

WHAT YOU NEED TO KNOW



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

The **NBATCs goal** is to empower stakeholders and partners to integrate the goals and objectives of the Strategy within their work and help to achieve the vision of *a tobacco and smoke-free province for all*.

Stakeholders focused on healthy eating and physical activity have an important role in supporting action on tobacco and smoke-free living within New Brunswick.



GOAL 2
Increase prevention, by reducing the number of New Brunswickers who start using tobacco and vapour products.

Supportive smoke-free environments create the conditions that promote health and well-being while reducing the influence of tobacco and vaping products on youth and young adults.

Consider the facts...
Smoking in early life is associated with physical inactivity and poor dietary behavior in adulthood.
(Heroux et al., 2011)

NB programs that promote and support cessation through physical activity include:
Live Well/Bien Vivre
Walk or Run To Quit



GOAL 3
Increase the number of tobacco users who quit and remain tobacco free.

Did you know? Those who are persistently active or increasingly active have substantially reduced probabilities of being in the highest-risk smoking categories. (Salin et al., 2019)



Increase the number of
100% smoke-free spaces.

A 100% smoke-free policy = **NO** designated smoking areas

Smoke-Free Outdoor Environments:

- Help people who have quit or are trying to quit;
- Protect children, wildlife, and the environment from toxic litter.
- Protect children and adults from second-hand smoke.

Smoke-Free Indoor Spaces improve health by:

- Reducing uptake of smoking and vaping through positive role-modelling;
- Reducing exposure to dangerous second and third-hand smoke for everyone;
- Supporting people on their quit journey by minimizing triggers in their daily activities.

Did You Know? There is no safe level of exposure to **second-hand smoke**. Research shows outdoor second-hand smoke can be as harmful as indoor second-hand smoke. (Canada, Health. "Dangers of Second-Hand Smoke." Canada.ca, 6 May 2015).

NBs Smoke-Free Places Act bans smoking and vaping in indoor and outdoor public places. The NBATC recognizes the need to create more 100% smoke-free environments including: Rental properties; Post Secondary Campuses; Outdoor areas like sidewalks and streets.



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

Together, we can work towards the vision of *a tobacco and smoke-free province for all*. Coordinated actions contribute to the development of healthier communities, workplaces, schools, homes and individuals. By pooling our resources, expertise, knowledge and experience, we can continue to make positive changes.

**IT'S TIME TO TAKE ACTION ON
TOBACCO AND
SMOKE-FREE LIVING!**