



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



New Brunswick's Tobacco-Free Living Strategy Progress Report 2020



2020 Progress Report
Publication Date: May 2021

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, 2020 and December 31, 2020.

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 Manager, Kristin Farnam, at admin@nbatc.ca or 506-423-2921.

NBATC Steering Committee

- [Heart & Stroke Foundation of New Brunswick](#)
- [Canadian Cancer Society – New Brunswick](#)
- [New Brunswick Department of Health – Public Health NB](#)
- [New Brunswick Department of Health – Community Health & Chronic Disease Management Unit](#)
- [Horizon Health Network](#)
- [Vitalité Health Network](#)
- [New Brunswick Medical Society](#)
- [New Brunswick Cancer Network](#)
- [New Brunswick Lung Association](#)
- [Health Canada \(ex-officio\)](#)



www.nbatc.ca



admin@nbatc.ca

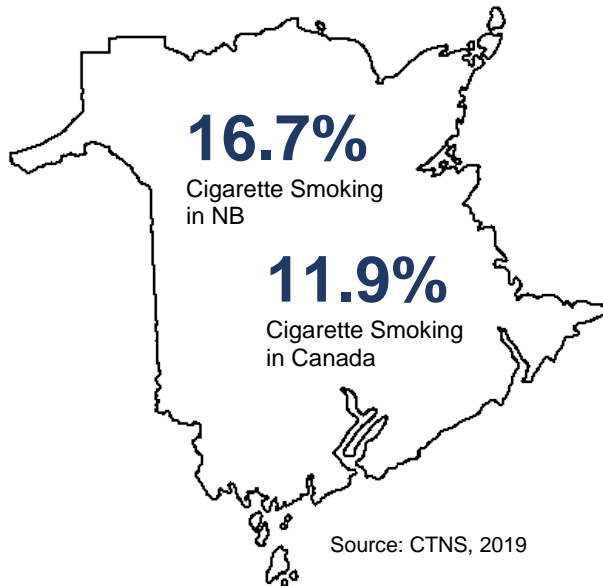


[@LiveTobaccoFreeNB](#)



[@NBATC_CATNB](#)

2020 Year in Review Tobacco Control in NB



Older Canadians more likely to report smoking cigarettes

Approximately 1 in 10 Canadians reported smoking cigarettes on a regular basis, with Canadians aged 25 and older being almost three and a half times more likely to report being a current smoker (11%) than those aged 15 to 19 (3%). These rates represent an overall decline in reported cigarette smoking from 2019 among those aged 25 and older and those aged 15 to 19, at 12% and 5%, respectively. The most significant decrease observed was among those aged 20 to 24, with 8% reporting that they were a current smoker in 2020 compared with 13% in 2019 (CTNS, 2020).

Smoking, Vaping and Covid-19

The COVID-19 pandemic heavily affected several tobacco-control programs in 2020. Some long-standing programs were dissolved, with many conferences and forums being cancelled, while some were held virtually. However, because of a renewed attention around lung health, new vaping regulations were proposed by many advocates on both a provincial and federal level.

Vaping is more common among younger Canadians

The latest Canadian Tobacco and Nicotine Survey (CTNS), 2020 was released demonstrating that vaping is more common among younger Canadians. There continues to be generational differences in the use of vaping devices. In 2020, about 14% of youth aged 15 to 19 reported having vaped in the past 30 days, and over one-third (35%) reported having tried it at some point in their lives. Among young adults aged 20 to 24, the proportion of those who had vaped in the past 30 days was similar (13%), and close to half (43%) reported ever having tried vaping. In comparison, about 3% of adults aged 25 and older reported using a vaping product in the past 30 days, while almost 13% indicated that they had tried vaping at some point. Across all age groups, of those who reported vaping in the past 30 days, 14% responded that they vaped daily.

