



New Brunswick's Tobacco-Free Living Strategy

A Tobacco and
Smoke-Free Province
for All

2019-2023

> Vision

A tobacco and smoke-free province.

New Brunswick's Tobacco-Free Living Strategy belongs to everyone in New Brunswick who values the health, wellness, social and economic benefits of tobacco-free living and smoke-free environments.

For more information:



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6th Edition - Revised 2019

The mission of the [New Brunswick Anti-Tobacco Coalition \(NBATC\)](#) is to work collaboratively with stakeholders to build supportive environments for tobacco and smoke-free living. As a leader in the implementation of the Strategy, the 6th edition of *New Brunswick's Tobacco-Free Living Strategy* was prepared by the NBATC with the involvement of stakeholders and key partners whose work contributes to a common vision of making New Brunswick tobacco and smoke-free for all.

The goal of the consultation process was to ensure the updated Strategy accurately reflects the priorities of stakeholders and engages new and existing partners, community groups and individuals.

Between June and September 2018, the NBATC held an online survey yielding 78 responses from stakeholders representing more than 15 different organizations, along with members of the general public. Representatives included public health, non-profit organizations, different levels of government, health care professionals, and First Nations Health Centres. Focus group discussions were then held to review the results of the online survey and share suggestions for updating the Strategy's goals and objectives. These focus group sessions were conducted with key stakeholders: Wellness Consultants from the Wellness Branch of the New Brunswick Department of Social

Development, 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.

All participants engaged in the consultative process were asked to provide feedback on topics to ensure the new Strategy accurately reflects the current tobacco landscape, as well as its challenges and priorities. Topics included:

- **Goals and objectives** – How does your work relate or contribute to the goals and objectives of the Strategy?
- **Priority populations** – How can the Strategy better address higher rates of tobacco use in specific groups?
- **Vapour products** - Should the rising popularity of vaping be specifically identified and addressed in the Strategy?
- **5% by 2035** - Should New Brunswick align with [Canada's Tobacco Strategy](#) of reducing tobacco use rates to 5% by 2035?

The information and feedback collected was reviewed by a NBATC Strategy Renewal Working Group who considered and recommended options for updating the Strategy.

Disclaimers

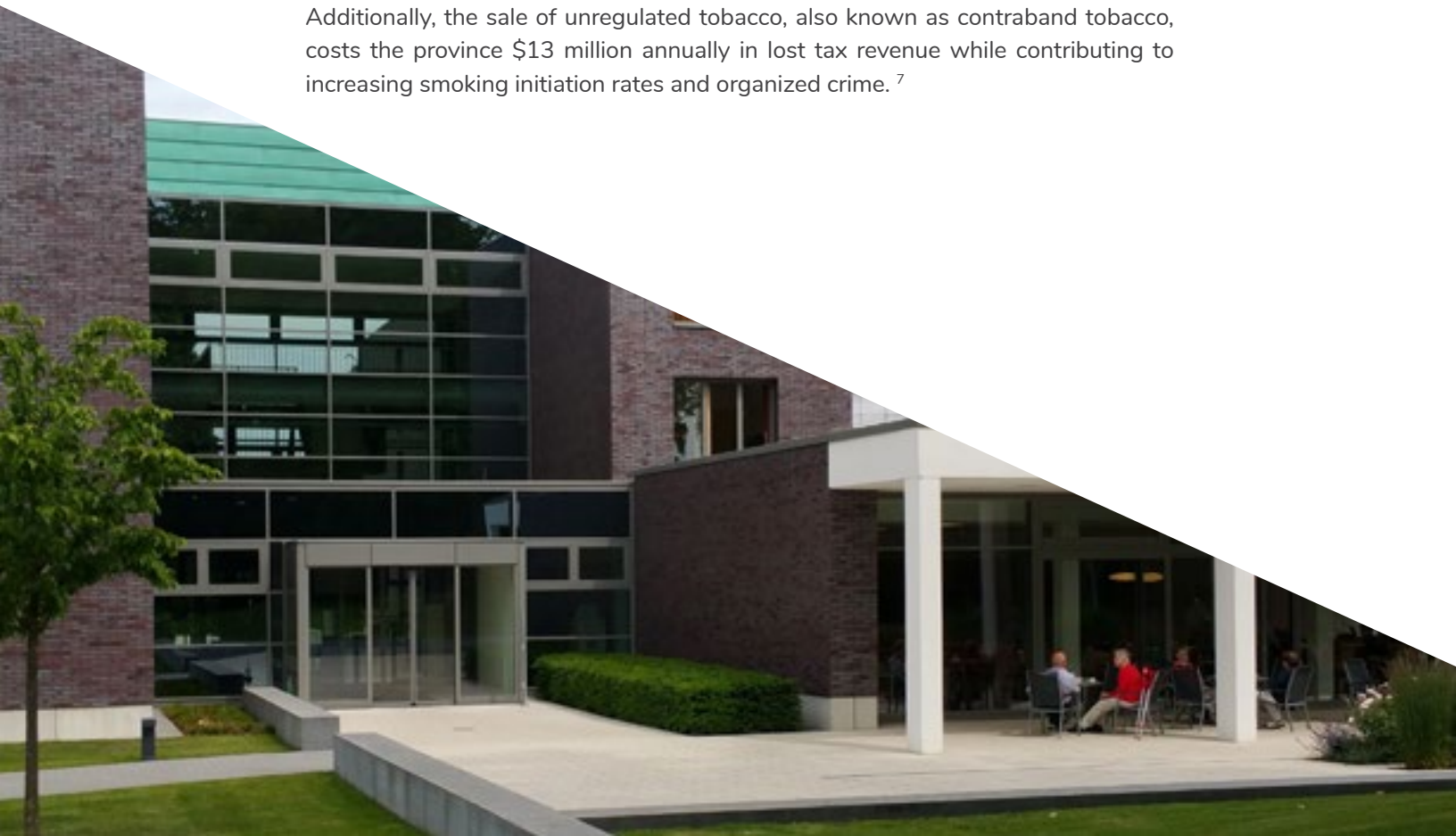
The New Brunswick Anti-Tobacco Coalition (NBATC) recognizes and respects traditional tobacco use by some Indigenous populations during ceremonies, rituals and prayers.

