



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

New Brunswick's Tobacco-Free Living Strategy Progress Report 2022

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, 2022 and December 31, 2022.

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 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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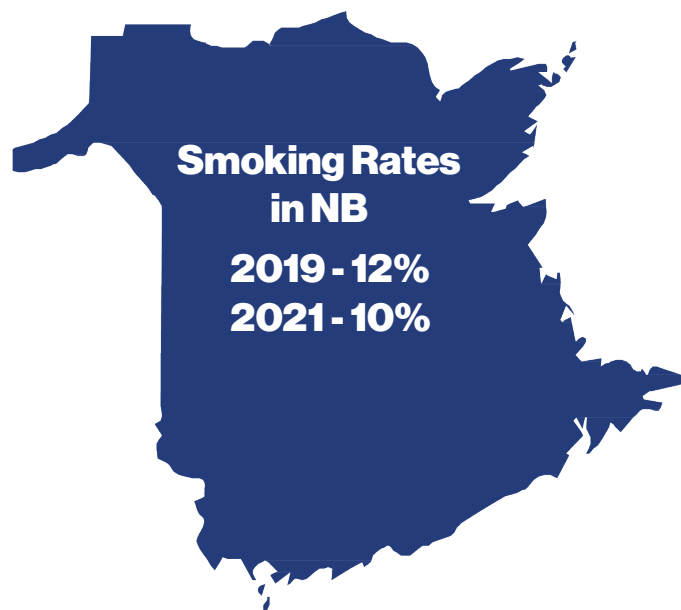
[@LiveTobaccoFreeNB](#)



[@NBATC_CATNB](#)

2022 Year in Review

Tobacco Control in New Brunswick



Legislative Developments

In New Brunswick, as of April 1st, 2022, vapour shops, defined as premises in which the primary business conducted is the sale of electronic cigarettes, now require a license to sell vaping products. A ban on the sale of all flavoured vaping products (except tobacco flavour) remains in place in NB. A challenge to the constitutionality of the “flavour ban” was first filed in February of 2022 which includes plaintiffs in the case from a vape store, several vape store owners, and a company that makes e-cigarette liquids. The case is financed by the Canadian Vaping Association.

Smoking and Vaping Rates in New Brunswick

While smoking rates have continued to decline, vaping product use has remained on the upswing - particularly in NB. According to the 2021 Canadian Tobacco and Nicotine Survey (CTNS), the prevalence of current cigarette smoking in NB was 10%, which remained the same from last year and has decreased from 12% in 2019. Whereas, vaping among youth aged 15 to 19 has continued to rise. Overall, 5% of Canadians reported having vaped in the past 30 days. New Brunswick had the highest rate of vaping (9%), followed by Prince Edward Island (8%) and Quebec (6%).

New Brunswick Anti-Tobacco Coalition

New Partnerships, New Projects, and New Systems of Evaluation

The NBATC started a new partnership with Kmawhusatipon – Togi Pematioog – Moving Forward Side-by-Side (KTMF), on a First Nation Cancer Plan initiative. The coalition was asked to contribute to a new strategy that aims to improve cancer care outcomes for First Nations populations in NB.

The NBATC has been asked to consult on the areas of prevention and cessation within this strategy. This initiative has created opportunities for networking as well as collaboration with new partners and stakeholders.

The NBATC has also partnered with the Lung Health Foundation of Ontario to better promote a youth and young adult vaping cessation program called Quash in NB. And finally, the NBATC partnered with the food security network of NB - Food For All and the health coaching program - Live Well/Bien Vivre, to determine how the NBATC could best address the education and cessation needs of individuals experiencing food insecurity. All three of the above-mentioned partnerships involve initiatives for populations who have higher-than-average tobacco use rates.

The NBATC also provided an in-person, year end report presentation to the Health Promotion Department of the Heart and Stroke Foundation of NB to educate and inform staff on the NBATC's activities, initiatives, and services as part of an ongoing commitment to further build capacity amongst stakeholders.

