



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



New Brunswick's Tobacco-Free Living Strategy Progress Report 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, 2021 and December 31, 2021.

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.

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 \(CCS\) - New Brunswick](#)
- [New Brunswick Department of Health - Public Health NB](#)
- [New Brunswick Department of Social Development - Wellness Branch](#)
- [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](#)
- [New Brunswick Pharmacists' Association](#)
- [Health Canada](#) (ex-officio)



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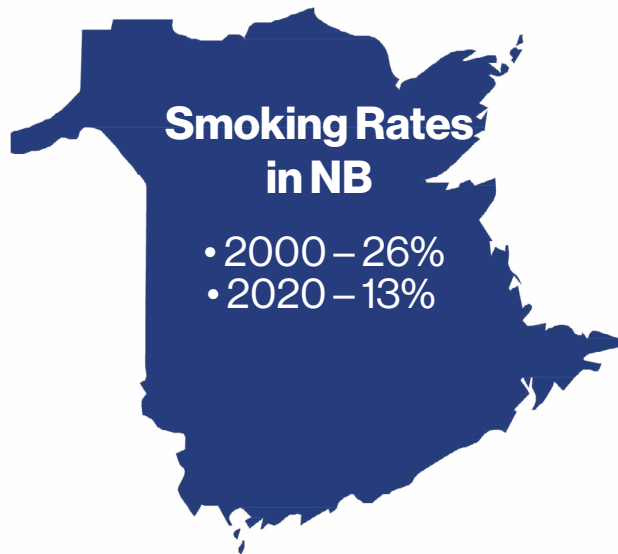


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2021 Year in Review

Tobacco Control in New Brunswick



Youth and Young Adults Vaping Survey Project

The NBATC partnered with the Lung Association of Nova Scotia (LANS) on the [2020-2021 Youth and Young Adult Vaping Survey Project](#). Results were released publicly in April and promoted through the NBATC website, newsletter and social media. NB data stressed the need for new regulations on vaping products particularly the issue of flavours. The study identified 91.6% of participants confirming they prefer using flavoured vape juices, and 89.8% began vaping using a flavoured vape juice. It also supported the recommendation to reduce the nicotine concentration of vape products as 61.1% of participants that used nicotine products used the highest permitted nicotine concentration (50-60 mg/mL) and of participants that reported attempting to quit vaping (55.6%), the average number of serious quit attempts was 5.79. Furthermore, the study shed light on the fact that vaping products are available at a relatively low-cost with study participants spending on average \$21.78 CAD per week, which is substantially less than what a regular smoker would spend on cigarettes per week at approximately \$100+. Therefore, a regular smoker who uses a half-pack of cigarettes per day would spend at least three times more than that per week. A final regulation recommendation had to do with disrupting youth access to vaping products. Increasing the minimum age to purchase will permit fewer opportunities for youth to access vaping products through social sources of legal age. Study results showed that 22.5% of participants reported purchasing their vaping device from a friend, and 20.7% reported purchasing their vape juice from a friend. The nature of youth culture also illuminated common practices such as sharing their devices which also brings into question the potential for transmission of infectious diseases during a global pandemic. The study

identified 89.1% of participants reported offering their e-cigarette to someone else to use. Of these participants, the average number of people who have used their e-cigarette was 19.76.

New Legislative Developments

In 2021, new regulatory measures have been passed on vaping products in New Brunswick. As of September 1st, the government of NB passed a bill that bans flavours for vaping products except tobacco flavour. This new legislation will help to curb the appeal of vaping products to impressionable youth who had been influenced by such fun flavours like cotton candy, mint, and mango to name a few. Looking to further impact youth addiction rates to nicotine from vaping products, the federal government passed a bill that came into effect as of July 1st that caps the nicotine concentration in vaping products to 20mg/ml. It was previously sold at a whopping 57 mg/ml per juice pod, which equals the amount of nicotine sold in an entire pack of traditional cigarettes. In addition, as of April 1, 2022, the government of NB will enforce a new licensing requirement for all vape shops in the province. This regulation will help to provide a complete list of retailers in the province, increase retailer accountability with the new legislation, and allow for increased enforcement options.

