



New Brunswick's Tobacco-Free Living Strategy
Progress Report 2019



2019 Progress Report

Publication Date: May 2020

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 and smoke-free living in communities throughout New Brunswick, between January 1, 2019 and December 31, 2019.

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 and smoke-free province.

NBATC Mission

To work collaboratively with stakeholders to build supportive environments for tobacco and smoke-free living.

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](#)
- [Heart & Stroke Foundation of New Brunswick](#)
- [Horizon Health Network](#)
- [Vitalité Health Network](#)
- [New Brunswick Medical Society](#)
- [New Brunswick Cancer Network](#)
- [Mawiw Council](#)
- [Health Canada \(ex-officio\)](#)

NBATC Staff

- Kristin Farnam – Coordinator
- Nathalie Landry – Communications



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[@LiveTobaccoFreeNB](https://www.facebook.com/LiveTobaccoFreeNB)

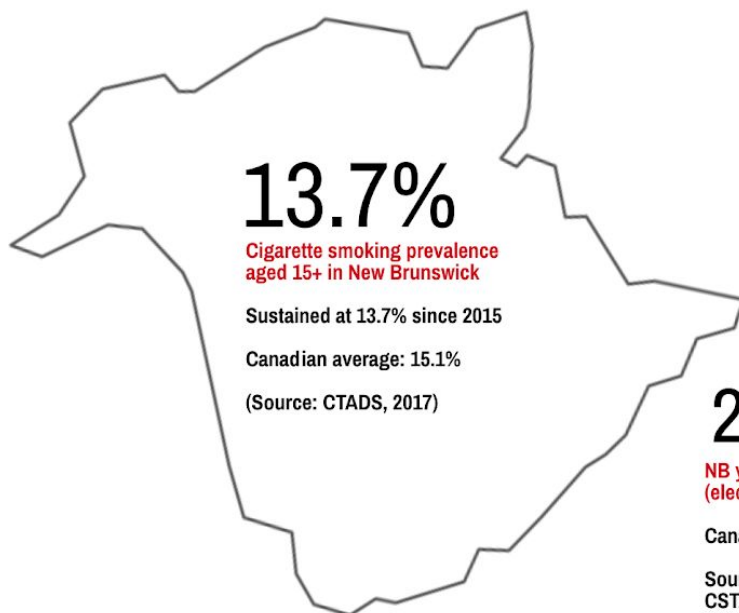


[@NBATC_CATNB](https://twitter.com/NBATC_CATNB)



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

2019 IN REVIEW TOBACCO LANDSCAPE IN NEW BRUNSWICK



14%

NB youth smoking daily or occasionally (grades 6-12)

Down from 15.6% in 2015-16

(Sources: NB Student Wellness Survey 2015-16 and 2018-19)

29%

NB youth having tried e-cigarettes (electronic cigarettes, vape)

Canadian average: 33%

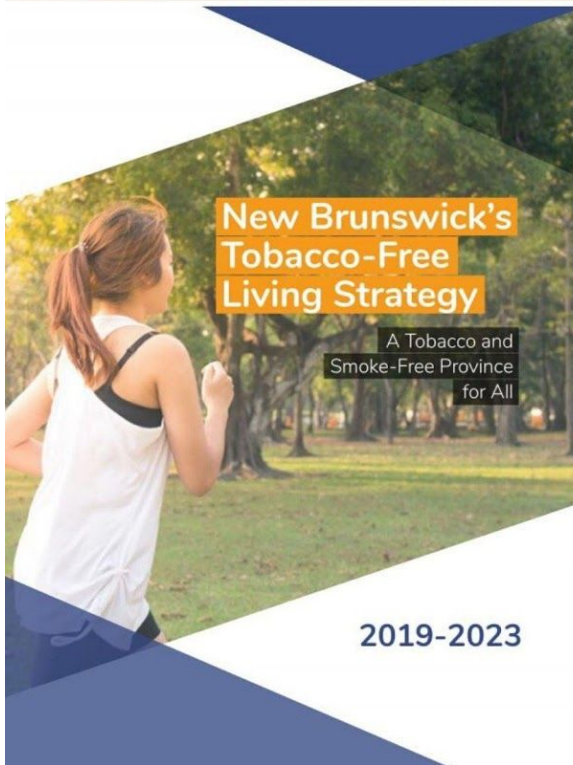
Sources: NB Student Wellness Survey 2018-19, CSTADS 2018-19)



The NBATC launched *New Brunswick's Tobacco-Free Living Strategy 2019-2023*. The New Strategy was prepared 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 new strategy belongs to everyone in New Brunswick who values the health, wellness, social and economic benefits of tobacco-free living and smoke-free environments. Promotions for the new strategy reached audiences throughout the province, getting them to realize that everyone has a role to play and even the smallest individual actions can help achieve a #tobaccoandsmokefree province #forall (such as these students from Central NB Academy posing with their new resolutions towards living smoke-free and avoiding vaping product use).

To deal with the increasing rise of youth vaping, help align work, coordinate efforts, avoid duplication, and use resources effectively, the NBATC established a Provincial Vaping Working Group (in partnership with Vitalité Health Network) in the spring of 2019. The Provincial Vaping Working Group has over 30 key stakeholder members. Thanks to the discussions that took place during the Provincial Vaping Working Group meetings, a first collaborative project took shape: the combining of a school toolkit and classroom presentation from Vitalité Health Network and Horizon Health Network - planned to be disseminated in New Brunswick schools in 2020.





New Brunswick's Tobacco-Free Living Strategy

A Tobacco and Smoke-Free Province for All 2019-2023

GOAL 1: Increase the number of individuals taking action to support tobacco and smoke-free living.

- 1. Increase the skills and knowledge of stakeholders.
- 2. Stimulate and disseminate research that will advance the goals of the Strategy.
- 3. Increase collaborative partnerships focused on implementing tobacco and smoke-free living initiatives for groups with high tobacco use rates.
- 4. Encourage comprehensive tobacco and smoke-free policies, practices and activities by workplaces, organizations and communities.
- 5. Promote an understanding of the impact of tobacco and smoke-free living 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.

- 1. Increase effective tobacco and smoke-free initiatives in educational settings through community partnerships.
- 2. Promote an understanding of the impact of tobacco and vapour products on the health, well-being and learning outcomes of youth and young adults, by preventing and supporting policies, by-law, legislation and activities.
- 3. Reduce access to tobacco and vapour products for youth and young adults, by preventing and supporting policies, by-law, legislation and activities.
- 4. Expose tobacco industry practices that promote the use of tobacco and vapour products.
- 5. Increase access to information, resources and support for populations at risk of starting to use tobacco and vapour products.
- 6. 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.