In 2022, the NBATC maintained and updated the NBATC KPI framework of evaluation to effectively measure, monitor, and report on the success and impact of NBATC's collective efforts in tobacco control. This year, the NBATC provided an additional method of evaluation with the creation of a NBATC scorecard that tracks the numerical data of specific deliverables for the government of NB from KPI's including targets (set in funding proposal), a baseline, the frequency (semi-annual), as well as trending indicators.

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.

New Brunswick Anti-Tobacco Coalition

Communications

- NBATC E-Newsletter - The NBATC continued providing a monthly e-newsletter through an email alert in 2022 which focused on a succinct format that provides the very latest information, research and resources that were added to the website under the News and Email Alerts page and the Resources sections of the website. The newsletter open rates remained above the industry standard of 17% with the average open rate of NBATC newsletters at 19%. The number of new subscribers continued to rise this past year demonstrating the need for quality content that is evidenced-based and timely, further cementing the NBATC's reputation as an authority on tobacco and vaping control in the province.
- The NBATC Facebook page called Live Tobacco-Free NB (@LiveTobaccoFreeNB) provides several weekly posts highlighting the latest research, data and information on tobacco and vaping along with current legislative developments. Post topics include new cessation campaigns, wellness campaigns, links to our monthly newsletter as well as links to resources on the NBATC website. Our 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. A 2022 Facebook snapshot: 322 Likes for the page (up 306 from previous year) and 364 Followers (up 321 from previous year). These numbers demonstrate a consistent and continuous following of NBATC content.
- The NBATC Twitter account (@NBATC_CATNB) regularly updated its newsfeed in 2022 with weekly posts sharing campaigns, research and new legislative developments. A consistent number of followers helped to support brand awareness, engage new connections while promoting the work of the NBATC to other networks.

Networking & Collaborations

The NBATC participated in a variety of meetings and networking activities this past year in order to further its reach and optimize its connections within several organizations and community settings. These included meetings with new staff from the Heart and Stroke Foundation of NB, health coaches from the Live Well/Bien Vivre program and contacts within the food security network and NB food banks. The NBATC also networked with new First Nations and Indigenous contacts as well as several collaborating partners who are all involved in a new First Nations cancer care initiative.

Non-Traditional Partnerships

Non-traditional partnerships such as food insecurity were moved forward this year with the formation of new partnerships within GNB and the Live Well/Bien Vivre health coaching program. In an effort to reach a population that has higher-than average tobacco-use rates, the NBATC sought to partner with groups who could help us reach individuals experiencing food insecurity. A video produced by the NBATC that highlights the connection between tobacco use and food insecurity was shared at a stakeholder steering committee meeting, then shared in the food security network's monthly newsletter which has a large following in NB. Finally, plans are in place to meet with our GNB partners and their contacts who run NB food banks in the new year, to further determine how the NBATC could provide resources and support for this population.

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.

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 the 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 2022 global campaign for WNTD was called, "Tobacco: Threat To Our Environment." The campaign aimed to raise awareness among the public on the environmental impact of tobacco – from cultivation, production, distribution and waste. It will give tobacco users one extra reason to quit. The campaign will also aim to expose tobacco industry's effort to "greenwash" its reputation and products by marketing themselves as environmentally friendly. The NBATC promoted this campaign with a website post, a newsfeed post, included it in the NBATC e-newsletter as well as our social media outlets. The NBATC's website post contains links to a website, toolkit, videos and social media material for stakeholders. Monthly social media posts on the campaign were also scheduled for the remainder of the year.



National Non-Smoking Week

During National Non-Smoking Week (NNSW) the NBATC produced a promotional newsletter that was sent out prior to our campaign to the NBATC's 600+ email subscribers. A week-long social media campaign included a blast of daily posts shared on both NBATC Twitter and Facebook pages on a variety of cessation topics. These posts covered such topics as:

- Cessation supports for all age groups
- Vaping resources
- Covid and lung health
- Details on a Support to Win contest
- Ways to support quit journeys for non-smokers
- Information on the support-to-quit toll-free line
- The WHO cessation campaign

The Heart and Stroke Foundation of NB Wellness Newsletter

The NBATC contributed to six of HSFNB's alternate months newsletters to further inform, educate, engage and connect stakeholders, based on an annual plan, on proactive approaches, toward a tobacco and smoke-free province.