Smoking and Vaping Rates in New Brunswick

Smoking trends in New Brunswick, since the year 2000, shows an impressive reduction in users from 26% to 13% in 2020, according to the results from the latest Canadian Community Health Survey (CCHS). These are the lowest smoking prevalence rates ever recorded by CCHS. Meanwhile, vaping prevalence among youth and young adults remains popular in NB. According to the 2018/2019 Canadian and Student Tobacco Drug Survey (CSTAD), 1 in 4 NB youth vape. Additionally, the 2018/2019 New Brunswick Student Wellness Survey shows that vaping among youth in grades 6 to 12 is on the rise as compared to 2015/2016 data.

NB Anti-Tobacco Coalition

As part of the NBATC's ongoing series to promote [NB's Tobacco-Free Living Strategy](#), a new video on the connection between food insecurity and tobacco use was produced. Positive feedback was received from close stakeholders who had viewed the video. Plans to collaborate with new partners in the food insecurity network are planned for 2022. New Coalition members and partnerships ensure a keen and robust group of stakeholders who are focused on moving the needle in tobacco control. In 2021, the NBATC established a new partnership with the UNB School of Nursing by providing a community clinical practicum for nursing students in the Advanced Standing Program (ASP). New Steering Committee members were added including the NB Lung Association and a practicing pharmacist from the NB Pharmacists' Association.

Goal 1

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

1. a) Increase the skills and knowledge of stakeholders.

NBATC Communications

- NBATC E-Newsletter - The NBATC restored its e-newsletter to a monthly email alert in 2021 focusing on a succinct format that provides the very latest information, research and resources that were added to the website under the news and resources sections of the website. The new format was intended to increase open rates with the industry standard average open rate = 17%. This proved to be a successful plan as there was a marked increase in the NBATC's e-newsletter open rates in the latter part of 2021 ranging from 33 to 47% and up from only 16.3% in 2020. This is a significant increase in open rates demonstrating a renewed interest in the content and quality of the NBATC's newsletter. Many of its newer followers are keen to digest new information on tobacco and vaping control in NB and are due in part to driving up open rates.
- The NBATC Facebook page called Live Tobacco-Free NB (@LiveTobaccoFreeNB) 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. A 2021 Facebook snapshot: 306 Likes for the page (up 302 from previous year) and 321 Followers (up 319 from previous year). These numbers demonstrate a consistent and continuous following of NBATC content.
- The NBATC Twitter account (@NBATC_CATNB) 2020 snapshot: 361 Followers (up from 357 last year) - While the number of followers has increased in the past year, the number of Tweet impressions has decreased since Twitter posts have not been boosted in a paid promotion over the past year.

Progress Report

Every year, the NBATC publishes a Progress Report to the website which features activities undertaken not only by the NBATC, but also by its stakeholders and members of its network, to promote tobacco-free and smoke-free living in communities throughout New Brunswick. The NBATC's 2021 Progress Report was published, shared with over 600+ NBATC email subscribers (stakeholders, partners) and promoted via e-newsletters and social media outlets. The 2021 Progress Report featured such design elements as an at-a-glance tobacco control landscape annual summary, 2021 year-in-review infographic and a variety of images at the beginning of each goal section to illustrate the accomplishments being presented.

Networking & Collaborations with Tobacco Control Coalitions

The NBATC Coordinator attended and participated in a 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. Since much of this group's work involves advocacy, the NBATC was not able to participate in most of the group's initiatives in 2021.

The NBATC was asked to consult by Newfoundland's tobacco control organization called ACT (Newfoundland Alliance for the Control of Tobacco) detailing the measures that NB has taken to positively impact the impressive reduction in smoking rates in the province down to 13% in 2020 according to the results from the latest Canadian Community Health Survey (CCHS) as compared to 19% in Newfoundland. A detailed summary of tobacco control measures was created in part from coalition cessation expert Kelly Hurley from the Horizon Health Network for the Newfoundland coalition.