- 1. Increase the reach of a comprehensive and coordinated network of cessation supports and services.
- 2. Promote an understanding of the impact of social influences on smoking cessation within home, educational, workplace and community settings.
- 3. Increase equitable access to smoking cessation aids and services for those with high rates of tobacco use.
- 4. 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.

- 1. Foster respect for smoke-free policies through awareness and education on the impact of second and third-hand smoke.
- 2. Encourage and support the adoption of 100% smoke-free policies in rental properties and multi-unit dwellings.
- 3. Encourage and support the adoption of 100% smoke-free policies on all post-secondary campuses.
- 4. 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.

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

According to the New Brunswick Smoke-Free Places Act, "smoke" means: (a) to smoke, hold or otherwise have control over an ignited tobacco product or another ignited substance that is intended to be smoked, or (b) to inhale or exhale vapour from, or to hold or otherwise have control over, (i) an activated electronic cigarette, (ii) an activated water pipe, or (iii) another activated device containing a substance that is intended to be inhaled or exhaled.

Top: The NBATC profiled Central NB Academy's TATU group as part of its Tobacco-Free Living Champions story series. The group received a Community Health Recognition Award from Horizon Health Network for all its hard work promoting their tobacco and vape-free message not only at their school but throughout their community.

Bottom left and right: The NBATC focused much of their work and promotional efforts in 2019 on the creation, launch and promotion of a new strategy document titled, New Brunswick's Tobacco-Free Living Strategy 2019-2023.

Goal 1

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

1a) Increase the skills and knowledge of stakeholders.

The NBATC:

Created and launched a new strategy document entitled [New Brunswick's Tobacco-Free Living Strategy 2019-2023](#) with input from NBATC Steering Committee members, the NBATC Strategy Working Group, and other key partners. Revisions were based on feedback received during sessions with 7 key NBATC stakeholder groups (NBATC Steering Committee, Provincial and Regional Wellness Consultants, Horizon Health Network, Vitalité Health Network, *Coalition antitabac de la péninsule acadienne* and *Comité de promotion vie sans tabac Restigouche*) as well as from an online survey (78 individual respondents across New Brunswick). Notable changes include:

- Added the words *vapour* and *vapour products* throughout the document to reflect the rising popularity of these products and the challenges they have created.
- Added the definition of the word *smoke* as described in the *New Brunswick Smoke-Free Places Act*.
- Created a new goal that aims to align New Brunswick's Tobacco-Free Living Strategy with other existing strategies such as [Canada's Tobacco Strategy](#) and the [New Brunswick Wellness Strategy](#).
- Added a new objective under *Goal 1 - Taking Action* pertaining to contraband tobacco.
- Identified the following public spaces where more work needs to be done: multi-unit dwellings, rental properties, and post-secondary campuses (environments not covered under the *New Brunswick Smoke-Free Places Act*).
- Added the term *young adults* to cover age groups beyond grades 6-12 as a priority group.
- Updated information and statistics under the section *Did You Know?*
- Added a new section called *Notable Legislative Changes* to inform readers of all recent updates and additions to laws concerning vapour and tobacco products use in New Brunswick and Canada.
- Introduced a new section on *priority groups* defined as sub-groups of the population who have higher tobacco use rates.
- Introduced a new section outlining the role *social influences* play in tobacco and vaping product initiation rates as well as cessation rates.
- Introduced a new section highlighting *The Wellness Movement* to demonstrate how the NBATC contributes to fostering wellness supportive environments that promote tobacco and smoke-free living and encourages all New Brunswickers to become Wellness Champions.
- Oasoeg Milliea ([Mawiw Council](#)), navigator for *Mawiw Breath of Life Program* and well-respected community leader in Tobique, Elispogtog, and Burnt Church First Nations joined the NBATC Steering Committee,
- Continued its work on a *Website Redesign Project* by using feedback collected from focus groups held with key website users to design a [new website](#) for the coalition as a one-stop-shop for all the information and resources one could want on tobacco and smoke-free living in New Brunswick.
- 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 600 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 NBATC boosted certain Facebook posts throughout the year to reach a wider audience than its current number of page followers for certain key campaigns and results were quite good (69,117 people reached in one year for all paid advertising). 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:
 - [Central NB Academy's TATU Group – Exceptional Tobacco and Smoke-Free Living Champions Making A Difference in Their Community!](#)
 - [Parks & Trails Day NB 2019 – Make Your Event Smoke-Free!](#)
 - [Wellness Champions – Tobacco and Smoke-Free Living](#)
- Published and promoted the [2018 Progress Report](#).
- Contributed to a Provincial Councils and Coalitions Network (PCCN) discussion that informed a response to the federal consultation on potential new vaping regulations. The NBATC continued to draw information, best practices and resources from the PCCN throughout 2019 to inspire its work in New Brunswick.
- Based on its proven track record of success, advised the [PEI Tobacco Reduction Alliance](#) (PETRA) on work and collaborations across jurisdictions.

The New Brunswick Medical Society:

- Joined both the NBATC and its Provincial Vaping Working Group.
- Created an awareness campaign related to National Non-Smoking Week 2019 on its social channels. The campaign reached over 25,000 views on various social media platforms (Facebook and Twitter).

The Office of the Chief Medical Officer of Health in New Brunswick:

- Began monitoring in early September an outbreak of vaping-associated lung illness in the United States and immediately responded by issuing a letter to physicians in New Brunswick, asking them to report any cases of severe or atypical respiratory-borne illness with a history of e-cigarette product use. It also began working closely with the Public Health Agency of Canada and other provincial and territorial partners on monitoring potential cases in Canada. Since September 2019, 2 cases of vaping-associated lung illness have been reported in New Brunswick.
- Updated its [website](#) to include more information related to vaping.

Certified Tobacco Educator (CTE) Kerrie Luck:

- Built awareness among healthcare providers surrounding smoking cessation by presenting throughout the 2019 school year to second-year nursing students at UNB Saint John campus to discuss tobacco/vaping prevalence, health implications, and their role in cessation.

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

The NBATC and its stakeholders shared and promoted the results of Health Canada's [Canadian Student Tobacco, Alcohol and Drugs Survey 2018-2019](#) as well as Statistics Canada's [Health Characteristics: Annual Estimates for 2018 - Smoking](#), and other surveillance information.

The Wellness Branch of the Department of Social Development facilitated the inclusion of a session at the Provincial Wellness Conference 2019 entitled, "*Tobacco Use and Food Insecurity in New Brunswick*" which shared the preliminary results of a research project of the University of New Brunswick, jointly supported by the New Brunswick Health Research Foundation and the Department of Social Development.