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.

The 2021-2022 edition of the New Brunswick Student Wellness Survey was completed by 42,000 students in grades 6 to 12 between November 2021 and January 2022. Students were asked questions about their social and emotional development, physical health, substance use, and experiences at school and in the community. The results were released in May 2022.

Heart and Stroke Foundation of NB

June 1st, 2022 – Presented a plenary session at the New Brunswick Stroke Conference on the topic of “Stroke in New Brunswick: Prevention, Awareness, and Indicators”, which included information on smoking and vaping.

New Brunswick Medical Society

- Actively participated in both the NBATC and its Provincial Vaping Working Group.
- Created an awareness campaign related to National Non-Smoking Week 2022 on its social channels sharing NBATC content.

Vitalité Health Network

- A smoking cessation nurse advisor gave a presentation on nicotine addiction and scenarios for the CCNB – Dieppe Campus respiratory therapy program and the dental hygiene program at Oulton College. An information kiosk on the smoking cessation program was also set up for CCNB students – Dieppe Campus in November 2022.
- Ongoing training continues with health care workers regarding new trends in vaping, along with the sharing of new knowledge on smoking cessation and vaping.
- The coordinator of the Smoking Cessation Program is currently working closely with the District scolaire francophone Sud as a consultant with a committee established by the district to find strategies to mitigate the vaping epidemic among youth.

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

New Brunswick Anti-Tobacco Coalition

The NBATC continues to regularly release the latest research and information related to tobacco and vaping control via its monthly e-newsletters, the NBATC website newsfeed as well as through both of its social media outlets.

NB Lung Association

The New Brunswick Lung Association (NBLA) have also started to develop harm reduction information for medical practitioners around the usage (smoking) of cannabis, promoting an understanding that not everyone is ready to stop using the drug, but limit the overall health impacts from its usage.

Vitalité Health Network

The Vitalité Health Network's Annual Nicotine Addiction Forum was presented to the network's health care workers on June 2, 2022, 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 168 participants. The participants especially appreciated the presentation by Dr. Nicholas Chadi (pediatrician) on vaping among teens and the ways to empower the parents of youth who are consuming nicotine through vaping.

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

New Brunswick Anti-Tobacco Coalition

New partnerships with the food security network, were moved forward this year with the formation of new partnerships within GNB and the Live Well/Bien Vivre health coaching program. In an effort to reach a population that has higher-than average tobacco-use rates, the NBATC sought to partner with groups who could help us reach individuals experiencing food insecurity. A video produced by the NBATC that highlights the connection between tobacco use and food insecurity was shared at a stakeholder steering committee meeting, then shared in the food security network's monthly newsletter which has a large following in NB. Finally, plans are in place to meet with our GNB partners and their contacts within NB food banks in the new year, to further determine how the NBATC could provide cessation resources and support for this population.



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

New Brunswick Anti-Tobacco Coalition

The NBATC met with new staff from the Heart and Stroke Foundation of NB (HSFNB) to share information and resources about its services and activities as well as provide presentations to their Department of Health Promotion and contribute articles to their bi-monthly wellness newsletters.

During National Non-Smoking Week (NNSW) the NBATC celebrated with a week-long social media campaign of cessation resources through daily postings shared on both the NBATC Twitter and Facebook accounts. A promotional E-alert email 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.

New Brunswick Medical Society

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

NB Lung Association

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

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.

New Brunswick Anti-Tobacco Coalition

Provincial Vaping Working Group

This year the NBATC helped facilitate new partnerships among key stakeholders within our Provincial Vaping Working Group (PVWG) by creating a subcommittee that focuses on ways to better steward an existing vaping cessation resource for NB youth while aiming to positively affect youth vaping cessation rates. 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 through the planning and coordination of its PVWG.