NB Anti-Tobacco Coalition

The NBATC continued to provide leadership on the youth and young adult vaping issue by supplying a forum for knowledge-exchange through its Provincial Vaping Working Group, opportunities for collaboration as well as the latest vaping news, research, and updates. The NBATC also partnered with the Lung Association of Nova Scotia (LANS) in 2020 to identify the extent of the youth and young adult vaping epidemic in NB through a province-wide survey. The results are slated for spring of 2021.

[NB's Tobacco-Free Living Strategy](#) promotion series continued through a partnership with the Community of Practice on positive mental health (CoP) and with the Healthy Eating and Physical Activity Coalition (HEPAC) demonstrating the relationship between tobacco use, wellness goals and the success of cessation programs.



27.7%

NB youth who have vaped in the last 30 days.

41.4%

NB youth having tried vaping

20.2%

Canadian average of youth who have vaped in the last 30 days

33.9%

Canadian average of youth having tried vaping



New Brunswick's Tobacco-Free Living Strategy and Healthy Eating and Physical Activity

WHAT YOU NEED TO KNOW



NEW BRUNSWICK'S TOBACCO-FREE LIVING STRATEGY AND
MENTAL HEALTH/ STRATÉGIE FAVORISANT LA VIE SANS TABAC
AU NOUVEAU-BRUNSWICK ET LA SANTÉ MENTALE

A Tobacco and Smoke-Free Province for All
Une province sans tabac et sans fumée pour tous

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:

Strategy Promotion Series: Promotion and capacity building surrounding New Brunswick's Tobacco-Free Living Strategy 2019-2023

The NBATC promoted the Strategy by providing a series of presentations, webinars and infographics to its stakeholders and partners showcasing additions and updates which reflects the current tobacco landscape, pinpoint specific goals, and objectives that partners can work on to help achieve the Strategy's vision of a tobacco and smoke-free province for all and generate discussions to help participants better understand the Strategy and feel empowered to integrate it into their work plan.

- Provincial Councils and Coalitions Network (PCCN) - this Strategy promotion presentation demonstrated to other tobacco control groups from across the country what was being done in New Brunswick to address the tobacco and vaping issue.
- The next Strategy promotion activity included bilingual presentations on the relationship between the Strategy and mental health to close stakeholders from the Community of Practice (CoP) on positive mental health. Due to effects of the pandemic, a webinar was replaced with bilingual recordings of this presentation that was posted to the website located under the *Strategies and the Learning Opportunities* pages.
- The NBATC published and launched an infographic for our partners in the Healthy Eating and Physical Activity (HEPAC) sector with details on the connection between healthy eating and physical activity and tobacco use. The goal of this strategy promotion was to connect to HEPAC's wider network and to demonstrate how a healthy lifestyle that includes smoke-free environments, healthy eating, and regular physical activity; can positively affect tobacco use rates.

All Strategy promotion tools were promoted via the website plus emails sent to 600 NBATC email subscribers (NBATC stakeholders, partners, and friends) as well as through NBATC social media outlets. (i.e., Twitter and Facebook)

New Website

A new website was launched and promoted throughout the year. Improved features included: ease of navigation, eye-catching display of resources, and interactive features. It has enhanced the NBATC's online presence giving it not only a modern, professional appeal, but also helping to attract and keep users as a one-stop-shop for all the information and resources one could want on tobacco and smoke-free living in New Brunswick. 14K users visited the website in 2020.

Created New Web Page

In response to the global pandemic, NBATC created a new web page *called Smoking, Vaping and Covid-19*. This page demonstrates how the NBATC is uniquely positioned to continuously address the information needs of its users to advance the health well-being of New Brunswickers.

NBATC Social Media Accounts

The Facebook page offers a convenient method of reaching New Brunswickers to foster enthusiasm for tobacco and smoke-free living via various targeted campaigns along with the sharing of interesting resources for diverse populations. 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.