New Brunswick's Tobacco-Free Living Strategy refers only to non-traditional commercial and recreational use of tobacco.

This document does not represent official policy of the organizations of the NBATC Steering Committee members.

The Toll of Tobacco

- Tobacco contributes to the development of **all major chronic diseases** and is the only consumer product that causes disease, disability and death when used exactly as intended. ¹
- **Chronic obstructive pulmonary disease (COPD)** is one of the most prevalent diseases in New Brunswick and the leading cause of acute-care hospital admissions (excluding childbirth). It is the cause of some 3,100 hospital admissions each year. Hospital costs for inpatient care of acute exacerbation of COPD alone run at \$23 million annually. The primary cause of COPD is tobacco smoke, mostly through personal smoking but also by exposure to second-hand smoke. It is estimated that 80% to 90% of cases of COPD are caused by smoking. ²
- Nationally, more than **45,000 Canadians die from tobacco use** each year. Tobacco is the number one cause of preventable disease and premature death in Canada. ^{3,4}
- Approximately **1 in 5 New Brunswickers smoke**. Smoking is the **#1 risk factor for lung cancer**, which is New Brunswick's top cause of avoidable mortality. ⁵
- Smoking also **creates an economic burden** for Canadians stemming from health care costs, lost productivity costs, criminal justice costs and other direct costs such as funding for research and prevention programs totalling about **\$12 billion per year**. ⁶ Additionally, the sale of unregulated tobacco, also known as contraband tobacco, costs the province \$13 million annually in lost tax revenue while contributing to increasing smoking initiation rates and organized crime. ⁷



Did You Know?

- Disease, disability and death caused by tobacco use are 100% preventable! ¹
- Symptoms of nicotine addiction can appear within weeks or only days after occasional smoking first begins. ²
- It may take only one cigarette to initiate a lifelong dependence on tobacco. ³
- There is no safe level of exposure to second-hand tobacco smoke. ⁴
- In adults, second-hand smoke can cause serious cardiovascular and respiratory diseases, including coronary heart disease and lung cancer. In infants, it can cause sudden death. In pregnant women, it can cause low birth weight. ⁵
- New Brunswick has one of the highest rates of children being exposed to second-hand smoke at home. ⁶
- If two parents each smoke half a pack of cigarettes daily in their home, a child may be exposed to the smoke from over 7,000 cigarettes in one single year. ⁷
- Students who have a family member who smokes are almost twice as likely to start smoking. ⁸
- Third-hand smoke refers to the toxic chemicals in smoke that remain trapped in such things as hair, skin, fabric, carpet, furniture and toys long after a cigarette, cigar or pipe has been extinguished. These toxic chemicals pollute the air and get into people's lungs and bodies. ⁹
- Cigarette butts are the most littered item worldwide; they are not biodegradable and can take decades to decompose. ¹⁰
- Reducing New Brunswick's illicit tobacco trade by 1 percentage point would increase taxes collected by an estimated \$1 million annually. This revenue could be used to help fund essential services such as health care, social programs and provincial highways. ¹¹
- Addressing contraband tobacco reduces the attractiveness of low-cost tobacco products. This helps to protect youth and helps people trying to quit remain tobacco free. ¹²
- 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.
 - › Vaping is not intended for youth and non-smokers. ¹³