The New Brunswick Health Council:

- Continued to conduct data collection, analysis and knowledge translation activities for the [New Brunswick Student Wellness Survey](#), a provincial initiative of the Wellness Branch in the Department of Social Development in cooperation with the Department of Education and Early Childhood Development, which examines students' perceptions, attitudes and behaviours in key areas (including tobacco and e-cigarettes) related to student well-being.
- Shared results of the [2018-2019 New Brunswick Student \(Grades 6-12\) Wellness Survey](#) and started implementing the Elementary (K-5) Student Wellness Survey in the 2019-2020 school year.
- 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.

- Published the report entitled, [Evolution of New Brunswick students' well-being and its association with School Wellness Grants \(NBHC 2018\)](#) which includes information about tobacco.

1c) Increase collaborative partnerships focused on implementing tobacco and smoke-free living initiatives for groups with high tobacco use rates.

Oasoeg Milliea from Mawiw Council (which represents three First Nations communities which include: Elsipogtog, Neqotkuk, and Esgenoopetitj/Burnt Church) joined the NBATC and the Provincial Vaping Working group to ensure an Indigenous voice and perspective. The following is a list of tobacco and vaping related initiatives accomplished by **First Nations communities in New Brunswick**:

- Indigenous tobacco toolkit – The Mawiw Council created a toolkit called *Traditional Tobacco Use and Misuse*. It is based on the seven sacred teachings that are embodied by an animal to underscore the point that all actions and decisions made by man are manifested on a physical plane. The toolkit is presented in three languages: Maliseet, Mi'kmaq and English. The aim of the toolkit is to reduce tobacco consumption amongst First Nations communities by distributing the toolkit throughout New Brunswick schools as well to community health centres and youth centres. The toolkit is designed to be utilized by any community leaders and not only teachers.
- Blue Light Campaign – An annual campaign aimed at protecting people from second and third-hand smoke in their homes. Participants receive a blue light for their doorway which represents the fact that their house is smoke-free. Lights are handed out to members from all three First Nations communities who sign a pledge to keep their home smoke-free.
- TATU or SWAT youth groups in schools - The goal of these school groups is to educate youth on commercial uses of tobacco and vaping products and their related health effects in order to empower tobacco-free living champions who can influence their peers to avoid use of these products.
- Vaping education resources - The council distributed the latest resources regarding facts on vaping to their communities' youth.
- Video - Started planning the production of a video discussing the traditional uses of tobacco was scheduled to be produced.

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

The NBATC:

Published and launched an [infographic showcasing goals and objectives of New Brunswick's Tobacco-Free Living Strategy 2019-2023](#) during the Provincial Wellness Conference. Visitors to the NBATC's kiosks during this event were invited to pose for a photo with an engagement activity sheet showcasing one action they can take to support a goal/objective from the new strategy, thus contributing to tobacco and smoke-free living in the province.

Launched [New Brunswick's Tobacco-Free Living Strategy 2019-2023](#) during Wellness Week in October 2019. [Promotions for the launch of the Strategy](#) included a video inviting New Brunswickers to demonstrate how they plan to take action to help achieve a tobacco and smoke-free province for all. Promotions on social media were viewed by over 12,500 New Brunswickers and generated over 329 interactions (likes, comments, shares - statistics available for Facebook only).

The Wellness Branch of the Department of Social Development provided 11 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.

TALKING WITH TEEN ABOUT VAPING

A TIP SHEET FOR PARENTS

BEFORE THE TALK: GET THE FACTS

Vaping is not harmless

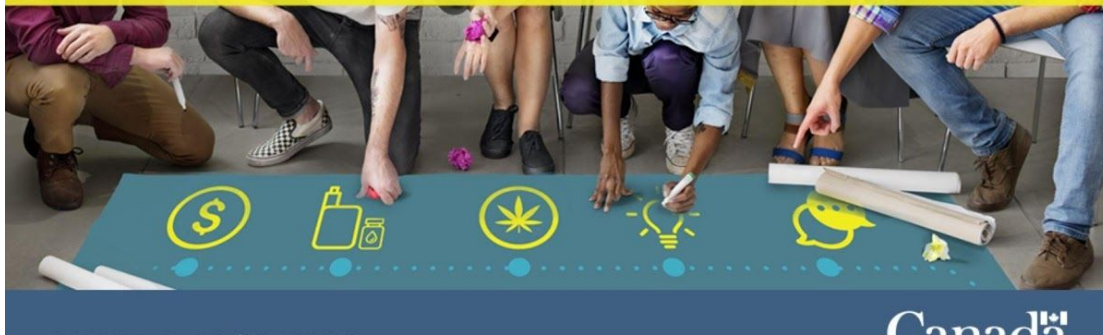
- > Vaping can increase your exposure to harmful chemicals.
- > Vaping can lead to nicotine addiction.
- > The long-term consequences of vaping are unknown.
- > It's rare, but defective vaping products (especially batteries) may catch fire or explode, leading to burns and injuries.

Risks of nicotine

Nicotine is a highly addictive chemical. Youth are especially susceptible to its negative effects, as it can alter their brain development and can affect memory and concentration. It can also lead to addiction and physical dependence. Children and youth may become dependent on nicotine more rapidly than adults.



MICRO-GRANTS FOR CANNABIS AND/OR VAPING PUBLIC EDUCATION | APPLY NOW



Top left: Health Canada continued to promote, update and develop new resources as part of its “Consider the Consequences of Vaping” campaign aimed at educating youth, educators and parents.

Top right: Hampton High School received a TATU Grant to help establish its “Clean Air Initiative” which aims to tackle the rise of youth vaping in its school.

Bottom: Health Canada launched micro-grants for public education on cannabis and vaping.

Goal 2

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

2a) Increase effective tobacco and smoke-free initiatives in educational settings through 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 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:

- St. Stephen's school's SWAT team added vaping and cannabis products use prevention to its work.
- Anglophone School District West has the longest-standing TATU student groups in many schools funded with School Wellness Grants. In 2019, they combined forces and received a Take Action on Tobacco Use (TATU) Grant to offer a TATU Youth Forum at Oromocto High School for 100 participants (educators and middle school students from 9 different schools with TATU groups).
- Collaborative work on Vaping, supported by Wellness Branch, the Department of Education and Early Childhood Development and many Principals, to promote Health Canada's 'Consider the Consequences of Vaping' campaign, and educational materials, and to host experiential events in the province as part of a [national tour](#).

The NBATC contacted all 2018-2019 Take Action on Tobacco Use (TATU) Grant recipients to offer support, information and resources, as well as feature success stories.

Hampton High School's [Clean Air Initiative \(CAI\) student group](#) - which received a TATU Grant - continued its work on vaping education and prevention and partnered with Certified Tobacco Educator (CTE) Kerrie Luck on a number of initiatives.