NBATC E-Newsletter

The NBATC transitioned its e-newsletter to a bi-weekly email alert in 2020. Subscribers received a bi-weekly digest of the latest information on research and resources that were added to the website under the news, success stories and resources sections of the website. This new format is more succinct and intended to increase open rates as e-newsletters are becoming less popular among online audiences. The NBATC has provided more than double the newsletters of last year since moving to a bi-weekly schedule.

Tobacco-Free Living Champions Story

Published and promoted the following *Tobacco-Free Living Champions* story via its website, e-newsletter and social media channels: *Hampton High School Teacher Takes Comprehensive Approach To Rise in Youth Vaping*. Hampton High School's teacher Hardy Cameron discussed his Clean Air Coalition youth group's approach to tackling the rise of vaping in his community and school. This story was one of the most popular on Facebook with its official promoted posts receiving over 5750 views and generating 125 link clicks. The story received over 970 views on the NBATC website.

Optimized the NBATC's work through the updating of the following key documents:

- Steering Committee Terms of Reference Update- Based on consultations with members through an online survey, an official policy for media and advocacy requests as well as documentation in both official languages for NBATC communications was added in 2020.
- Website User Guide - The NBATC created a Website User Guide featuring screenshots, videos, and guidelines on updating and maintaining the new website.
- Published and promoted the *2019 Progress Report*.

Networking & Collaborations with Tobacco Control Coalitions

The NBATC Coordinator attended and participated in quarterly Provincial Councils and Coalitions Network (PCCN) meetings. The NBATC continues to draw information, best practices, and resources from the provincial coalitions to inspire its work in New Brunswick.

Sustainability Working Group

A working group was established to address the long-term viability of the Coalition and present recommendations to the Steering Committee in September 2020. The coordinator communicated and collaborated with the Executive Directors of six other tobacco control groups from other provinces to identify information on the following key areas of operations including: sources of funding, participation in advocacy, model structure and incorporation status. This working group will continue into 2021 and focus on diversifying funding sources and membership to further support the success and long-term longevity of the Coalition while improving its capacity, impact, and reach.

Summer Student

The NBATC hosted a summer student for an unpaid internship. The student provided support for communications in absence of a coordinator that included projects involving graphic design, social media, and promotions.

NBATC Called to Consult

As a valued promoter and user of these websites, the NBATC coordinator was asked to consult on the efficacy of the programs offered by the Ontario Tobacco Research Unit (OTRU) and Physicians For A Smoke-Free Canada as well as on ways to improve their communications and overall effectiveness.

The New Brunswick Medical Society (NBMS)

- Actively participated in both the NBATC and its Provincial Vaping Working Group.
- Created an awareness campaign related to National Non-Smoking Week 2020 on its social channels sharing NBATC content. The campaign reached over 1,500 views on Twitter.

Public Health New Brunswick

Continued to monitor the outbreak of vaping-associated lung illness in the United States and Canada. While evidence from the US outbreak suggests a strong association with vitamin E acetate, which is used as a cutting agent in illegal and unregulated THC-containing vaping products, in Canada, most cases do not appear to have been associated with the use of THC-containing products. The cause or causes of cases in Canada is still under investigation.

As of August 14, 2020, 20 cases of vaping-associated lung illness have been reported to the Public Health Agency of Canada, 2 of which are from New Brunswick.

Symptom onset was between May 2019 and April 2020. Sixteen (16) people required admission to a hospital. No deaths have been reported.

Certified Tobacco Educator (CTE) Kerrie Luck

- Built awareness among healthcare providers surrounding smoking cessation by presenting throughout the 2020 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:

Continues to regularly release all the latest research and information related to tobacco and vaping control via bi-weekly to monthly e-newsletters, the NBATC website newsfeed as well as through all social media outlets.

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 (transferred to the Department of Health in April 2020) in cooperation with the Department of Education and Early Childhood Development, which examines students' perceptions, attitudes, and behaviors in key areas (including tobacco and e-cigarettes) related to student well-being
- Shared results of the 2019-2020 New Brunswick Elementary Student Wellness Survey (Grades K to 5) for the schools that were able to participate before the COVID-19 lock down.