Current Tobacco Landscape

While generally there has been a reduction in tobacco use rates in New Brunswick⁸, alarmingly, vaping is now on the rise in Canada among non-smokers, especially youth and young adults.⁹ High-nicotine vaping products with sleek and discreet designs have saturated the market and are particularly attractive to young people. Health Canada recognizes that vaping products can be used as a harm reduction approach for existing smokers, but strongly discourages use among youth and non-smokers. There are also concerns regarding the long-term health effects of vaping.¹⁰

The legalization of cannabis in Canada and the rising popularity of vaping products further contribute to concerns about increasing smoking initiation rates and exposure to second-hand smoke in public spaces. New Brunswick's [Smoke-Free Places Act](#) includes vapour in its definition of what constitutes "smoke" and bans both smoking and vaping - tobacco, cannabis and all other substances - in its designated smoke-free environments.¹¹ Many organizations, institutions, workplaces, and even multi-unit dwellings (apartments and condominiums) are following suit, implementing and promoting their own comprehensive 100% smoke-free environment policies that address use of tobacco, cannabis and vaping products.

[Canada's Tobacco Strategy](#) - launched in 2018 - aims to reduce tobacco use rates in Canada to 5% by 2035. This goal is shared by New Brunswick's Tobacco-Free Living Strategy as it aligns its efforts with this and other existing strategies to increase the impact of collaborative partnerships.

Notable Legislative Changes

These recent developments have affected the current landscape of tobacco and vapour product use as well as smoking rates in New Brunswick.

- New Brunswick's [Smoke-Free Places Act](#) added many public outdoor spaces to its list of designated smoke-free environments. (July 2015)
- New Brunswick prohibited the sale of electronic cigarettes and e-juices to persons under 19 years (July 2015)
- New Brunswick banned smoking on all Regional Health Authority grounds. (November 2016)
- Definition of "smoke" expanded in New Brunswick's [Smoke-Free Places Act](#) to include any type of substance being smoked or vaped (including cannabis). (November 2016)
- New Brunswick prohibited the sale of flavoured tobacco products, including menthol. (January 2016)
- Canada formally legalized and regulated vaping with its [Tobacco and Vaping Products Act](#). (May 2018)
- Canada approved the use of plain packaging for tobacco products with its [Tobacco and Vaping Products Act](#). (May 2018)
- Canada legalized cannabis. (October 2018)



Priority Groups

Certain sub-groups of the population who have higher rates of tobacco use include individuals who are vulnerable and marginalized. Often, these groups are people living with mental health issues, people with other addictions, or people who experience homelessness. There are known factors that make youth more susceptible to starting to smoke, such as, they: ¹²

- are children of or siblings to a smoker;
- live in households without a “no smoking” ban;
- rode in vehicles with a smoker;
- have friends who smoke;
- have average to poor academic performance, and/or;
- are less connected to their schools.

New Brunswick’s *Tobacco-Free Living Strategy* aims to prioritize the needs of those at greatest risk of acquiring an addiction to nicotine, as well as those with higher tobacco use rates.