Health Canada announced the launch of a [new micro-grant program to support public education about the health effects of cannabis and/or the risks of vaping](#). These \$1,000 micro-grants are a new way for the Government of Canada to provide funding to support smaller community-based public education projects. For the next two years, Health Canada will dedicate \$200,000 in funding annually to innovative public education projects on cannabis and/or vaping.

Heart and Stroke Foundation of New Brunswick:

- **Released** its [position statement on e-cigarettes](#) - This statement includes potential government actions and Canadian solutions on this issue.

- Launched its Heart Smart Kids Program which is available to NB schools having at least 20% Indigenous populations. Teachers go online to HSKIDS.ca to complete training and order books from the national office. This resource includes a tobacco and heart health component.

2b) Promote an understanding of the impact of tobacco and vapour products on the health, well-being and learning outcomes of youth and young adults.

The NBATC:

- Continued to provide an extensive section of [vaping resources listed on its website](#), as well as featured in its monthly e-newsletter and social media accounts.
- Sent a first [vaping-themed e-newsletter](#) featuring requested resources and information on this hot topic in March 2019 (800+ contacts: NBATC email distribution list + organizations working with youth and young adults and key contacts in NB post-secondary campuses). This e-newsletter received positive feedback from schools, post-secondary campuses and health care professionals.
- Lead youth education sessions regarding vaping education and prevention::
 - Career Day in two middle schools in Moncton (Sunny Brae and Evergreen Park)
 - TATU Youth Forum in partnership with the nurses from the Healthy Learners in schools' program in the Anglophone School District West that took place at Oromocto High School (reached 100 participants - educators and middle school students from 9 different schools).
- Established a [Provincial Vaping Working Group](#) (in partnership with new NBATC member Renée LeBlanc-Smith – Vitalité Health Network Public Health Promoter) to facilitate collaboration, align and coordinate work, avoid duplication, and effectively use resources in addressing vaping product use among NB youth. The Provincial Vaping Working Group currently has 31 members representing various key stakeholders:
 - Vitalité Health Network, & Horizon Health Network
 - NB Department of Social Development
 - Wellness Branch Consultants
 - NB Lung Association,
 - Various colleges and universities
 - NB Department of Education and Early Childhood Development
 - Representatives from First Nations communities,
 - NB Medical Society
 - *Coalition antitabac de la péninsule acadienne*
 - RCMP
 - Heart & Stroke Foundation of NB
 - Canadian Cancer Society
 - Representatives from various NB Anglophone and French school districts.
 - The group held three online meetings in 2019 and adopted a *Terms of Reference* document outlining its structure and purpose.
 - A collaborative project between Vitalité Health Network and Horizon Health Network started in 2019 with the aim of combining two resources that each network had been working on individually into one bilingual information kit for teachers. The resource is scheduled to be released in 2020.

NB Lung Association:

- Established a goal to reduce vaping rates in New Brunswick by assisting community groups, health care professionals and educators with educational resources.
 - Created a [“Vaping – Know the Risks”](#) brochure that included health risks of vaping. Distributed the brochure to:
 - English (Horizon Health Network) and French (Vitalité Health Network) Community Health Centers and Respiratory Health Clinics.
 - Health Care Practitioners (HCPs) working in New Brunswick, such as Registered Nurses (RNs), Nurse Practitioners (RNNPs), Public Health Nurses (PHNs), Licensed Practical Nurses (LPNs),

Registered Respiratory Therapists (RRTs), Certified Respiratory Educators (CREs), Physicians, and Medavie Extra Mural Home Care NB staff.

- The NB Minister of Education
 - 64 nursing homes in New Brunswick
 - Many NB school districts
 - All NBCC campuses with health care professional programs
 - The New Brunswick Anti-Tobacco Coalition website.
- Created a PowerPoint presentation for professional associations. The presentation was given to the NB Dental Hygienists' Association and the NB Occupational Health Nurses Association in spring 2019
 - Updated its Grade 5 school presentation "*Why you don't want to become a drug addict by smoking cigarettes or vaping nicotine*" to raise awareness about vaping. It was delivered to 3 classrooms in 2019.
 - Gave interviews to CBC radio and Brunswick News regarding vaping.
 - Published many engaging posts on its social media platforms (Facebook, Instagram and Twitter) over the summer on vaping and its risks with the hashtag #vapinginfo featuring the *Vaping - Know the Risks* brochure.

Certified Tobacco Educator (CTE) Kerrie Luck wrote letters to New Brunswick MLAs and held a meeting with NB Premier Blaine Higgs to discuss ideas to decrease youth vaping and improve legislation in the province. She also wrote a [commentary about the need for stronger protective legislation regarding vaping products](#), which was published in the Telegraph-Journal.

The Canadian Cancer Society continued to advocate for healthier public policies related to tobacco and e-cigarette use. [A study published in the British Medical Journal by Dr. David Hammond](#) regarding youth smoking and vaping rates in Canada prompted the Canadian Cancer Society to call for immediate action by the provincial governments in Atlantic Canada to increase the minimum age to purchase tobacco and vaping products to 21 and to advocate for youth. (Dr. Hammond's study found that between 2017 and 2018, youth vaping rates increased by 74% among Canadian teens aged 16-19, and during the same period, cigarette smoking among 16-19-year-olds increased by 45%.)

Vitalité Health Network Public Health established a regional team of public health nurses and a health promoter to work in collaboration with several community partners to develop initiatives raising awareness of the harmful effects of vaping. Here are some of the steps in their Vaping Prevention Work Plan that were accomplished in 2019 and will continue into 2020:

- Completed a socio-ecological approach to smoking. Following a literary review and the identification of various health indicators, issues were identified targeting groups at particular risk (11-18 years).
- Developed a specific vaping approach in order to better define the direction of next steps. In addition, the team looked for winning practices that could apply to social marketing campaigns. This research identified several ways to raise awareness of the risks and harms of vaping.
- Established a working partnership with the Education and Communication Department of Vitalité Health Network in order to create promotional tools. Began the creation of awareness videos on the harmful effects of vaping. These videos are targeted to young people aged between 11-18 years and were filmed in November and December 2019 in the Chaleur region. Infographics were also created. Several statistics, resources and references on vaping are shared via these infographics which will be released at the same time as the videos, at the end of February 2020. The NBATC was also invited to consult on this campaign.
- Established a partnership with Horizon Health Network in order to share resources on vaping. The two regional health networks combined their efforts to work on the creation of a bilingual information kit for teachers to equip them to educate and raise awareness about the harmful effects of vaping with their students. This kit - which includes a school kit and PowerPoint presentation - will be completed in late March 2020.
- Developed a network of regional, provincial and national partners (e.g.: NBATC, Health Canada, Vitality Network's smoking cessation nurse, etc.), allowing Vitalité Health Network to move forward in its reflections and actions on vaping.