Four meetings were held in 2022 that provided members with new resources, the latest research, and opportunities to collaborate on new vaping initiatives along with updates on members' advocacy work. The NBATC chaired, planned and coordinated all PVWG meetings in 2022. The working group itself was promoted several times throughout the year via the NBATC newsletter to ensure a keen and diverse complement of membership. Several new members joined the group from the Department of Education, Vitalité Health Network, and included a youth coordinator from a group home.

Meeting topics of discussion included summaries of presentations with the latest research and information from the Ottawa conference, a comprehensive presentation on the status of vaping in public schools in NB which included a review of current health curriculum from both school districts, a review of current vaping legislation as well as time for knowledge-sharing from educators with lived experience of teaching in environments where students are regularly vaping on school grounds. This meeting also included a presentation on a new, free, youth vaping cessation program that is available online and through a mobile app. In the fall, the NBATC followed up on feedback from members who wanted more information on effective cessation resources for youth in the province.

A PVWG meeting was held in the fall as a follow up to the discussions in the previous meeting with a focus on youth vaping cessation resources. Representatives from the Quash program provided a comprehensive information session on the features and services in their program including a description of their free, online, self-guided training for adults interested in delivering the program to young people. 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 subgroup consisted of NB Lung, NB Medical Society, Department of Education and a certified tobacco educator and researcher from HSFNB. The PVWG plans to focus their efforts in the new year on better ways to steward existing vaping cessation resources for New Brunswick youth and young adults in order to positively impact vaping cessation in the province.

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.**

New Brunswick Anti-Tobacco Coalition

The NBATC promoted several stakeholder cessation and health promotion campaigns that focused on tobacco prevention, cessation, and youth vaping. The NBATC shared and promoted Health Canada's updated youth prevention and cessation resources website as well as information on the Lung Health Foundation's Quash program and the provincial government's new pilot project which seeks community-driven solutions to substance use among youth called the Planet Youth Guidance Program.

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

New Brunswick Anti-Tobacco Coalition

Policy Action Support

The NBATC actively supported stakeholders who participated in advocating for new vaping regulations by supplying and presenting the latest data and research on tobacco and vaping made available during Steering Committee and Provincial Vaping Working Group meetings as well as through direct stakeholder meetings. New policy announced this year saw the province of NB adopt legislation to require specialty vape stores to have a licence – this licensing requirement came into force on Friday, April 1, 2022. The Canadian Cancer Society has been active in advocating for age 21 to purchase tobacco and vaping products in NB. They released a new video and campaign urging all members of the Legislative Assembly on behalf of New Brunswick students to increase the minimum age to 21 to be sold tobacco and e-cigarettes to protect youth from becoming addicted to nicotine. The NBATC shared their promotional video on the NBATC website, newsfeed and e-newsletter.

Canadian Cancer Society

The Canadian Cancer Society (CCS) continued to advocate for healthier public policies related to tobacco and e-cigarette use in New Brunswick. The Canadian Cancer Society released a new video campaign in New Brunswick (see [here](#)), with a clear message for all members of the Legislative Assembly on behalf of New Brunswick students to increase the minimum age to 21 to be sold tobacco and e-cigarettes to protect youth from becoming addicted to nicotine. In addition to the video campaign, CCS had a Call to Action for New Brunswickers to help end youth vaping and protect New Brunswick youth from the vaping epidemic by contacting their member of the legislative assembly calling for age 21 for tobacco and e-cigarettes in New Brunswick at cancer.ca/age21.

CCS also advocated to the provincial government to increase the minimum age to purchase tobacco and vaping products to 21 in collaboration with the New Brunswick Medical Society, the New Brunswick Lung Association and the Heart and Stroke Foundation of New Brunswick. Advocacy outreach included emails and letters to all Members of the Legislative Assembly (MLA), meeting requests and meetings with Health Ministers and Opposition. In November 2022, CCS commissioned public polling to assert Canadians support for better regulations on tobacco and e-cigarettes. Polling results indicated 80% of Atlantic Canadians support increasing the minimum age for tobacco and e-cigarettes to 21 years of age.