World No Tobacco Day

Each year on May 31st, the World Health Organization (WHO) celebrates World No Tobacco Day (WNTD) through an annual campaign. This yearly celebration informs the public on the dangers of using tobacco, the business practices of tobacco companies, what WHO is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations. The NBATC promoted this campaign with a website post, a newsfeed post, via the NBATC e-newsletter and social media outlets. In light of the effects of the

Covid-19 global pandemic, this year's theme focused on a tobacco cessation campaign called Support To Quit. The NBATC's website post contains links to a website, toolkit, videos and a social media materials for stakeholders. Monthly social media posts on the campaign were also scheduled for the remainder of the year.



World No Tobacco Day 2021

Additional Actions Completed in 2021

Heart and Stroke Foundation of NB

The NBATC successfully secured the Heart and Stroke Foundation of NB as a new administrative host as of April 1, 2021.

Heart and Stroke of NB Newsletter

The NBATC contributed to two of HSFNB's monthly newsletters to further inform, educate, engage and connect government and non-government stakeholders, based on an annual plan, on proactive approaches, toward a tobacco and smoke-free province. The two articles submitted included information on cessation resources in NB and details on new vaping legislation in NB.

NBCC Student Human Resources Project

The NBATC was asked to participate in an analysis of non-profit organizations in NB. A team of students, currently enrolled in the Human Resource Program offered at NBCC in Moncton, were conducting a total compensation review as their Human Resources Industry Project 1: Analysis.

Vitalité Health Network

A smoking cessation nurse advisor gave a presentation on nicotine addiction and scenarios for the CCNB – Dieppe Campus respiratory therapy program.

Training sessions to become a smoking cessation and nicotine addiction counsellor were offered in various sectors (including the Child-Youth Team – Addictions component recently).

Ongoing training continues with health care workers regarding new trends in vaping, along with the sharing of new knowledge on smoking cessation and vaping.

Public Health New Brunswick

Continued to support the New Brunswick Student Wellness Survey, a provincial initiative of the Department of Health, in cooperation with the Department of Education and Early Childhood Development, which examines and shares students' perceptions, attitudes, and behaviors in key areas (including tobacco and e-cigarette use) related to student well-being.

New Brunswick Health Council (NBHC) conducts data collection, analysis, and knowledge translation activities for the Student Wellness Survey.

In 2021, NBHC published the infographic [Vaping and N.B. youth: What are the facts?](#) using information based on the responses from grade 6 to 12 students from the Survey.

New Brunswick Medical Society

Actively participated in both the NBATC and its Provincial Vaping Working Group and created an awareness campaign related to National Non-Smoking Week 2021 on its social channels sharing NBATC content.

1. b) 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.

Vitalité Health Network

The study project conducted in collaboration with Johnson & Johnson ended in March 2021. It involved evaluating whether receiving free nicotine replacement therapy could help participants conquer their nicotine addiction. Here is a summary of the study results: There were 98 participants to start. Of these 98 participants, 65 abandoned the study early (primarily due to the COVID 19 pandemic) and 33 completed the study. Of these 33 participants: 21% stopped smoking in the first 30 days and maintained their abstinence until day 365; 45%, who provided longitudinal study data, reduced or stopped smoking by day 365; 61% stopped smoking after 90 days.

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

The NBATC

Food Insecurity and Tobacco Use

The NBATC utilized the research results from the UNB study (in partnership with the Department of Social Development) on Tobacco Use and Food Insecurity in New Brunswick from 2019 to create a new video outlining the connection between tobacco use and food insecurity and how NB's Tobacco-Free Living Strategy can support the work of stakeholders who work with these populations. This project is ongoing and will help to educate and bring awareness to these populations who have higher-than-average tobacco use rates. The video itself aims to promote cessation as a method of improving food insecurity and that addressing food insecurity issues for these populations will in turn, positively affect cessation outcomes promoting overall well-being.