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

The NBATC:

In partnership with the Community of Practice (CoP) on positive mental health, the NBATC provided bilingual presentations on the connection between tobacco use and mental health as one of the priority populations who have higher than average tobacco use rates. The goal of this strategy promotion series is to help partners feel empowered to integrate this strategy into their individual work plans and to help achieve the Strategy's vision of a tobacco and smoke-free province for all while generating discussions that promote a better understanding of the Strategy itself.

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

The NBATC:

Published and launched an *infographic* for our partners in the Healthy Eating and Physical Activity (HEPAC) sector with details on the connection between healthy eating and physical activity and tobacco use. The goal of this strategy promotion series is to help partners feel empowered to integrate this strategy into their individual work plans and to help achieve the Strategy's vision of a tobacco and smoke-free province for all while generating discussions that promote a better understanding of the Strategy itself. This new resource can be shared with a variety of groups

demonstrating how a healthy lifestyle that includes smoke-free environments, healthy eating, and regular physical activity, can positively affect tobacco use rates.

The Canadian Cancer Society (CCS)

Continued to advocate for healthier public policies related to tobacco and e-cigarette use in New Brunswick in collaboration with other stakeholders. Results from the 2018–2019 Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS) indicated that, 41.4% of grades 7 to 12 students in New Brunswick have tried e-cigarettes with the national average at 33.9%. With youth e-cigarette usage in New Brunswick exceeding the national average the Canadian Cancer Society advocated to the provincial government to implement several e-cigarette regulations to protect youth including banning flavors, increasing the minimum age to purchase tobacco and vaping products to 21 and maximum nicotine levels.

The New Brunswick Medical Society (NBMS)

- Partnered with the Canadian Cancer Society and New Brunswick Lung Association to promote e-cigarette and vaping policy recommendations. This included:
 - Sending two separate letters to 50 MLAs across New Brunswick.
 - Meeting with six MLAs and three Ministers.
 - Meeting with Public Health officials.
 - Writing one op-ed published in New Brunswick newspapers in both official languages.

NB Lung Association

In partnership with The Canadian Cancer Society, NB Medical Society and other stakeholders, this task force took several meetings with the provincial government in 2020, advocating for new regulations on vaping products in NB.

Vitalité Public Health

- Developed and promoted 2 videos (available in both English and French) and a brochure encouraging community action regarding youth vaping. The first video targeted parents of teenagers, encouraging them to have open and honest conversations with their children about the harms associated with vaping. The second video targeted a broader community audience, encouraging all people to play a role in preventing youth from using vaping products. This video included municipal leaders, coaches, and local store clerks. An evaluation of the first launch of the campaign (videos and brochure) demonstrated a reach of nearly 50 thousand users, however due to the pandemic, evaluation data from the second launch is not available.

Vaping: Clearing the Air

You need accurate information to make good decisions, so get the facts on vaping and electronic cigarettes! Read more about the effects of vaping on your body and how it harms your health.



Which one of the statements above do you connect with most and why?

Whom could you ask if you have questions about vaping?



#HSKatHome

www.hskids.ca/hsk-at-home

This activity was created in collaboration with Asha Hollis and Emily Downey.



A HEALTH INITIATIVE in partnership with



World No Tobacco Day: Global Campaign

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 NBATC continued to provide a forum for collaboration and to provide support for the following groups:

Provincial Vaping Working Group

The NBATC continued to provide a forum for diverse sectors to align their work, reduce duplication of efforts, and collaborate with like-minded individuals who are focused on addressing the youth and young adult vaping crisis in NB. Four meetings were held in 2020 provided members with: new resources, latest research, and opportunities to collaborate on new vaping initiatives. Members of the working group consist of government and non-government members, members from both health authorities, community organizations, health charities and individual stakeholders.