Health Canada:

Continued its work with a youth advisory body, the [Youth Leadership Team](#) (YLT) - in collaboration with the Students Commission of Canada (SCC) - to support the work of implementing activities under [Canada's Tobacco Strategy](#). Health Canada recruited new members for the YLT in 2019.

- Continued its multi-phase campaign - [Consider the Consequences of Vaping](#) - to tackle what it sees as an increasing problem among youth. The campaign invites youth to consider the consequences of vaping and equips parents and other trusted adults with tools and resources to support conversations with teenagers about the health risks of vaping. New in 2019:
 - development of a school awareness kit;
 - experiential events held in schools across Canada; (including schools in 15 NB communities)
 - advertising in movie theatres and shopping malls;
 - digital influencer program which reaches parents (of teens 13-18) and youth (ages 13-18) separately through a variety of social media channels, including YouTube videos by teen influencers and parental blogs; and
 - updating the parent resource [Talking with teens about vaping - Tip sheet](#).

2c) Reduce access to tobacco and vapour products for youth and young adults, by promoting and supporting policies, by-laws, legislation and activities.

The Department of Justice and Public Safety 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.

The Office of the Chief Medical Officer of Health (Public Health) continued to consider opportunities for future amendments to New Brunswick's [Tobacco and Electronic Cigarette Sales Act](#), particularly in light of the rapid rise in nicotine vaping amongst youth in New Brunswick.

Health Canada

On December 19, 2019, the Minister of Health [announced](#) proposed new regulations to prohibit the promotion and advertising of vaping products anywhere they can be seen or heard by youth. This means that young Canadians would no longer see advertising for vaping products in public spaces, in convenience stores or online. Marketing of vaping products would be allowed only in places like specialty shops, businesses and online spaces accessible by adults. The proposed regulations were [published in the Canada Gazette, Part I](#), on December 21, 2019 for a public comment period of 30 days. The Department is reviewing the feedback from Canadians with a view to finalizing these regulations as soon as possible.

To help ensure that Canadians are aware of the risks of vaping and nicotine addiction, on December 19, 2019, the Minister of Health also announced [new regulations](#) that will require that all vaping substances display important health and safety information. These regulations will start to come into force on July 1, 2020. Vaping products containing nicotine must display its nicotine concentration and a health warning about the addictiveness of nicotine. In addition, the products must be packaged in child-resistant containers and display a toxicity warning and first-aid treatment statement. All vaping substances must display a list of ingredients, regardless of nicotine content.

Building on [feedback](#) from consultations that Health Canada conducted in 2019, the Department is developing additional regulations to further reduce the appeal of these products to young Canadians, including proposals restricting nicotine concentration and flavours. In April 2019, Health Canada [consulted Canadians](#) on potential regulatory measures to reduce youth access and appeal of vaping products, including measures to restrict the concentration and/or delivery of nicotine, prohibit the manufacture and sale of vaping products with certain flavours or flavour ingredients and/or prohibit the promotion of certain flavours.

2d) Expose tobacco industry practices that promote the use of tobacco and vapour products.

The **Canadian Cancer Society** continued its [advocacy work on plain packaging](#). It had been advocating for tobacco plain packaging regulations since the 1990s, and as of November 9, 2019, plain packaging regulations came into effect in Canada making Canada's plain packaging regulations the best and most comprehensive in the world.

Health Canada

The *Tobacco Products Regulations (Plain and Standardized Appearance)* were published in Canada Gazette Part II on May 1, 2019, and came into effect on November 9, 2019. These Regulations apply to all tobacco packages and products. The measures include removing distinctive and attractive features from packaging and products and requiring all packages to be the same drab brown colour. Only permitted text may be displayed on the packages, in a standard location, font, colour and size. Cigarette packaging has been standardized to a slide-and-shell format, and the appearance of cigarettes and other tobacco products has been standardized as well.

2e) Increase access to information, resources and support for populations at risk of starting to use tobacco and vapour products.

The **NBATIC** created a special promotional email and social media posts celebrating [World No Tobacco Day \(WNTD\)](#) focused on the official World Health Organization WNDT theme: *Tobacco and Lung Health*. Resources featured included the NB Lung Association's website and its new *Vaping - Know the Risks* brochure as well as the NBATIC's *Smoke Is Smoke* fact sheet with special messaging about how smoke-free environments (no vaping, or smoking - of any substance) are the best for lung health. Promotions on social media reached over 11,400 New Brunswickers (Facebook statistics - no data available for Twitter).

In the wake of the recent cases of severe pulmonary illnesses and several deaths reportedly linked to the use of vaping products in the United States, the **Office of the Chief Medical Officer of Health in New Brunswick** [alerted the public to the potential dangers of vaping and asked public health officials to report probable and confirmed cases in their jurisdictions](#).

Health Canada:

- [Set up a website](#) to provide updated information regarding the number of confirmed and probable cases of severe lung illness related to vaping in Canada and published advisories asking Canadians who use vaping products to monitor themselves for symptoms of pulmonary illness (e.g., cough, shortness of breath, chest pain) and to seek medical attention promptly if they have concerns about their health.
- Continued to add updated information and guidelines for Canadians concerning vaping products on its website - [Canada.ca/vaping](#).

2f) Reduce the uptake of tobacco and vapour products for all New Brunswickers through the promotion of wellness supporting environments.

The **Department of Justice and Public Safety** and **WorkSafeNB** enforced 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 is provided to report violations of the Smoke-Free Places Act and to obtain additional information on this legislation: 1-866-234-4234. In 2019:

- Inspectors in the province responded to 63 calls made to the Smoke-free Places Act Information Line, down from 103 calls in 2018.
- 52% of the complaints were regarding people smoking within 9 m of doorways/windows/air intakes
- 13% were specific to apartment buildings
- 6% were regarding smoking in/on trails.
- No complaints received in 2019 related to smoking on or around playgrounds, sports fields or provincial parks compared to 7 calls in 2018.

A Chronic Cough that lasts for 3 weeks or longer could be a sign of a serious lung disease.

Talk to your doctor if you have a #ChronicCough



B R E A T H E



**GO SMOKE-FREE NB
TELEPHONE SUPPORT
1-866-366-3667**

Top: NB Lung Association launched its Chronic Cough Campaign, which was supported by the NBATC, in the winter of 2019.

Bottom left: The Coalition antitabac de la péninsule acadienne organized and held the first-ever Walk/Run program in the Chaleur region.

Bottom right: A new telephone-based smoking cessation support service was launched with information housed on the NBATC website - Go Smoke-Free NB.