Tobacco Use and Mental Fitness

While the Community of Practice (COP) on Positive Mental Health did not continue its work in 2021 due to the ongoing effects of Covid-19 on GNB stakeholders' workloads, the NBATC did continue to promote last year's Strategy promotion webinar presentation that detailed the connections between Mental Health and Tobacco Use through social media outlets.

NB Lung Association

The NBLA smoking cessation brochure, "[Take the Last Drag](#)", for 2SLGBTQIA+ people has been updated and promoted in 2021.

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

NB Lung Association

The New Brunswick Lung Association (NBLA) continues to use social media to promote special days, such as Weedless Wednesday, National Non - Smoking Week and World No Tobacco day.

Canadian Cancer Society (CCS)

In February, 2021 CCS commissioned public polling to assert New Brunswickers' support for better regulation on e-cigarettes. Polling results indicated 76% of New Brunswickers support having a tax on e-cigarettes and 70% of New Brunswickers support increasing the minimum age for tobacco and e-cigarettes to 21 years of age. The Canadian Cancer Society also advocated with Heart & Stroke New Brunswick and the New Brunswick Lung Association to the provincial government regarding the ongoing tobacco settlement negotiations between tobacco companies, the New Brunswick Government, and other provincial governments. In joint letters, the health organizations urged the New Brunswick government to make public health measures to reduce tobacco use the top priority in the negotiations.

New Brunswick Medical Society

Partnered with the Canadian Cancer Society and New Brunswick Lung Association to promote e-cigarette and vaping policy recommendations.

Goal 2

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

2. a) Increase effective tobacco and smoke-free initiatives in educational settings through community partnerships.

The NBATC

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. Three meetings were held in 2021 that provided members with new resources, the latest research, and opportunities to collaborate on new vaping initiatives. The working group's co-chair from the Vitalité Health Network was initially redeployed to Covid-related work and then ultimately to a position change. In the absence of a French-speaking co-chair, the NBATC requested a volunteer from working group members. One of the francophone members volunteered to assist the NBATC's efforts with providing bilingual discussions and materials for the group going forward into next year. The working group itself was promoted several times throughout the year via the NBATC newsletter to ensure a keen and diverse complement of members continues. Six new members joined the group this past year. Meetings were coordinated and hosted by the NBATC in February, May, and September. Meeting topics of discussion included the results from a working group evaluation survey, Ottawa conference information sessions, a comprehensive presentation of cessation resources in NB, and a presentation on the most recent regulations on the sale of vaping products in NB along with summaries of the latest vaping research, data and information provided at each meeting. The NBATC Manager presented a large variety of cessation resources housed on the NBATC website plus cessation nurses presented from both health authorities on the different cessation services provided from Horizon versus Vitalité. And finally, a cognitive behavioral approach to cessation was provided by the HSFNB's Live Well/Bien Vivre health coaches. In September a third meeting of the year focused on the new vaping legislation for NB with a presentation from a member of GNB, along with a summary of the latest vaping news, information and research by the NBATC. Each of the meetings provided an opportunity for members to share their individual work on vaping initiatives which included regular updates from a sub-group of members that formed to focus their efforts on advocating for new vaping legislation in NB. This advocacy sub-group consisted of NB Lung, NB Medical Society, Canadian Cancer Society and a certified tobacco educator. The November meeting was postponed due to a lack of speaker availability.

Promoted Health Canada Micro Grant Funding

Promoted new micro grant funding from Health Canada via its website, newsletter and social media and also ensured this funding opportunity was disseminated to the Anglophone and Francophone school districts through the NBATC's request from partners. This funding is intended to support innovative public education projects on the health effects of cannabis or vaping. Micro-grant funding is a new way for the Government of Canada to fund smaller projects of up to \$1,000.

