



New Brunswick's Tobacco-Free Living Strategy Progress Report 2023



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

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, 2023 and December 31, 2023.

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@smokeandvapefreenb.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 - Primary Health Care
- Horizon Health Network
- Vitalité Health Network
- New Brunswick Medical Society
- New Brunswick Cancer Network
- NB Lung Association
- New Brunswick Pharmacists' Association
- Health Canada (ex-officio)



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Smoke & Vape Free NB /
[sans fumée ni vapotage](#)



[@NBATC_CATNB](#)



This Program was financed in part by a grant from the New Brunswick Department of Health.

2023 Year in Review

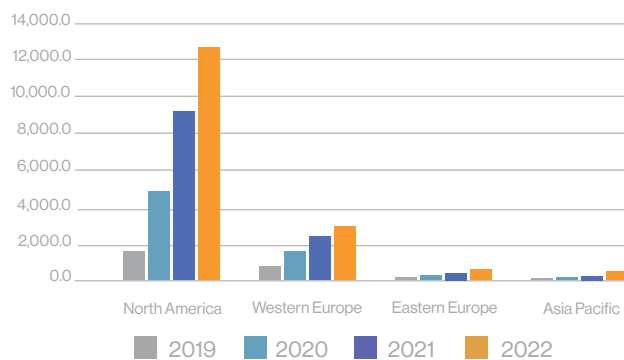
Nationally, there have been increases in both vaping and cannabis use, however tobacco remains the major player with 3 million daily users as compared to 2 million for cannabis and 1 million for vaping (CCHS, 2022).

Even though tobacco remains the popular product used by Canadians overall, statistics demonstrate that it's hold on the nicotine market is changing and trending in the right direction.

Notable changes of Canada's population by smoker's status was measured from 2018 till 2022. Canada's overall population grew by 1.8 million more people with 1.12 million fewer smokers, 503,000 fewer former smokers, 158,000 fewer experimenters, and 3.45 million more lifetime abstainers (CCHS, 2022).

Emergence of Nicotine Pouches to the Market

Sales of non-tobacco nicotine pouches have risen considerably in North America since 2019 as compared to much of Europe due in large part to their swiftness to amend current tobacco control legislation to include newer products such as nicotine pouches. For more information see graph below.



Sales of nicotine pouches in million units, by region, 2019-2022. (Source Euromonitor International)

Several European countries simply added the sale of nicotine pouches to their existing Tobacco Act which then placed restrictions on advertising, labelling and minimum age to consumers.

The NBATC Rebrand

After more than 20 years of working collaboratively with partners on building supportive environments for a smoke and vape free province, the NB Anti-Tobacco Coalition (NBATC) decided it was time to update their name and refresh their logo by entering a rebranding process. The goal was to revitalize the brand with a modern design that fully represents their mission and vision to further their reach, expand networks, and strengthen their impact towards healthier lives for all New Brunswickers.

Over a six-month period, this organization worked to update their brand to reflect industry standards that will sustain its credibility as a hub for tobacco and vaping resources and refine its brand identity with positive messaging to better position itself to further advance Strategic priorities.

Our New Logo

A contemporary design that demonstrates our commitment to ongoing improvement and innovation to advance the priorities of NB's Tobacco Free Living Strategy.



Our New Name

A renewed commitment to working collaboratively with stakeholders to build supportive environments for tobacco and smoke-free living with an inclusive brand that promotes health and well-being.

As of January 1st, 2024, this organization was officially known as **Smoke and Vape Free NB**.

Goal 1

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



Our Accomplishments 2023:

Highlights:



100%
key performance indicator targets were met



more than
500
individuals are subscribed to our monthly newsletter



engaged over
50
stakeholders actively partnering with the NBATC steering committee



presented to over
100
stakeholders from a variety of networks



38%
newsletter open rate, which is 21% higher than industry standards

Expanding Networks

- The NBATC Steering Committee welcomed 2 new members from the New Brunswick Pharmacists Association with one member representing the community setting (providing care for mainly Indigenous populations) and the other from the hospital setting

Communications

- We successfully worked toward a rebrand of our organization this year, set to launch in 2024, with a new, modern logo design and name that is more inclusive and representative of our brand identity and vision
- The NBATC's manager was interviewed for CTV News Atlantic and asked about the aftermath of the flavour ban on vaping products and allowed for an opportunity to announce the coalition's rebrand publicly for the first time

Knowledge-Exchange Projects

- The NBATC continued to contribute to HSFNB's Wellness newsletters in 2023 to further inform, educate, engage and connect stakeholders by supporting asset-based development, implementing health promotion, demonstrating leadership, supporting policy actions and using evidence-informed practice on proactive approaches, toward a tobacco and smoke-free province. Some of the topics shared within their newsletters included information on vaping legislation, a NBATC cessation success story, and information on World No Tobacco Day including the announcement that Canada will soon require that health warnings be printed directly on individual cigarettes becoming the first country in the world to take this approach
- 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 on NBATC's activities, initiatives and services to further build capacity amongst stakeholders

Goal 1

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

NBATC Members Contributions



- Actively participated in both the NBATC's Steering Committee and Provincial Vaping Working Group
- Created awareness campaign related to National Non-Smoking Week 2023 on its social channels by sharing NBATC content
- Actively participated in the NBATC's rebrand project: Smoke & Vape Free NB
- Meeting with Minister, Early Education and Childhood Development staff and Vaping/Tobacco coalition
- Participated in the Atlantic Tobacco & Vape Policy Roundtable
- Partnered with the Heart/Stroke Foundation of NB, Canadian Cancer Society and New Brunswick Lung Association to promote e-cigarette and vaping policy recommendations. Advocacy for these recommendations is ongoing