Lastly, as part of the New Brunswick 2022-2023 Pre-Budget Consultation Submission to the New Brunswick Department of Finance and Treasury Board, CCS recommendations to advance healthier public policies related to tobacco and e-cigarette use in New Brunswick included: the implementation of a tax on e-cigarette products; an increase tax on cigarettes and roll your own tobacco; an increase the retail licence fee for e-cigarette and tobacco vendors; and to include public health measures in tobacco settlement negotiations. CCS pre-budget consultation recommendations provide the opportunity to reduce tobacco and e-cigarette use in New Brunswick and advance public health as higher prices encourage cessation and prevent initiation of tobacco use to lower the rates of smoking and tobacco use throughout the province. CCS recommendations help to achieve the objective of less than 5% tobacco use by 2035.



Canadian Cancer Society
Société canadienne du cancer

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.

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

Heart & Stroke Foundation of NB

- Heart & Stroke continues to work with key partners including, the New Brunswick Medical Society (NBMS), the New Brunswick Lung Association (NB Lung), and the Canadian Cancer Society (CCS) to advocate government for raising the minimum age for both tobacco and e-cigarettes to 21. Have met with numerous MLAs on this file to build support and awareness.
- The group submitted a joint pre-budget submission to the NB government advocating for increasing tobacco tax; ensuring public health measures are included in any lawsuit settlement with tobacco companies; implementing a tax on e-cigarettes; increasing the retail license fee for tobacco and e-cigarette retailers; and providing universal access for smoking cessation medications to New Brunswickers.

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

New Brunswick Anti-Tobacco Coalition

Health Promotion and Prevention Resources

In 2022 the NBATC continued to curate prevention resources and new research on vaping for youth and young adults. Information from the Ottawa conference on cessation was shared in in both the vaping working group meeting and the NBATC Steering Committee meeting with the latest research and data on smoking and vaping products. Some of the new resources added and shared to the NBATC website included the Heart Healthy Schools program which teaches students about healthy habits including tobacco-free living and a building a healthy school environment, World Restart a Heart Day is a global campaign which aims to increase public awareness on cardiac arrest and the importance of learning CPR and how to use an AED with the goal of highlighting the signs of cardiac arrest, the need for immediate intervention, basic CPR and AED skills, and to address bystanders' fears to encourage them to take action to save a life. The NBATC shared the updating of new vaping legislation in both the vaping working group meetings and in Steering Committee meetings on newly adopted legislation to require specialty vape stores to have a license – this licensing requirement came into force on Friday, April 1, 2022. And finally, new research and data from reports produced by the New Brunswick Cancer Network (NBCN) as well as the Canadian Cancer Society's report on cancer prevalence in Canada and by region, and a report on heart failure called, "Heart Failure in Canada: Complex, Incurable and on the Rise, were also shared on the NBATC website and promoted further in our monthly newsletter.

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, 2022, Inspectors in the province responded to 30 calls made to the Smoke-free Places Act Information Line.
- The majority of calls (12) received were complaints related to rental properties and multi-unit dwellings.

Canadian Cancer Society

The Canadian Cancer Society (CCS) advocacy team attended the 2022 CIBC Run for the Cure at run locations across the country and in New Brunswick at the Saint John location asking participants to take action and send emails to government officials in the campaign to stop Big Tobacco calling on governments to hold Big Tobacco accountable while negotiations are underway to settle the \$500 billion lawsuit against the tobacco industry to ensure that any settlement include effective health measures.

Horizon Health Network

The smoking cessation team is developing a toolkit for healthy learners in Public Health, focused on practical tools to address vaping.

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.