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

The NBATC

Stakeholder Campaign Promotion

Promoted health promotion programs with a focus on tobacco prevention, cessation, and youth vaping. The NBATC shared and promoted Health Canada's youth-focused vaping campaign called Consider the Consequences of Vaping via the website and during resource presentations during stakeholder meetings. This resource is a valuable tool that can be used by the NBATC and its stakeholders for prevention of vaping initiation and use rates for youth and young adults. The Consider the Consequences of Vaping Awareness Tour which includes resources and tour information for students, teachers and school administrators was disseminated throughout the Anglophone and Francophone school districts due to the NBATC's request and contact of stakeholders and partners within the Department of Education.

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

The NBATC

Partnership with Lung Association of NS (LANS)

Partnered with the Lung Association of Nova Scotia (LANS) on a Youth and Young Adult Vaping Survey Project. Results were released publicly in April and promoted through the NBATC website, newsletter and social media. Promoted and attended a webinar on the study results which discussed results from both pan-Canadian research along with notable statistics from each province. Shared study results consistently throughout the spring, summer and fall via NBATC e-newsletters and social media outlets. Finally, study results were discussed and promoted through 3 different Facebook videos in partnership with UNB nursing students. The students interviewed the study researcher, a policy advocate and a cessation nurse to discuss the current youth and young adult vaping crisis in relation to the study results for NB.

Policy Action Support

The NBATC actively supported stakeholders who participated in advocating for new vaping regulations by supplying and presenting the very latest data and research on tobacco and vaping available during Steering Committee and Provincial Vaping Working Group meetings as well as through direct stakeholder meetings. As of September 1st, a flavour ban (except tobacco) on all vaping products took effect with the intention of lessening the appeal of these products to youth and young adults.

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 2021, advocating for new regulations on vaping products in NB. Following this advocacy over the past 2 years the government enacted Bill 55 & 63, so that all vape shops must be licensed and there be a total flavor ban on e-cigarettes. (except for tobacco flavor)



Canadian
Cancer
Society

Soci t 
canadienne
du cancer

New Brunswick
Medical
Society



Soci t 
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du Nouveau-Brunswick

Public Health New Brunswick

Through partnership with the Department of Justice and Public Safety, Public Health New Brunswick 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.

In June 2021, amendments to the Tobacco and Electronic Cigarette Sales Act, banning the sale of flavoured vaping products and introducing the licensing of vapour shops received Royal Assent.

- As of September 1st, 2021, the sale of flavoured vaping products, except for tobacco flavour, is

banned in NB. The Department of Health launched a social media campaign in September announcing the ban and introduced a toll-free number to report non-compliant retailers, 1-866-234-4234.

- By April 1st, 2022, vapour shops, defined as a premises in which the primary business conducted is the sale of electronic cigarettes, will require a license to sell vaping products. Licensing will help to identify vapour shops within the province, improve compliance rates and will allow for license suspension or revocation in instances where a retailer repeatedly refuses to comply with regulations.

Canadian Cancer Society (CCS)

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 the New Brunswick Medical Society, the New Brunswick Lung Association and other stakeholders, CCS 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. Advocacy outreach included emails and letters to all Members of the Legislative Assembly (MLA), meetings with Public Health Officials, a press release and media outreach, meetings with several Members of the Legislative Assembly and caucus.

CCS also advocated during the 2021 federal election for all parties to include in their platform the implementation of a tobacco manufacturer cost recovery fee to require the tobacco industry to reimburse Health Canada for the \$66 million annual cost of the federal government's tobacco control strategy and for a national tax on e-cigarettes. Letters were sent to all newly elected New Brunswick Members of Parliament outlining the organizations federal priorities for tobacco and e-cigarettes. CCS met with a newly elected Member of Parliament in New Brunswick to speak to our priorities which included implementing a tobacco manufacturer cost recovery fee to require the tobacco industry to reimburse Health Canada for the \$66 million annual cost of the federal government's tobacco control strategy and moving forward with the national tax on e-cigarettes, originally announced in budget 2021.

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

The NBATC:

Vaping Prevention Resources

In 2021 the NBATC continued to curate prevention resources on vaping for youth and young adults. Some of the new resources added and shared to the NBATC website included the Vitalité Health Network's new online vaping modules designed to support educators, the updating of new vaping legislation, and new research and data from the 2020-2021 Youth and Young Adult Vaping Project report.