Heart and Stroke Foundation of New Brunswick:

- Released a Heart & Stroke position statement on e-cigarette and youth: Protecting youth from the vaping crisis. [en-vapingcrisis-positionstatement-web-march-2020.ashx \(heartandstroke.ca\)](https://www.heartandstroke.ca/en-vapingcrisis-positionstatement-web-march-2020.ashx)
- Released a Heart and Stroke policy statement on tobacco end game. “A Tobacco Endgame for Canada: Creating a future free of commercial tobacco use” [final-en-tobaccopolicystatement2019.ashx \(heartandstroke.ca\)](https://www.heartandstroke.ca/final-en-tobaccopolicystatement2019.ashx)
- Hosts the Live Well | Bien Vivre program that continues to provide smoking cessation coaching support to those looking to quit. [Health Coaching | Live Well | Bien Vivre | New Brunswick](#)
- Continues to support Heart & Stroke’s Heart Smart Kids Program, in-classroom and at home education resources for children aged 5-12 on heart health. Includes sections on smoke free living and tobacco prevention. [HSK at Home Archive - HeartSmart Kids™ \(hskids.ca\)](https://www.hskids.ca/HSK-at-Home-Archive-HeartSmart-Kids)

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:

Tobacco and Vaping Resources

Continued to provide an extensive section of tobacco and vaping resources listed on its website, as well as featured in its monthly e-newsletter and social media accounts. Shared and promoted Health Canada's [*Consider the Consequences of Vaping*](#) campaign and site updates via all NBATC media outlets.

Tobacco Use and Mental Fitness

The NBATC continued to partner with the Community of Practice (COP) on Positive Mental Health throughout 2021 by collaborating on a Strategy Promotion presentation that detailed the connections between Mental Health and Tobacco Use. Certified Tobacco Educator (CTE) Kerrie Luck wrote letters to New Brunswick MLAs to raise awareness for the need to decrease youth vaping and improve legislation in the province. She also wrote two letters to the editor about the need for stronger protective legislation regarding vaping products, which were published in the Telegraph-Journal. Worked collaboratively CCS, NBMS, and NB Lung to meet with MLAs to raise awareness for the need to decrease youth vaping and improve legislation in the province.

Vitalité Health Network

A collaborative effort has been underway with the nursing students of the Université de Moncton to explain the importance of supporting people with nicotine addiction and allow the students to participate in teaching youth about the risks of vaping.

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

Public Health New Brunswick

Through partnership with the Department of Justice and Public Safety, ensured continued enforcement of 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. Public Health NB continued to consider opportunities for future amendments to New Brunswick's Tobacco and Electronic Cigarette Sales Act, particularly considering the rapid rise in nicotine vaping amongst youth in New Brunswick.

Health Canada

The Government of Canada remains concerned by the rise in youth vaping and is acting to address it. [*After confirming its intentions*](#) to lower the nicotine concentration in vaping products, on December 18, 2020, the Honorable Patty Hajdu, Minister of Health, announced a public consultation on a proposal to better protect Canadians. As part of efforts to reduce the appeal of vaping products, Health Canada is proposing to lower the nicotine concentration to a maximum of 20 mg/mL and prohibit the packaging and sale of a vaping product if the nicotine concentration displayed on the package exceeds this new limit. The current limit is 66mg/mL.

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

The NBATC:

Promoted annual campaign for World No Tobacco Day

A special promotional email was disseminated, and a temporary website banner was added along with designated social media posts celebrating World No Tobacco Day (WNTD) that focused on the official World Health Organization WNTD theme: Tobacco and related industry tactics to attract younger generations. The post included a video, toolkit, and infographic for stakeholders.

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

The NBATC

Partnered with Lung Association of Nova Scotia (LANS)

The NBATC partnered with LANS on a new research study examining the vaping practices of youth and young adults in New Brunswick. This work is part of a comprehensive research study that has already included several provinces previously and will be completed in the spring of 2021.