New Brunswick Anti-Tobacco Coalition

Smoking Cessation Forums

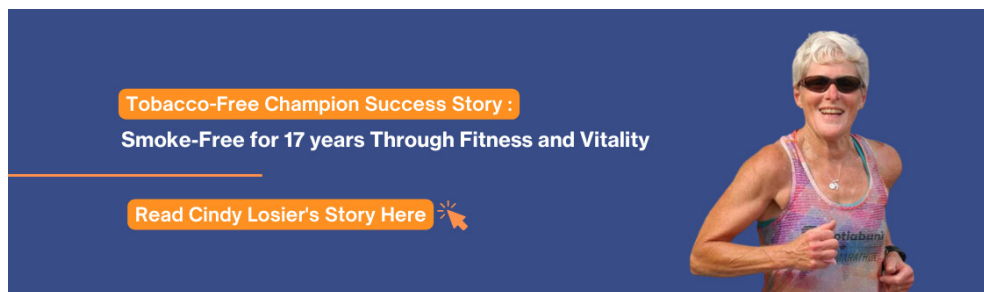
The NBATC shared and promoted the Vitalité Health Network's Nicotine Addictions Forum via its website, newsletter and social media. While the Horizon Health Network did not provide a forum in 2022, other cessation conferences that were shared and promoted by the NBATC this past year include the 14th Annual Ottawa Conference, State Of The Art Clinical Approaches To Smoking Cessation as well as the 2022 HSFNB's Stroke Conference, Across the Continuum and Beyond. These professional development learning opportunities were shared with members and stakeholders on the NBATC website, newsfeed and social media outlets as well as during both the PVWG and the NBATC Steering Committee meetings.

Smoking Cessation Opportunities

The NBATC shared and promoted a new smoking cessation campaign by the Canadian Cancer Society and Health Canada called Smoke Free Curious – a national and bilingual smoking cessation campaign funded by Health Canada's Substance Use and Addictions program. The NBATC sought to engage the Coalition to explore smoking cessation opportunities via our social media campaign which included regular posts detailing the campaign and its services as well as through our website and newsletter postings.

Tobacco-Free Champion Success Story

The NBATC shares success stories from individuals, groups and organizations who have taken action to live tobacco and smoke-free in their homes, schools, workplace, and communities. In 2022, the NBATC featured an inspiring story about a NB woman who has successfully quit smoking for more than 17 years through fitness and vitality. Her story was featured on our website under the Success Stories webpage, on our newsfeed, e-newsletter, and social media outlets.



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 WHO's WNTD theme called Tobacco: Threat To Our Environment. A campaign to raise awareness among the public on the environmental impact of tobacco. Linked resources included videos, a toolkit, and infographics for stakeholders.

National Non-Smoking Week

The NBATC celebrated NNSW (January 16th to the 22nd) with a week-long social media campaign of cessation resources through daily 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.



JANUARY 16-22

Tobacco-Free NB

The NBATC shared the GNB's free telephone smoking cessation support line and website under its Resources for Quitting Smoking webpage and social media accounts.

Heart and Stroke Foundation of NB

- Hosts the Live Well | Bien Vivre program which provides 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™ \(hskids.ca\)](#)

Canadian Cancer Society

The Canadian Cancer Society (CCS) continued to advocate with Heart and Stroke Foundation of New Brunswick and the 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. CCS commissioned a national Ipsos poll conducted in November 2022 which found that 88% of Atlantic Canadians support using cash settlements for smoking reduction initiatives.

Vitalité Health Network

The Vitalité Health Network is continuing the implementation of the CONNECT project and its service offering to people who have been discharged from hospital in Zone 6. This project was established in partnership with Health Canada and the University of Ottawa Heart Institute. It provides counselling to smokers who agreed to receive follow-up calls to continue the efforts they made to quit smoking/vaping during their hospitalization. Since the project was deployed in Zone 6, which started in August 2021, the interventions implemented have shown the program to be remarkably effective. Preliminary reports for the first half of the 2022-2023 fiscal year show that the rate of non-smoking patient participants is 45% on day 3 following the discharge of these patients from hospital, 49% on day 14 and 60% on day 30. On day 3, 39% of participants reduced their nicotine use by more than 50%, compared to 29% on day 14 and 32% of participants on day 30.

Smoking cessation and nicotine addiction counsellor training sessions were offered in various sectors (including Single Entry Point program, Diabetes Clinic, Child-Youth Team, Addiction Treatment Centre).