UNB Nursing Students

Established a new partnership with UNB's School of Nursing. Nursing students were provided with a community clinical placement within the NBATC in order to provide learning opportunities on tobacco and vaping control in NB. The NBATC Manager coordinated and curated the students learning experiences from May till July which included weekly meetings and presentations on what the NBATC is, explanations of the tobacco and vaping landscape in NB, and student project coordination. The students were provided with the following online learning opportunities: attending the May Provincial Vaping Working Group (PVWG) meeting, attending the 2020-2021 Youth and Young Adult Vaping Survey Project webinar, attending Vitalite's Nicotine Addiction Forum, as well as the 2021 NB Stroke annual conference. Student final projects included the promotion of the results of the 2020-2021 Youth and Young Adult vaping Survey Project via social media videos to further educate and disseminate the results outlining the prevalence and extent of youth and young adult vaping in NB.



Faculty of
Nursing

Vitalité Health Network

A toolkit on vaping (created by Public Health) was added to the Network's website (My Health / Wellness / Vaping) in April 2021 for teachers, parents, youth and the general public.

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

Public Health New Brunswick

Through partnerships with the Department of Justice and Public Safety and WorkSafeNB, Public Health New Brunswick 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.

- From January 1st to November 30th, 2021, Inspectors in the province responded to 36 calls made to the Smoke-free Places Act Information Line, down significantly from 2019 where 63 calls had been received (data from 2020 is not available due to the Covid-19 pandemic response). It is unknown at this time whether this decrease in calls is an indication of increased compliance with the Act or related to behavioral changes due to the ongoing pandemic.
- The majority of calls, at approximately 30% each, were:
 - Callers looking for general information on smoking or vaping.
 - Complaints regarding people smoking within 9 m of doorways/windows/air intakes.
 - Complaints specific to apartment buildings

Goal 3

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

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

The NBATC

World No Tobacco Day

A special promotional email, website newsfeed post and social media posts celebrating World No Tobacco Day (WNTD) focused on the official World Health Organization WNTD theme: Support To Quit. A cessation resource campaign in light of the importance of lung health during a global pandemic. Linked resources included videos, a toolkit, and infographics for stakeholders.

National Non-Smoking Week

The NBATC celebrated NNSW (January 17th to the 23rd) with a week-long social media campaign of cessation resources through a blast of posts shared on both NBATC Twitter and Facebook accounts. A promotional E-alert was sent out in early January to the NBATC's 600+ email subscribers detailing how the organization will be showcasing and sharing inspiring videos, stories, and information in its social media channels related to the key components of supportive environments for smoking cessation all weeklong.



National Non-Smoking Week is
January 17-23, 2021

Promote Smoke-Free NB

The NBATC promoted the free telephone smoking cessation support line via its website and social media accounts. A new accompanying Smoke-Free NB cessation website was added in the fall of 2021 to the resources pages of the NBATC website. This was a soft launch for the new website with official promotions coming in the new year.

Promote Break It-Off Campaign

Promoted Health Canada's Break It Off young adult smoking cessation campaign throughout National Non Smoking Week. All posts were shared on social media with links to the website resources, toolkits and mobile phone app. The updated campaign was shared again in March via the NBATC website, newsletter and social media with new campaign materials intended for their partners in smoking cessation.



Break It Off launched a new advertising campaign!

Vitalité Health Network

Vitalité Health Network's Annual Nicotine Addiction Forum was presented to the Network's health care workers on June 3, 2021 as a skills maintenance tool. The forum was also presented to our community partners and Horizon Health Network. People from outside New Brunswick also participated in the forum. In total, there were 106 participants.

A project was carried out in partnership with the University of New Brunswick and the New Brunswick Anti-Tobacco Coalition. A smoking cessation nurse advisor answered questions on vaping. A promotional video was produced and then disseminated on social networks.