Social Influences on Tobacco Use

There are many factors that play a significant role in why people start to use tobacco and vapour products. Common influences include peer pressure, family history of smoking, and the media portraying smoking and vaping as glamorous and socially accepted behaviours.¹³ It is important to understand that, as early as childhood and throughout life, people are exposed to a variety of social influences in different environments that impact their decision and resolve to stay smoke-free.¹⁵

- **Home environments** (parents, guardians, siblings who use tobacco and vapour products, smoke-free environment policy inside the home, etc.) ¹³
- **Educational environments** (health education at school, role-modelling behaviours portrayed by educators and staff, peer pressure from friends, presence of a comprehensive 100% smoke-free environment policy, etc.) ¹⁵
- **Workplace environments** (work culture, desire to fit in with colleagues, and whether or not smoking cessation support is offered by employers, etc.) ¹⁶
- **Community environments** (social acceptability and popularity of using tobacco and vapour products, advertising and media influences, etc.) ¹⁵

This Strategy aims to lower tobacco and vapour product initiation rates, as well as improve cessation rates, by fostering wellness-supporting environments for tobacco and smoke-free living and cultures that take into account these social influences.¹⁷

Take Action on Tobacco and Smoke-Free Living

New Brunswick's Tobacco-Free Living Strategy supports [The Wellness Movement](#) by encouraging people living in New Brunswick to recognize the importance of fostering wellness-supporting environments for tobacco and smoke-free living – an essential part of [New Brunswick's Wellness Strategy](#). Supportive social and physical environments help protect non-smokers from the potential health effects and consequences of tobacco and vapour product use, increase the chances of success for loved ones on their quit smoking journey, and limit everyone's exposure to dangerous second and third-hand smoke.

Everyone in New Brunswick can be a champion! Together, we can work towards the vision of a tobacco and smoke-free province for everyone living in New Brunswick. Coordinated actions contribute to the development of healthier communities, workplaces, schools, homes and individuals. By pooling our resources, expertise, knowledge and experience, we can make positive changes.

- Start by reviewing the goals and objectives of New Brunswick's Tobacco-Free Living Strategy and reflecting on where you or your organization can make the most difference.
- Explore reliable sources of information to help with provincial or local planning such as:
 - A variety of [Canadian Surveys on Tobacco Use and Smoking](#), published by Statistics Canada (provide provincial information with national comparators to help support province-wide action);
 - The [Community Health Profiles](#), published by the New Brunswick Health Council (include information on smoking and tobacco use to help support local action).
- [Connect with the NBATC](#) for help in identifying ways to take action on tobacco and smoke-free living at work, home and in the community, or with efforts that are already underway.
- Get inspired by the [success stories](#) related to tobacco and smoke-free living that are regularly profiled on the NBATC's website and in its monthly e-newsletter. These stories are also shared with [The Wellness Movement](#).
- [Sign up to the NBATC's email list](#) and visit the NBATC's [Facebook](#) and [Twitter](#) accounts to be kept up to date on the latest news, resources and learning opportunities.
- [Participate in the NBATC's #TobaccoAndSmokeFree #ForAll social media engagement activity](#) to showcase how you, your school, workplace, organization, or community group plan to take action.
- Share the story of the great work you are doing to support and promote tobacco and smoke-free living for all New Brunswickers and how you are contributing to [The Wellness Movement](#). Make sure to use the hashtags [#TobaccoAndSmokeFree](#) [#ForAll](#) and / or [#WellnessLivesHere](#) on social media to link with other initiatives taking place throughout the province. You can also download logos, templates, and other communication tools from [The Wellness Movement](#) by visiting its website.

All actions, big or small, will help create a tobacco and smoke-free province for everyone in New Brunswick.

The Wellness Movement

[The Wellness Movement](#) is an ongoing effort in New Brunswick to inspire and support the creation of wellness-supporting environments that benefit all New Brunswickers.



"Wellness goes beyond the individual choices we make. It happens when the people and places around us, support us. When we work together to make healthy choices more available, accessible and desirable, they become, with time, the natural choice, every time."
-The Wellness Movement¹⁷

The Wellness Movement supports, connects, and celebrates all New Brunswickers – individuals, families, community groups, schools and workplaces – working on enhancing one or more aspect of wellness, such as tobacco and smoke-free living. The Wellness Movement website profiles community stories and directs stakeholders and New Brunswickers to tools and resources to help them, their family, community groups, schools and workplaces take the next step on their path to wellness.

Learn more at www.wellnessnb.ca.

New Brunswick's Tobacco-Free Living Strategy

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GOAL 1

Increase the number of individuals taking action to support tobacco and smoke-free living.

- A** Increase the skills and knowledge of stakeholders.
- B** Stimulate and disseminate research that will advance the goals of the Strategy.
- C** Increase collaborative partnerships focussed on implementing tobacco and smoke-free living initiatives for groups with high tobacco use rates.
- D** Encourage comprehensive tobacco and smoke-free policies, practices and activities by workplaces, organizations and communities.
- E** Promote an understanding of the impact contraband tobacco has on smoking prevention, cessation and the well-being of communities.