World No Tobacco Day

The theme for World No Tobacco Day 2020 was shared on the NBATC website including a temporary banner, social media accounts and re-promoted via e-newsletters for the end of April and the entire month of May. This year's theme - Tobacco and related industry tactics to attract younger generations - was also discussed on the agenda for the spring Provincial Vaping Working group meeting to determine if this year's theme provided an opportunity for educators and health promoters.

Food Insecurity and Tobacco Use

The NBATC helped to promote the research results from the UNB study on Tobacco Use and Food Insecurity in New Brunswick.

Health Canada

Continued to add updated information and guidelines for Canadians concerning vaping products on its website canada.ca/vaping-info.

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

The NBATC:

Created and promoted an *infographic* aimed at promoting wellness strategies such as physical activities and healthy eating to positively impact tobacco prevention, initiation rates and cessation.

Public Health New Brunswick

Through partnerships with the Department of Justice and Public Safety and WorkSafeNB, ensured enforcement of 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 2020, due to the Covid-19 pandemic response, calls were only tracked for the months of January and February. During those 2 months:

- Inspectors in the province responded to 10 calls made to the Smoke-free Places Act Information Line, up slightly from 7 calls over those same 2 months in 2019.
- 50% (5) of the callers were looking for general information on smoking or vaping.
- 30% (3) were complaints regarding people smoking within 9 m of doorways/windows/air intakes.
- 20% (2) were complaints specific to apartment buildings



NBATC Celebrates National Non-Smoking Week with Launch of New Website!



Tobacco-Free NB Telephone Support
1866-366-3667

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

"I deserve better than this."

BE DONE WITH SMOKING

LET'S GET STARTED ↓



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.

The NBATC:

National Non-Smoking Week

The new and greatly improved NBATC website was launched during National Non-Smoking Week 2020 (January). A promotional email on the topic featuring a video showcasing the new website's features and functionality was sent to the NBATC's 600 email subscribers.

Promoted new Quit line - Tobacco Free NB

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

Promote Break It-Off Campaign

Promoted Health Canada's [*Break It Off*](#) young adult smoking cessation campaign with a Quit & Win contest. All posts were shared on social media and the official contest banner was showcased on NBATC website homepage.

Department of Health

New Brunswick's free smoking cessation telephone support service 1-866-366-3667 was renamed to Tobacco Free NB in July 2020 and provides free, confidential, bilingual evidence-based cessation coaching to support New Brunswickers who wish to quit smoking, reduce harm from smoking or to stop or reduce their use of tobacco or e-cigarettes.

The NBATC helped to increase the reach of the Tobacco Free NB service by hosting a web page on its website and promoting the service via its e-newsletters and social media posts.

Public Health New Brunswick

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

Horizon Health Network

Horizon is participating in an initiative partnered with Canadian Partnership Against Cancer and New Brunswick Cancer Network, focused on imbedding smoking cessation support at point of care in outpatient oncology clinics; programming has expanded to 4 oncology clinics within Horizon. As part of this initiative, Horizon is completing an economic evaluation of providing cessation supports, including stop smoking medication, to cancer patients.

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 and vaping cessation support.

The New Brunswick Cancer Network

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).

Vitalité Health Network

Vitalité Health Network's 2020 projects and highlights are around nicotine and vaping addiction:

- Promoted the points of access to our smoking/vaping cessation services.
- Public Health developed a vaping brochure that was posted on the Network's website (<https://www.vitalitenb.ca/en/vaping>).
- Are now offering one-on-one virtual and telephone appointments on nicotine addiction.
- A collaborative effort has been underway with the nursing students of the Université de Moncton to explain the importance of supporting people with nicotine addiction and allow the students to participate in teaching youth about the risks of vaping.
- Discussions on vaping took place with youth leaders from New Brunswick's Francophone secondary schools; we asked for their feedback on this scourge and involved them in the efforts to combat vaping.
- A study was conducted by the Network's research team and some smoking cessation counsellors. The study was completed in February 2021 and we are in the process of compiling the data. Offering free nicotine replacement therapy (NRT) increases the odds that people will successfully quit smoking (based on our preliminary results collected in 2020).
- Several facilities had to work with patients during the COVID-19 pandemic to strengthen their smoke-free environments and their prohibition on smoking/vaping. Education and support for patients and staff are ongoing.
- Are continuing to offer training for employees to become excellent smoking cessation counsellors within the Network.
- Are continuing to apply and strengthen the Ottawa Model for Smoking Cessation (OMSC) in the Network's facilities that are using it.
- The Guide to Quitting Smoking, developed by the Network, was posted on the Network's website in PDF format to increase access to educational materials for patients with nicotine addiction (https://www.vitalitenb.ca/sites/default/files/documents/guide_to_quitting_smoking.pdf).