Goal 3

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

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

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 from the past year include:
 - Started a pilot project in February 2019 to offer nicotine patches and nicotine gums for people living with nicotine addiction who do not have access to insurance coverage for treatment. The study will continue in 2020. The results thus far are very promising.
 - Continued efforts to establish a plan to help young people who are addicted to nicotine via vaping successfully quit vaping.
- Produced new brochures:
 - Cannabis - Key Messages
 - Update on the Ottawa Model for Smoking Cessation
- Worked with local wellness partners to deliver the 3rd [Edition of the Smokers' Walk / Run Program in the Greater Moncton region](#) with approx. 34 participants between 2 and 76 years who took part in the 5 km walk/run.
- Presented its 4th 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 4th edition also addressed the effects of marijuana on health.

Horizon Health Network continued to expand and strengthen the Ottawa Model for Smoking Cessation (OMSC) to new sites in its hospitals, outpatient, ambulatory and community practice settings to increase access to clinical smoking cessation support. The screening process at first point-of-care now also includes a question on vaping.

The New Brunswick Cancer Network continued to partner 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). The program is established in Saint John, Fredericton, Moncton, Miramichi, and Upper River Valley.

The **NBATC** helped to increase the reach of NB's toll-free smoking cessation telephone support service 1-866-366-3667 by hosting a *web* page on its website and promoting the service via its e-newsletters and social media posts.

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

- Organized and held the first ever *Courir vers ma santé* (Walk/Run) program in the Chaleur region (Beresford) thanks to a collaboration with the *Club des coureurs Chaleur*.
- Held another successful *Courir vers ma santé* (Walk/Run) program in the Acadian Peninsula. There have been Walk/Run programs every year in the Acadian Peninsula since 2014. The 2019 edition took place in St-Isidore. In total, both programs had over 120 participants.

Break It Off, a national campaign supported by **Health Canada** and the **Canadian Cancer Society** to help young adults quit

smoking and stay smoke-free, continued in 2019 via its website BreakItOff.ca and [mobile app](#). 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.

Representatives from New Brunswick attended sessions, hosted by the **Canadian Partnership Against Cancer**, to contribute to the development of a pan-Canadian framework entitled, "[Implementing Smoking Cessation in Cancer Care Across Canada: A Framework for Action](#)" and an accompanying implementation checklist which intends to help jurisdictions across Canada to deliver comprehensive, evidence-based smoking cessation programs in their cancer care settings.

Pharmacies in New Brunswick continued to assist individuals to quit smoking or remain tobacco-free. For example, [Jean Coutu Pharmacy in Riverview](#) offered free, individual counselling by appointment (review of smoking history, past quit attempts and develop a quit plan) and a Resource Centre with information to help people quit smoking.

3c) Promote an understanding of the impact of social influences on smoking cessation within home, educational, workplace and community settings.

The **NBTAC** promoted a brochure developed in 2018 by the NB Lung Association - [Take the Last Drag - Quit Smoking Tips for Lesbian, Gay, Bisexual, Transgender, Queer, and Two-Spirit People](#) heavily in June 2019 during Pride Month via its e-newsletter and social media.

Many individuals supported smoking cessation in their roles in the community. As an example, **Central Miramichi Community Health Centre's Respiratory Therapist, Chantal Babineau Clarke** provided an information kiosk on Lung Health, Sleep Apnea, Tobacco/Vaping, Radon and other information and education materials at the Annual Boilermaker Industry Tripartite Conference Wellness Fair in Saint Andrews. She also volunteered her time to the Yoga Breathe program (hosted by the New Brunswick Lung Association) - free yoga classes over 8 to 10 weeks for people living with chronic breathing disease (Fredericton).

3d) Encourage New Brunswickers to create wellness-supporting environments that promote tobacco and smoke-free living.

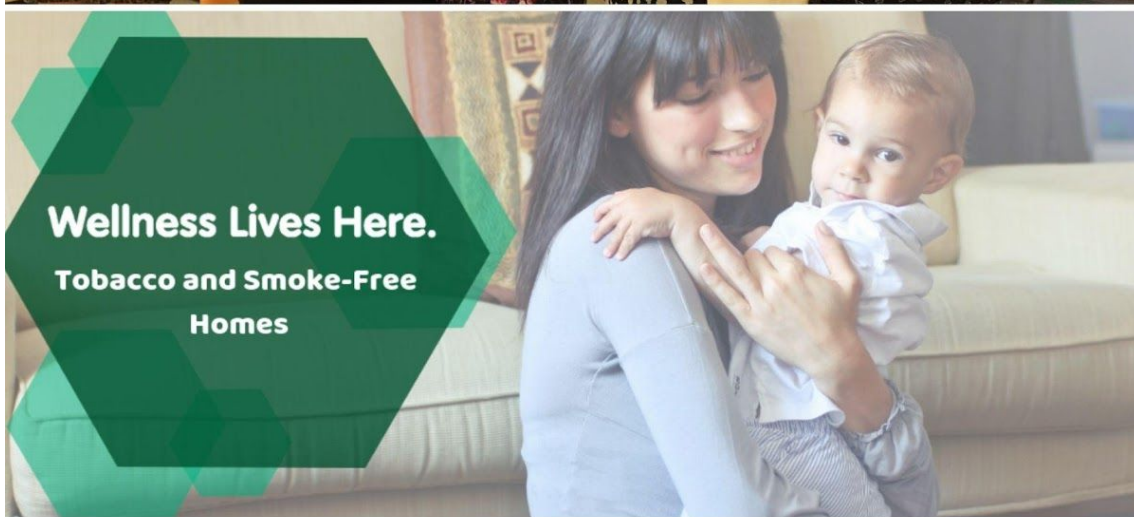
The NBATC:

Focused its [National Non-Smoking Week](#) (NNSW) communications on bringing attention to the role wellness supportive environments play in helping New Brunswickers quit smoking.

- o Promotions during National Non-Smoking Week 2019 featured video interviews with smoking cessation experts Karelle Guignard (Vitalité Health Network), Solange Arseneau (Vitalité Health Network) and Kelly Hurley (Horizon Health Network).
- o Promotion also featured The Wellness Movement's Champions story about a successful Rogersville smoking cessation program as well as The Wellness Movement's "[Create Your Own Wellness Story Video](#)" app as a resource that people can use to share their own wellness story.
- o NNSW 2019 campaign statistics: total number of video views for the three NBATC produced videos featuring Karelle, Solange and Kelly: 13,400; Total number of video views for the NBATC promotional video about NNSW which ran all week: 4,500.

Featured testimonials from smokers sharing their quit smoking journey via a special collaboration with The Wellness Movement. 6 Wellness Champions stories focussing on tobacco cessation were featured in the NBATC's [Tobacco-Free Living Champions](#) series to make more New Brunswickers aware of supportive social and physical environments which contribute to smoking cessation success: "[Wellness Champions – Tobacco and Smoke-Free Living.](#)"

The **NB Lung Association** promoted their [Chronic Cough Awareness campaign](#) during January and February.