GOAL 2

Increase prevention, by reducing the number of New Brunswickers who start using tobacco and vapour products.

- A** Increase effective tobacco and smoke-free initiatives in educational settings through community partnerships.
- B** Promote an understanding of the impact of tobacco and vapour products on the health, well-being and learning outcomes of youth and young adults.
- C** Reduce access to tobacco and vapour products for youth and young adults, by promoting and supporting policies, by-laws, legislation and activities.
- D** Expose tobacco industry practices that promote the use of tobacco and vapour products.
- E** Increase access to information, resources and support for populations at risk of starting to use tobacco and vapour products.
- F** Reduce the uptake of tobacco and vapour products for all New Brunswickers through the promotion of wellness-supporting environments.



GOAL 3

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

- A** Increase the reach of a comprehensive and coordinated network of cessation supports and services.
- B** Increase equitable access to smoking cessation aids and services for those with high rates of tobacco use.
- C** Promote an understanding of the impact of social influences on smoking cessation within home, educational, workplace and community settings.
- D** Encourage New Brunswickers to create wellness-supporting environments that promote tobacco and smoke-free living.



GOAL 4

Increase the number of 100% smoke-free spaces.

- A** Foster respect for smoke-free policies through awareness and education on the impact of second and third-hand smoke.
- B** Encourage and support the adoption of 100% smoke-free policies in rental properties and multi-unit dwellings.
- C** Encourage and support the adoption of 100% smoke-free policies on all post-secondary campuses.
- D** Encourage and support the adoption of 100% smoke-free policies for public outdoor spaces not covered under New Brunswick's Smoke-Free Places Act.



GOAL 5

Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and networks.

- A** Align efforts with Canada's Tobacco Strategy through resource and knowledge-sharing with national and provincial stakeholders.
- B** Encourage actions that create a culture of wellness through tobacco-free living and smoke-free environments in support of New Brunswick's Wellness Strategy.
- C** Support partners and stakeholders to integrate tobacco and smoke-free initiatives within the scope of their work.

Measuring Our Impact

Progress in advancing New Brunswick's Tobacco-Free Living Strategy will be presented in an annual [Progress Report](#), prepared by the NBATC, with contributions from stakeholders and partners throughout the province. Information from the sources of data described below will be shared to complement the report on actions being taken across the province to advance the goals and objectives of this Strategy. A more complete picture will help to better understand the Strategy's impact, identify emerging and long-term trends, and proactively inform the planning of future actions.

Data Sources

Information which can help track progress towards achieving the vision of making New Brunswick a tobacco and smoke-free province for all include:

- Information to help support provincial action
- Community data with provincial comparators to support local action



Information to help support provincial action

National and provincial data:

Canadian Tobacco, Alcohol and Drugs Survey (CTADS)

General population survey of tobacco, alcohol and drug use among Canadians aged 15 years and older.

Until 2017, Statistics Canada conducted the CTADS. It has been determined by Health Canada that this survey will now be separated into two surveys - one for tobacco and nicotine, and one for alcohol and drugs. These surveys would then be conducted every other year, starting with the Canadian Alcohol and Drugs Survey (CADS) in 2019.

www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey.html

Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS)

Survey of tobacco, alcohol, and drug use among Canadian students in grades 7 to 12.

www.canada.ca/en/health-canada/services/canadian-student-tobacco-alcohol-drugs-survey.html

Provincial data only:

New Brunswick Student Wellness Survey for Grades 6 – 12

Survey on wellness (including tobacco use and vaping) among students in grades 6 to 12 across schools in New Brunswick.

www2.gnb.ca/content/gnb/en/departments/social_development/wellness/content/research.html

New Brunswick Elementary Student Wellness Survey

Survey of wellness (including exposure to smoke) among students in grades 4 and 5 and parents of students in kindergarten to grade 5 across schools in New Brunswick.

www2.gnb.ca/content/gnb/en/departments/social_development/wellness/content/research.html

Information to help support local action

Community data with provincial comparators:

My Community at a Glance Community Profiles

The goal of these community profiles, is to empower individuals with information about their community to stimulate interest in building healthier communities.

The information in each profile (including tobacco use) gives a comprehensive view about the people who live, learn, work, and take part in community life in this area.

www.nbhc.ca/community-profiles

Endnotes

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