The CONNECT project (partnership with Health Canada and the University of Ottawa Heart Institute) was implemented to provide follow-up to smokers discharged from hospital. The objective is to help these people continue their process toward a smoke-free life started through interventions made or teaching offered during their hospitalization. This project started in Zone 6 in August 2021 and it was possible to see that it was a success, because it was shown that 63% of patients maintained their abstinence from nicotine after one month of follow-up (in October 2021).

Department of Health

New Brunswick's free smoking cessation telephone support service 1-866-366-3667, Tobacco Free NB, continues to provide 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. In September 2021, cessation services were expanded to include web, text, email and chat services. Our new cessation website can be found at: <https://www.smokefreenb-nbsanstabac.ca>

Canadian Cancer Society (CCS)

The Canadian Cancer Society is the project lead of a national social marketing campaign to encourage people who smoke to quit. The National Smoking Cessation Campaign is a new national and bilingual tobacco cessation social marketing campaign that aims to motivate Canadian adult tobacco users aged 35-64 to quit or reduce their commercial tobacco use. The campaign is a partnership of four non-profit health organizations made possible through funding from Health Canada, Substance Use and Addictions Program. The partners include: The Canadian Cancer Society (Project Lead), Canadian Lung Association, Canadian Public Health Association, and Heart & Stroke. The campaign aims to reach tobacco users through the 4 pillars of: awareness, education, support and incentivization. The campaign aligns with the objectives of Canada's Tobacco Strategy, which aims to reduce tobacco use to less than 5% by 2035.

3. b) Increase equitable access to smoking cessation aids and services for those with high rates of tobacco use.

The NBATC

Smoking Cessation Opportunities

The NBATC approached Coalition members throughout the year to share and educate stakeholders on smoking and vaping cessation in NB. Coalition members presented at a Provincial Vaping Working Group meeting on the existing resources available for youth who wish to quit vaping. This has been an ongoing discussion in PVWG meetings in 2021 as many students are not aware of the vaping cessation resources available to them. These resources were shared with a Hampton High School teacher who is also a member of the working group. Additionally, a coalition member from the HSFNB shared the Live Well/Bien Vivre's health coaches program which focuses on a free, cognitive behavioral approach to cessation.

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

The NBATC

Smoking Cessation Forums

The Vitalité Health Network's Nicotine Addictions Forum returned in 2021 through a virtual format. The NBATC shared and promoted the forum through its website, newsletter and social media. The Horizon Health Network did not provide a forum in 2021 due to the ongoing effects of the pandemic.

Provincial Vaping Working Group

Coordinated the collective work of the Provincial Vaping Working Group and any inter-sectoral partners. For more information see Goal 2.

Goal 4

Increase the number of 100% tobacco-free spaces

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

The NBATC

Smoke-Free Spaces

Continued to work towards addressing compliance issues with existing smoke-free spaces, indoors and outdoors by regularly fielding calls from the public who have specific questions on the Smoke-Free Places Act (SFPA) and how it pertains to their situation particularly violators of the act. The NBATC supports the enforcement of the act by reviewing the specifics of the current legislation and referring callers to the toll free Smoke-Free Places Act Information Line in which to report violators of the SFPA.

4. b) Encourage and support the adoption of 100% smoke-free policies in rental properties and multi-unit dwellings.

The NBATC

Multi-Unit Dwellings

The NBATC encourages and supports the adoption of 100% smoke-free policies in rental properties and multi-unit dwellings. In 2021, the NBATC was contacted by a board member of the Canadian Condominium Institute New Brunswick Chapter and a condominium owner. The Canadian Condominium Institute is a non-profit organization that provides education and information to condominiums (owners, condo board members and those who service the condominium industry). Many condominiums in New Brunswick are asking about how a no smoking policy can be incorporated in their governing documents. The Canadian Condominium Institute regularly uses NBATC articles and content to support its presentations to condo owner encouraging them to invoke a 100% smoke-free building policy. With approval of the owners, the Declaration and/or By-Laws can be amended to ban smoking. Changing a Declaration or By-Law requires the condominium corporation to hold a vote of the owners and follow the process to

