacco-free environment section with links to the NBATC's [Making My Outdoor Event Smoke-Free Guide](#), and use a smoke-free event promotional banner at all events in 2018.

Municipalities across the province are becoming more and more interested in exploring 100% smoke-free policies. A great example is the Town of Quispamsis. University of New Brunswick Postdoctoral Fellow Kerrie Luck presented the advantages of having a 100% smoke-free policy to the Town Council. The Town Council approved a motion to explore the idea further. The Town of Quispamsis is currently studying a draft bylaw and plan. If approved, this smoke-free policy will also include smoking cessation supports for town staff.

Goal 4

Increase the number of 100% tobacco-free spaces.

4 b) Increase public awareness, active support and adoption of 100% tobacco-free indoor and outdoor spaces.

The NBATC:

- Shared [infographics on Third Hand Smoke for National Smoke-Free Housing Month](#) (June) via its e-newsletter and social media accounts.
- Created [a new page on its website](#) featuring the latest news on cannabis legalization and links to Government of Canada and Government of New Brunswick public education resources on the topic.
- Updated all information on its website ([FAQs](#), [Legislation](#), etc.) to include reference to cannabis as part of the substances banned in all smoke-free spaces
- Partnered with the NB Trails Council, the Healthy Eating and Physical Activity Coalition (HEPAC) and several other organizations to produce an event planning guide to assist municipalities and other stakeholders in organizing events to celebrate [Parks & Trails Day](#) on June 1-3, 2018.
 - Contributed information regarding the amendments to New Brunswick's [Smoke-Free Places Act](#) to include many public outdoor spaces and promoted its [Making My Outdoor Event Smoke-Free Guide](#) with event organizers. As a result, all 2018 Parks & Trails Day events were smoke-free!
 - A story about how the Town of Quispamsis used the NBATC's [Making My Event Smoke-Free Guide](#) for ideas in promoting its event as smoke-free was featured as part of the NBATC's [Tobacco-Free Living Champions](#) series:
 - [Parks & Trails Day NB – An Excellent Opportunity for Outdoor Smoke-Free Events](#)
- Shared an example of best practices for workplace smoke-free policies via a story on Irving Oil's Tobacco-Free Workplace Program in its [Tobacco-Free Living Champions](#) series:
 - [Irving Oil Refinery's Tobacco-Free Workplace Program, a Model for Success](#)

Provincial legislation and programs that support the New Brunswick Anti-Tobacco Strategy

New Brunswick Smoke-Free Places Act:

- Peace officers and inspectors can issue tickets to individuals who smoke or vape in public places where smoking is banned. (Effective September 15, 2017)
- Smoking and vaping prohibited on all hospital and health centre grounds for [Vitalité Health Network](#) and [Horizon Health Network](#). (Effective November 17, 2016)
- The definition of “smoking” broadened to include “any substance that is smoked and that creates smoke or second-hand smoke, including marijuana”. (Effective November 17, 2016)
- Where smoking is prohibited, the use of electronic cigarettes, hookahs and other vaping products are also prohibited. (Effective July 1, 2015)
- Smoking prohibited in many outdoor settings, including patios, entrances to buildings, playgrounds, beaches, provincial parks, sports areas and walking trails. (Effective July 1, 2015)
- Smoking prohibited in enclosed workplaces and public places. (Effective October 1, 2014)
- Smoking prohibited in vehicles with children under the age of 16. (Effective January 1, 2010)

New Brunswick Tobacco and Electronic Cigarette Sales Act:

- The sale of all flavoured tobacco is prohibited, with no exceptions. (Effective January 1, 2016)
- The sale of electronic cigarettes and e-juices to minors is prohibited. (Effective July 1, 2015)
- Tobacco retail displays banned. (Effective January 1, 2009)

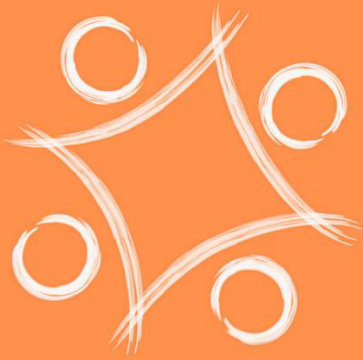
New Brunswick Tobacco Tax Act:

- Tobacco tax increased to 3.26 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective February 1, 2017)
- Tobacco tax increased to 3.26 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective February 2, 2016)
- Tobacco tax increased 2.00 cents per cigarette and 5.26 cents on tobacco sticks and per gram on all other tobacco products, except cigars. (Effective March 27, 2013)
- Tobacco retail licence fees were changed. The fee for a new licence is \$100 with an annual renewal fee of \$50. (Effective April 1, 2012)
- Tobacco tax increased to 5.25 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective March 23, 2011)

New Brunswick Tobacco Prescription Drug Program and New Brunswick Drug Plan:

- Nicotine lozenges added as benefits on the New Brunswick Drug Plans Formulary. (Effective August 2017)
- Nicotine gum and nicotine patch added as benefits on the New Brunswick Drug Plans Formulary. (Effective November 2015)
- Bupropion and Varenicline added as benefits on the New Brunswick Drug Plans Formulary. (Effective June 2014)

These therapies are now covered by the New Brunswick Prescription Drug Program and the New Brunswick Drug Plan. To be eligible, patients must obtain a prescription from their doctor, a registered nurse, respiratory therapist, or a pharmacist.



NB anti-tobacco
COALITION
antitabac du N.-B.

Tobacco Free. Everyone. Everywhere.

i

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