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

- Organized the ninth edition of the « Win by Quitting » challenge, which invited people to make a commitment towards a smoke-free life. For the occasion, a special radio show was recorded live from the Université de Moncton Shippagan campus and aired on CKRO community radio.

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

NB Lung Association

Will be developing their presence on TiKTok using their Puffin character to address smoking and vaping. The NB Lung Association has been updating their smoking cessation brochure for the LGBTQ community - [Take the Last Drag - Quit Smoking Tips for Lesbian, Gay, Bisexual, Transgender, Queer, and Two-Spirit People.](#)

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

The NBATC:

Created and promoted an [infographic](#) aimed at highlighting the connection between smoking cessation support and healthy eating along with physical exercise to promote NB's Tobacco-Free Living Strategy. This new resource can be shared with a variety of groups demonstrating how a healthy lifestyle that includes smoke-free environments, healthy eating, and regular physical activity, can positively affect tobacco use rates.

NB Lung Association

Re-promoted their [chronic cough awareness campaign](#) to encourage people who smoke or are former smokers to answer a survey and if need be to get a spirometry test. Utilized their social media to promote special days in tobacco control such as Weedless Wednesday and World No Tobacco Day.

Vitalité Health Network

Several facilities had to work with patients during the COVID-19 pandemic to strengthen their smoke-free environments and their prohibition on smoking/vaping. Education and support for patients and staff are ongoing.



Wellness Lives Here.

Tobacco and Smoke-Free Events.



Wellness Lives Here.

Smoke-Free College and
University Campuses



Wellness Lives Here.

Tobacco and Smoke-Free
Apartments and Condos.

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:

Smoke-Free Campuses

The NBATC continued to support comprehensive 100% smoke-free environment policies on New Brunswick postsecondary campuses in 2020 but ongoing efforts were halted due to effects of the pandemic with all post-secondary schools being closed in the spring and offered only remotely in the fall. The NBATC instead focused its attention and efforts towards supplying information on the pandemic and its connection to lung health with a new web page called [Smoking, Vaping and Covid-19](#).

Social Media Campaign

The NBATC created a promotional campaign encouraging New Brunswickers to use the Wellness Calendar and to register their Wellness Week (October 1-7) event as smoke-free, while simultaneously promoting its Smoke-Free Events webpage (which showcases resources on planning and organizing smoke-free events). Posts were featured on this topic at least 8 times per month from the spring until the fall (May-October) on the NBATC Facebook and Twitter accounts. Due to the COVID-19 pandemic, many wellness special events were cancelled but wellness awareness was promoted via social media throughout 2020.

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

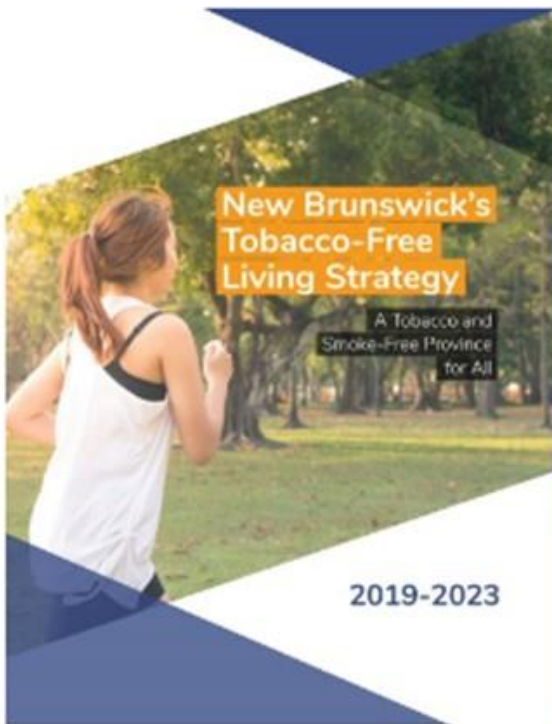
The NBATC:

Continued to offer resources, information and support to post-secondary schools which were heavily impacted by the effects of the pandemic both in the spring and fall of 2020.

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:

Continued to promote resources and information from NBATC's webpage on Smoke-Free Environments particularly the [Apartments and Condos page](#) via social media posts throughout 2020. The NBATC regularly receives calls from the public who seek information on their rights and the current legislation and policies for multi-unit dwellings.



New Brunswick's Tobacco-Free Living Strategy
A Tobacco and Smoke-Free Province for All
2019-2023

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

- 1. Increase the number of individuals taking action to support tobacco and smoke-free living.
- 2. Increase the number of individuals taking action to support tobacco and smoke-free living.
- 3. Increase the number of individuals taking action to support tobacco and smoke-free living.
- 4. Increase the number of individuals taking action to support tobacco and smoke-free living.
- 5. Increase the number of individuals taking action to support tobacco and smoke-free living.

2. Increase awareness, by reducing the number of New Brunswickers who start using tobacco and vaping products.

- 1. Increase awareness, by reducing the number of New Brunswickers who start using tobacco and vaping products.
- 2. Increase awareness, by reducing the number of New Brunswickers who start using tobacco and vaping products.
- 3. Increase awareness, by reducing the number of New Brunswickers who start using tobacco and vaping products.
- 4. Increase awareness, by reducing the number of New Brunswickers who start using tobacco and vaping products.
- 5. Increase awareness, by reducing the number of New Brunswickers who start using tobacco and vaping products.

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

- 1. Increase the number of tobacco users who quit and remain tobacco-free.
- 2. Increase the number of tobacco users who quit and remain tobacco-free.
- 3. Increase the number of tobacco users who quit and remain tobacco-free.
- 4. Increase the number of tobacco users who quit and remain tobacco-free.
- 5. Increase the number of tobacco users who quit and remain tobacco-free.

4. Increase the number of 100% smoke-free spaces.

- 1. Increase the number of 100% smoke-free spaces.
- 2. Increase the number of 100% smoke-free spaces.
- 3. Increase the number of 100% smoke-free spaces.
- 4. Increase the number of 100% smoke-free spaces.
- 5. Increase the number of 100% smoke-free spaces.

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

- 1. Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and activities.
- 2. Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and activities.
- 3. Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and activities.
- 4. Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and activities.
- 5. Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and activities.



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:

Created and promoted an *infographic* aimed at highlighting the connection between healthy eating along with physical exercise to promote NB's Tobacco-Free Living Strategy. This new resource can be shared with a variety of groups demonstrating how a healthy lifestyle that includes smoke-free environments, healthy eating, and regular physical activity, can positively affect tobacco use rates.

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

The NBATC:

The NBATC promoted NB's Tobacco-Free Living Strategy by providing a series of presentations, webinars and infographics to its stakeholders and partners showcasing additions and updates which reflects the current tobacco landscape, pinpoint specific goals, and objectives that partners can work on to help achieve the Strategy's vision of a tobacco and smoke-free province for all and generate discussions to help participants better understand the Strategy and feel empowered to integrate it into their work plan. Maintained relationships and developed linkages with provincial and national tobacco control and health-related coalitions and organizations (e.g.: Provincial Council of Coalitions Network, Healthy Eating and Physical Activity Coalition, Smoke-Free Nova Scotia, etc.).

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.