have the change registered with Service New Brunswick. Condo-Link Services Inc. provides the service of advising and preparing the proposed amendments for condominium corporations. The Canadian Condominium Institute utilizes NBATC website content to bring more attention to the fact that second-hand (and third-hand) smoke is a real health concern for people living in close proximity (as in a condo) and that it is possible to amend the condo's Declaration and/or By-Law to ban smoking - even inside a Unit. They have been receiving the NBATC emails for a number of years and refer to NBATC articles when speaking about no-smoking initiatives in condominiums to building owners. The NBATC helped to educate condo owners on the dangers of second and third hand smoke in an effort to change their multi-unit dwelling policies.



Goal 5

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

5. a) 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

Wellness Movement & Communications

The NBATC continued to support the Wellness Strategy through the sharing and promotion of its new wellness campaign called Wellness Lives with Us by initially reviewing and providing feedback on draft images and text that was sent to the NBATC while the campaign was still in development. Considerable time and effort was spent reviewing the campaign materials keeping in mind how effective the images and text would be in conveying their intended message and in helping to change awareness with the public that health and well-being is about more than health care. The NBATC's feedback was shared with the PHNB team for consideration. Furthermore, once the campaign was launched, the NBATC shared this campaign regularly via social media from the spring of the year till the fall while maintaining extensive Wellness Movement branding throughout the NBATC website.

Public Health New Brunswick

Shared a new public awareness campaign, Wellness Lives with Us, as part of the Wellness Movement in New Brunswick from June to October 2021.

The digital media campaign featured messages and a [landing page](#) on the Wellness Movement website to inspire thinking about the people, places, and conditions, beyond the health care system, that influence the health and well-being of people and communities in NB. Campaign ads included messages on the importance of smoke/vape free environments for all.

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

The NBATC

New Brunswick's Tobacco-Free Strategy Promotion

The NBATC continued its strategy promotion series through the ongoing promotion of Strategic tools created last year with a yearlong social media campaign. These tools included an infographic on how healthy eating and physical activity supports tobacco cessation and further supports wellness, a presentation on the connection between individuals with mental health issues and tobacco use and how the strategy can help to positively support health outcomes. The goal of these presentations is to encourage stakeholders to incorporate NB's Tobacco-Free Living Strategy into their scope of work. A new Strategic tool was added in 2021 with the creation of a brief video outlining the connection between food insecurity and tobacco use. In keeping with Strategic priorities to support partners and stakeholders to integrate tobacco and smoke-free initiatives within the realm of their work, an initiative was started for healthcare professionals who work with Indigenous populations. The NBATC provided a presentation for healthcare professionals who work in First Nations Health Centers on how the Strategy can help support their work with Indigenous populations who have higher-than-average tobacco-use rates. The manager of the NBATC prepared for this new initiative by first completing an online Indigenous Cultural Competency Training program from May till July that was designed and intended for health care professionals. A link to the course website can be found here: <http://www.sanyas.ca>

NBATC Sustainability Working Group

The NBATC Sustainability Working Group was established in June 2020, with agreement from the Steering Committee to ultimately ensure the sustainability of the Coalition. The main goal of the working group is to improve the effectiveness and sustainability of the Coalition by providing recommendations to the NBATC Steering Committee on topics related to improving organizational capacity. This year members completed a survey to help position the group's thoughts on three key areas of sustainability. A survey was sent to working group members that sought to collect the members opinions on exploring alternative sources of revenue, their perspective on increasing organizational capacity through the recruitment of new members to ensure a robust and diverse Steering Committee and/or stakeholder network and finally members were asked to identify progress indicators in order to help structure an evaluation framework to track the progress and impact of the Coalition's work.

NBATC's Sustainability Working Group

Recommendations Report



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 flavoured vaping products, except for tobacco flavour, is prohibited. (Effective September 1, 2021) **new this year*
- Vapour shops require a license to operate. (Effective April 1, 2022) **new this year*
- 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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