Horizon Health Network

The Horizon Health Network, in partnership with New Brunswick Cancer Network participated in the Canadian Partnership Against Cancer led initiative focused on smoking cessation in cancer care. This was a pan-Canadian initiative, completed in March 2022. Smoking cessation programming is now provided at point of care in all our outpatient oncology clinics. There was a formal economic evaluation completed as part of this initiative. The results of this evaluation, as well as the current model of care was presented at the annual Ottawa Model conference in Ottawa. The smoking cessation program is also implicated in one of Horizon's priority strategic initiatives as well as a priority strategic initiative within the community portfolio, with a focus on re-engagement with our community sites.

Horizon is currently participating in a University of Ottawa Heart Institute led initiative focused on development of a centralized clinical smoking cessation support hub. The Hub is active and supports patients post discharge from all acute care facilities in Horizon as well as supports oncology patients post clinic visit. The Hub provides physiological support, addresses triggers for relapse and provides system navigation as needed. This initiative will be complete in March 2025 and is funded through SUAP (Health Canada).

Cessation work continues to expand in many different clinical areas of Horizon.

NB Lung Association

The NBLA smoking cessation brochure is updated to include the effects of smoking and the impact on our natural environment (the lungs of the planet).



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

New Brunswick Anti-Tobacco Coalition

Food Insecurity and Tobacco Use

Non-traditional partnerships such as food insecurity, were moved forward this year with the formation of new partnerships within GNB and the Live Well/Bien Vivre health coaching program. In an effort to reach a population that has higher-than average tobacco-use rates, the NBATC sought to partner with groups who could help us reach individuals experiencing food insecurity. A video produced by the NBATC that highlights the connection between tobacco use and food insecurity was shared at a stakeholder steering committee meeting, then shared in the food security network's monthly newsletter which has a large following in NB. Finally, plans are in place to meet with our GNB partners and their contacts who run NB food banks in the new year, to further determine how the NBATC could provide resources and support for this population.

Youth Vaping Cessation Support

Ongoing collaborations with close stakeholders have identified a lack of accessible youth vaping cessation supports in the province. The NBATC aims to fill that gap through the work of our multisectoral Provincial Vaping Working Group (PVWG) with innovative systems that promotes wellness through the promotion of youth vaping cessation resources within NB public schools. A sub group of the PVWG was formed, vaping cessations resources were identified and a plan of action to incorporate these services into schools has started. The process of implementing new vaping cessation supports into schools will continue into 2023.

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

New Brunswick Anti-Tobacco Coalition

Youth and Young Adult Vaping Cessation

The NBATC engaged partners and stakeholders to explore vaping cessation supports for youth and young adult populations through our planned discussions in both the PVWG and the Steering Committee meetings. New information from the Ottawa Conference was shared as well as presentations at both meetings from a Quash program representative who detailed the features of this youth vaping cessation program. Beyond cessation resources for youth and young adults who vape, their program also supports adults who work with youth through their facilitator's online training program.

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 thirdhand smoke.

New Brunswick Anti-Tobacco Coalition

Addressing Compliance Issues

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. Examples of calls from the public to the NBATC include complaints of flavoured vapes being sold to underage youth in NB vape shops, neighbours who are selling vaping products from their residential homes, and second-hand smoke wafting into multi-unit dwellings exacerbating chronic conditions of senior populations.

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

New Brunswick Anti-Tobacco Coalition

Smoke-Free Environments

The NBATC continued to work with stakeholders and partners to implement smoke-free environments and identify policies gaps that exist in current legislation. Condominium owners have reached out to the NBATC seeking information on how to go about ensuring their building is 100% smoke-free. This type of policy action can be created for individual condo owners through a group called Condo-Link Service Incorporated who can guide owners through the process of implementing specific smoke-free policies for their buildings. The Canadian Condominium Institute regularly uses NBATC articles and content to support its presentations to condo owners encouraging them to invoke a 100% smoke-free building policy.