Smoke Is Smoke!

Cannabis - like tobacco smoke - is harmful.
 People's perception towards cannabis and its potential harmful effects tends to be less negative than it is towards tobacco. But, be aware: smoke is smoke! Smoke from cannabis is similar to tobacco smoke. It contains many of the same toxic and cancer-causing chemicals, carbon monoxide and heavy metals.

Dual use of cannabis and tobacco increases health risks.
 Smoking cannabis with tobacco is especially harmful to your lungs and respiratory system. If you use the two substances in combination, you will increase your risks of developing adverse health effects. People who start using one substance - whether tobacco or cannabis - are also more likely to start using the other and to become addicted. This is particularly true for adolescents and young adults.



Top: The NBATC helped organize and deliver a capacity-building workshop to empower the CCNB network of campuses to implement smoke-free policies.

Middle: The NBATC developed and delivered a highly successful parental education social media campaign on the importance of smoke-free homes.

Bottom: The NBATC launched a new fact sheet entitled "Smoke is Smoke" to draw attention to the importance of respecting smoke-free environments and that smoke-free means no vaping as well as smoking - of any substance.

Goal 4

Increase the number of 100% tobacco-free spaces.

4a) Foster respect for smoke-free policies through awareness and education on the impact of second and third-hand smoke.

The NBATC:

- Created a [SmokeFree #ForMyKids campaign](#) on social media promoting the importance of raising children in a smoke-free home environment that ran throughout 2019. The campaign featured links to inspiring Tobacco-Free Champions stories published over the years by the NBATC about parents who choose to quit smoking upon welcoming their first child into the world, as well as links to information and resources available on the NBATC's "Tobacco-Free Environments – Homes" web page (such as the Canadian Cancer Society's *Live Free of Second-Hand Smoke - Tips for Home, Your Car, Work and Outdoors* guide, Health Canada's *Making Your Home and Car Smoke-Free* guide, and various NBATC second-hand and third-hand smoke public education infographics). The campaign on Facebook had a reach of over 12,000 New Brunswickers on Facebook and garnered over 500 likes, comments and shares.
- Presented a social media campaign throughout 2019 reminding people about the dangers of second-hand smoke and that it is prohibited to smoke and vape tobacco and cannabis in public spaces – using a newly designed NBATC fact sheet about the dangers of second-hand smoke - [Smoke is Smoke!](#) The campaign on Facebook had a reach of over 18,000 New Brunswickers on Facebook and garnered over 700 likes, comments and shares.

4c) Encourage and support the adoption of 100% smoke-free policies on all post-secondary campuses.

The NBATC:

- The NBATC and members of its Steering Committee recommended 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. Three events took place in New Brunswick in the winter of 2019 at CCNB Dieppe, NBCC Moncton and Université de Moncton (Moncton campus).
- Partnered with the Wellness Branch of the Department of Social Development and Vitalité Health Network to offer a [capacity-building session in August to approximately 30+ key champions from each of the 5 CCNB campuses to support the planning and implementation of a 100% smoke-free campus policy](#). The NBATC continues to be of assistance to the CCNB network of campuses to help all campuses move towards 100% smoke-free outdoor environments.
- The **CCNB Dieppe campus** launched a 100% smoke-free campus policy in September 2019, becoming, after CCNB Edmundston campus, the second New Brunswick post secondary campus to do so. Other CCNB campuses plan to follow suit in 2020 and beyond.
- Offered a plenary session on smoke-free campuses at the NB Lung Association's Respiratory Health Symposium attended by NBCC students and instructors as well as many health professionals.

4d) Encourage and support the adoption of 100% smoke-free policies for public outdoor spaces not covered under New Brunswick's Smoke-Free Places Act.

The NBATC:

- Updated its [Making My Outdoor Event Smoke-Free](#) guide to include information for event organizers on how to respond to challenges created by cannabis legalization and vaping. The revised guide was [launched on Earth Day](#) (April 20) via a promotional email and social media posts. Revisions to the guide (originally launched in 2015) included:
 - Explaining changes made to *New Brunswick Smoke-Free Places Act* since 2015.
 - Adding the definition of "smoke" from the *New Brunswick Smoke-Free Places Act* and explaining that vaping and smoking - all substances (including cannabis) - are not permitted in designated Smoke-Free environments.
 - Taking out all references to creating designated smoking areas within a public outdoor space. This is counterintuitive to the comprehensive 100% smoke-free policies which are spreading across the province.
 - Updating social media images to include "*Wellness Lives Here... Community Smoke-Free Events*" messaging, explaining how the NBATC contributes to The Wellness Movement by encouraging event organizers to create and host Community Smoke-Free events.

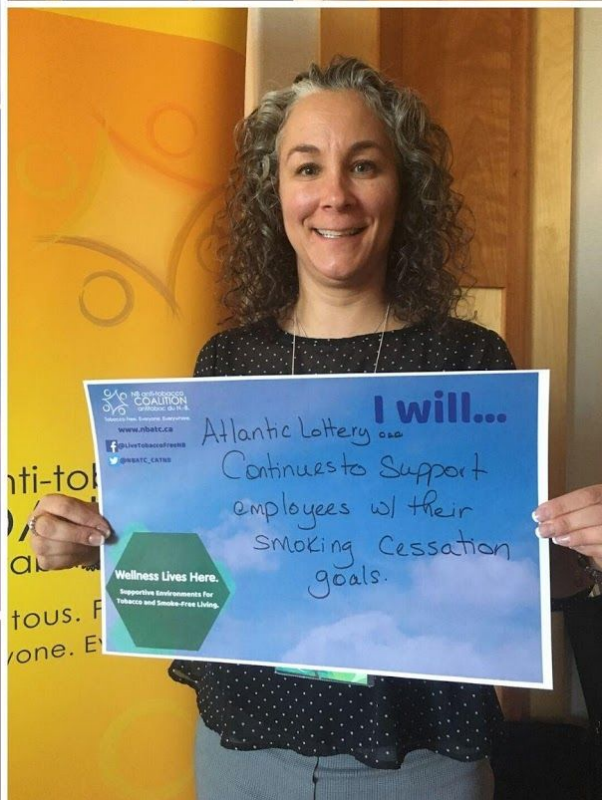
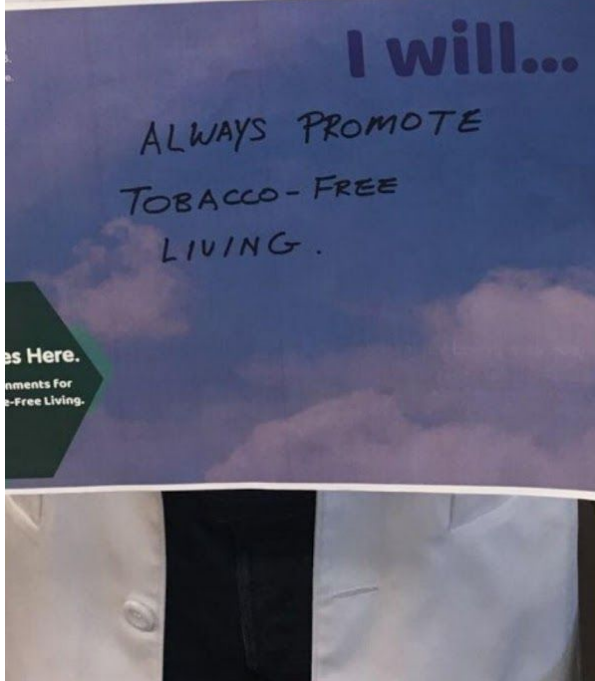
Created new downloadable "[Welcome to Our Smoke-Free Environment – Please no smoking/No vaping](#)" [bilingual signs](#) that New Brunswickers can adapt, print and post where needed as they implement smoke-free environments in places not already covered by New Brunswick's Smoke-Free Places Act (e.g.: workplace outdoor grounds that become 100% smoke-free, university and colleges campuses, etc.). These are now available on the NBATC website.