Canadian Condominium Institute

The New Brunswick Chapter of the Canadian Condominium Institute continues to hear from Condominium owners and board members asking if their properties can become smoke-free. And to date many condominiums in the province have already adopted a smoke-free policy by making amendments to their Declaration and/or By-Laws. What does a condominium need to Consider?

- The property can adopt a no-smoking policy for just the Common Element property, inside and out. This includes the grounds, parking areas, hallways, stairways, elevator, underground garage, and common rooms.
- A no-smoking policy can also include banning smoking inside individual Units.
- The no-smoking policy can include both, inside individual Units and all Common Element property.

To adopt a no-smoking policy starts with making owners aware of the proposed changes and including owners in the discussion and decision on what parts of the property may become no smoking areas. Once a decision is made to adopt a no-smoking policy, the changes need to be brought to a vote at a General Meeting. If the vote passes, the governing documents will need to be amended and registered with the province. This step is necessary to ensure the no-smoking policy is legal and enforceable

A no-smoking policy does not prohibit the use or consumption of tobacco or cannabis. It prohibits smoking or vaping of any product. In condominiums with people living in close proximity to each other, it is the second-hand smoke and vape travelling within the building and into other Units that poses a risk to others. So, only the use of products that are smoked or vaped are included in a condominium's no-smoking policy.

Contact the New Brunswick Chapter of the Canadian Condominium Institute (ccinb.condogenie.com) or Condo-Link Services (judy.orr@condo-link.ca) for more information on how to introduce an effective no-smoking policy.

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

New Brunswick Anti-Tobacco Coalition

Policy Action Support

The NBATC actively supported stakeholders who participated in advocating for new vaping regulations by supplying and presenting the latest data and research on tobacco and vaping made available during Steering Committee and Provincial Vaping Working Group meetings as well as through direct stakeholder meetings. New policy announced this year saw the province of NB adopt legislation to require specialty vape stores to have a licence – this licensing requirement came into force on Friday, April 1, 2022. The Canadian Cancer Society has been active in advocating for age 21 to purchase tobacco and vaping products in NB. The Canadian Cancer Society released a new video campaign urging all members of the Legislative Assembly on behalf of New Brunswick students to increase the minimum age to 21 to be sold tobacco and e-cigarettes to protect youth from becoming addicted to nicotine. The NBATC shared their promotional video on their website, newsfeed and e-newsletter.

Goal 5

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

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

New Brunswick Anti-Tobacco Coalition

Supporting the Wellness Strategy

The NBATC continued to support the Wellness Strategy through the sharing and promotion of its wellness campaign called Wellness Lives with Us. The NBATC shared this campaign regularly via social media all year long while maintaining extensive Wellness Movement branding throughout the NBATC website.

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

New Brunswick Anti-Tobacco Coalition

New Brunswick's Tobacco-Free Strategy Promotion

Work was done to build capacity among stakeholders and partners to encourage the adoption of the New Brunswick Tobacco-Free Living Strategy 2019-2023 into their strategic planning and ongoing efforts. The NBATC continued its strategy promotion series of Strategic tools 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 goals and objectives 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. Last year a new Strategic tool was added with the creation of a brief video outlining the connection between food insecurity and tobacco use. This video was created as a call-to-action for stakeholders who specifically work with food insecure populations and to bring awareness to a population of smokers who have higher-than-average tobacco-use rates. The video was further promoted this year being shared within the food security network also among their steering committee members and finally in their e-newsletter.

Furthermore, the NBATC met with its own members last spring to review what had been accomplished strategically to-date in 2022 and determine what could still be addressed in the remainder of the year. During the meeting each Strategic goal and objective were reviewed and compared to the progress made by both coalition members and stakeholders detailed in the 2021 Progress Report. Recommendations and follow-up were identified and discussed during meeting.

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 met to create a system of tracking numerical data which details specific NBATC deliverables to GNB. A NBATC scorecard consisting of KPI's including targets (set in funding proposal), baseline, frequency (semi-annual), and trending indicators were all included in the new evaluation framework. This system of tracking improves organizational efficiencies with the idea of continuously improving strategic performance and results.

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)
- 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
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