- 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 1-2, 2019. A total of 26 out of 30 registered Parks & Trails Day events were identified as being smoke-free. The NBATC's contributions included:
 - Promoting a Tobacco-Free Living Champions story about how easy it is to organize a smoke-free event using a testimonial by the Town of Quispamsis: [Parks & Trails Day NB 2019 – Make Your Event Smoke-Free!](#)
 - Adapting the NBATC feature article about smoke-free events in the official Parks & Trails Day guide to include a reference to cannabis and vaping, and the fact that the NBATC's Making My Outdoor Event Smoke-Free guide has been relaunched to address these issues.
 - Adding a link to the NBATC's web page about [Smoke-Free Outdoor Events](#) as a handy resource in the Parks & Trails Day event online registration form next to the question asking event organizers if their event is smoke-free.
 - Sharing all official Parks & Trails Day social media promotions via the NBATC's e-newsletter and social media accounts.

The Wellness Movement launched a newly designed [Wellness Calendar](#) in September 2019 which allows event organizers to tag their events as smoke-free and links to resources on the NBATC website regarding smoke-free events. There have been 535 entries to the calendar since it was relaunched - of these 535 entries, 195 have used the Smoke-Free Activity tag, which represents 36%.

Certified Tobacco Educator (CTE) Kerrie Luck:

- Continued to advocate for a smoke-free spaces policy and by-law for Quispamsis. She met with the town council to provide guidance on the development and implementation of the new proposed smoke-free spaces policy and bylaw and offered continued support for its implementation. The town has since confirmed that the council has passed a motion directing staff to continue moving forward with the implementation of the staff cessation support portion of the initiative and that council plans to have the proposed smoke-free spaces policy and by-law presented for approval by April 1, 2020.
- Meet on a regular basis throughout the year with Saint John Regional Hospital administration to discuss how the smoke-free policy (launched in 2015) is being implemented and enforced, as well as to identify areas for continuous improvement.



Images: The NBATC took advantage of the Provincial Wellness Conference in May 2019 to launch the goals and objectives of New Brunswick's Tobacco-Free Living Strategy 2019-2023 via a creative campaign asking people at the NBATC kiosk during the conference - and subsequent events throughout 2019 - to pose with a sheet indicating one action they can take to support a tobacco and smoke-free province for all.

Goal 5

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

5b) Encourage actions that create a culture of wellness through tobacco-free living and smoke-free environments in support of New Brunswick's Wellness Strategy.

The NBATC:

- Participated in the 2019 Provincial Wellness Conference Planning Committee and ensured there would be tobacco-related content at this conference, including a session on wellness through policy development featuring a presentation on smoke-free policies. The NBATC Coordinator and the NBATC Communications Coordinator also attended the Wellness Conference on May 1, both as participants and as representatives of the NBATC at its kiosk. The NBATC had a great presence at the Wellness Conference with over 75+ visitors at its kiosk. The coordinators were able to network and provide information to conference attendees on a variety of topics such as available cessation support services and vaping public education and prevention resources.
- Continued to attend all Wellness Movement partners' meetings in 2019 and to consider ways of branding NBATC content when applicable with the "Wellness Lives Here" tagline/logo launched in 2018 to show its affiliation with The Wellness Movement. The NBATC even lead discussions on getting other Wellness Movement partners to align their communications with The Wellness Movement by presenting examples and best practices from its own communications during the March Wellness Movement Partners meeting. Statistics released by The Wellness Movement at the March 2019 partners' meeting showed that NBATC is the most well-known organization among Wellness Movement partners (19% of people who responded to the survey said they had heard of the NBATC).
- Continued the practice of always including the Wellness Branch's Regional Wellness Consultants in its important communications (forwarding all promo emails to share, etc.). A relationship with these consultants had been established and solidified in the fall of 2018 when the NBATC engaged them in its Strategy renewal consultation process. The Wellness Movement partners' meeting held in July also provided the opportunity for the NBATC Coordinators to meet many of the Regional Wellness Consultants in person. The Wellness Branch's School Wellness Consultants were invited to participate in the NBATC's Provincial Vaping Working Group.
- Promoted The Wellness Movement's "Create Your Own Wellness Story Video" app by encouraging New Brunswickers to use this app to share their own wellness story related to tobacco and smoke-free living. Post ran once per week from January 2019 to August 2019 until The Wellness Movement advised the NBATC that it's video app would be undergoing maintenance.

5c) Support partners and stakeholders to integrate tobacco and smoke-free initiatives within the scope of their work.

The NBATC:

- 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-Smokers' Rights Association, Canadian Smoke-Free Housing Coalition, Healthy Eating and Physical Activity Coalition, Smoke-Free Nova Scotia, etc.).
- Continued to participate in the Community of Practice (CoP) on Positive Mental Health meetings to enhance awareness of the relationship between mental fitness and tobacco use. The emerging evidence that is being shared in

these Community of Practice meetings has to do with a sense of belonging in one's community and how feelings of connectedness to a community influence mental health and subsequent substance use and abuse.

- The NBATC shared and promoted the social media campaign for Canadian Mental Health Week during May 13-19, called, "[What Mental Health Really Is](#)".

Provincial legislation and programs that support New Brunswick's Tobacco-Free Living 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 is 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 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 pharmacist.



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

Tobacco Free. Everyone. Everywhere.

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