Three health professionals travelled to the Ottawa Model for Smoking Cessation's 15th Annual Ottawa Conference in January 2023. A few other health care workers attended virtually



Actively participates in the following federal and provincial committees and working groups to collect and share best practices and plan a collaborative and centralized approach to tobacco cessation in NB:

- the provincial SVFNB steering committee
- the provincial SVFNB vaping working group
- the federal Tobacco Control Liaison Committee (TCLC)
- the TCLC Working Group on Tobacco and Vaping cessation
- the TCLC Working Group on Youth access to Vaping products

Goal 2

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



Our Accomplishments 2023:

Provincial Vaping Working Group (PVWG)

- Formed the Quash Project Planning Group sub group under the PVWG to expand Quash in NB
- 2023 Knowledge Exchange topics included: Ottawa conference highlights, vaping cessation resources from the Ontario Tobacco Research Unit, Health Canada's tobacco & vaping resources and campaigns, the Lung Health Foundation's Quash project, as well as updates on NB advocacy
- Hosted a discussion, led by Public Health NB to decide on key messaging on vaping. The goal was to align messaging across NB

Youth Vaping Prevention and Cessation Project

- Implemented the Quash program into several Anglophone school districts, with PVWG's support, filling a major resource gap

Health Promotion and Prevention Resources

- Curated resources to support knowledge translation of new research, statistics, and best practices
- Shared learning opportunities such as: annual NB Stroke conference, Ottawa conference, NB Lung's Respiratory Health Symposium and Vitalité's conference on nicotine addiction
- Shared special reports and promoted resources including CCS's report on Smoke-Free Campuses, NB's Tobacco-Free Living Progress report, and Heart & Stroke's report on Stroke and mental health, and CCS' report on communities that are underserved for cancer care and support services
- Shared & promoted current resources including: Health Canada's Tools For A Smoke-Free Life and the Consider the Consequences of Vaping update with self-led modules, CCS's Smoke-Free Curious campaign, and Horizon Health Network's new vaping toolkit for educators and parents

Highlights:



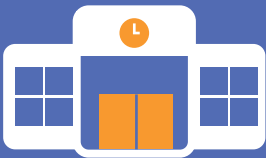
NEW

working group formed - the Quash Project Planning Group, for a total of 4 working groups



KNOWLEDGE EXCHANGE ON

- New & Emerging Research
- Vaping Cessation Information
- Social Marketing Campaigns
- New Programs
- Joint Advocacy
- Prevention & Health Promotion
- Legislative Changes



MILESTONE ACHIEVED

Quash implemented into several Anglophone School Districts



celebrated

3

NON-SMOKING HOLIDAYS

- National Non Smoking Week
- World No Tobacco Day
- Clean Air Day

Goal 2

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

NBATC Members Contributions



New Brunswick / Nouveau-Brunswick

• Heart & Stroke NB continued to offer its Heart Healthy Schools program, introducing a new module for the 2023/2024 school year entitled "Experience Clean Air". This module intends to equip educators with resources they need to have age appropriate conversations about smoking and vaping, while encouraging K-5 students to enjoy fresh clean air as they play learn and grow



Canadian Cancer Society

The Canadian Cancer Society (CCS) continued to advocate for healthier public policies related to tobacco and e-cigarette use both provincially and federally.

In New Brunswick, CCS continued to advocate to the provincial government to increase the age from 19 to 21 to purchase tobacco and e-cigarettes, in addition to the implementation of a tax on e-cigarette products; a tax increase on cigarettes and roll your own tobacco; an increase to the retail licence fee for e-cigarette and tobacco vendors; and to include public health measures in the tobacco settlement negotiations.

As part of our advocacy efforts, CCS utilized the "Get Better Campaign" engaging New Brunswick youth to share their ideas with the New Brunswick government on how we could Get Better at preventing youth from vaping in our province. Youth filled in a card urging the New Brunswick government to increase the minimum age to 21 to purchase tobacco and e-cigarettes to protect their peers and reduce nicotine addiction amongst teens in New Brunswick. These cards were shared with the Premier, Minister of Health, Minister of Education and several MLAs with messages from youth in their constituency.

As part of CCS coalition work, CCS continued to advocate 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) and meeting requests.

CCS continued this past year to advocate together 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, a news release and new polling, the health organizations urged the New Brunswick government to make public health measures to reduce tobacco use the top priority in the negotiations. A 2023 national Ipsos poll commissioned by CCS indicated 88% of Atlantic Canadians support public health measures be included in a tobacco lawsuit settlement with a requirement that a significant portion of the settlement funds be used for initiatives to reduce smoking among adults and youth.

Goal 2

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

NBATC Members Contributions



Canadian Cancer Society

Lastly, as part of the New Brunswick 2023-2024 Pre-Budget Consultation Submission to the New Brunswick Department of Finance and Treasury Board, CCS had two submissions in 2023, one on behalf of the Canadian Cancer Society and the second as part of a coalition with the New Brunswick Medical Society, Heart and Stroke Foundation of New Brunswick and the Lung Association. The CCS submission 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. In addition to the recommendations the Canadian Cancer Society submitted to the New Brunswick Department of Finance and Treasury Board, the coalition pre-budget submission recommended the New Brunswick government provide universal access for evidence-informed, accessible, equitable and culturally appropriate smoking cessation interventions to New Brunswickers and provide sustainable funding to support the New Brunswick Anti-Tobacco Coalition.

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 and advocacy on tobacco and e-cigarette products help to achieve the objective of less than 5% tobacco use by 2035.

Federally, CCS continued to advocate on a federal ban on flavours in e-cigarettes (other than tobacco flavour), a tobacco tax increase and implementation of a tobacco manufacturer cost recovery fee. After many years of CCS and other health organizations advocating for a health warning on every individual cigarette, on World No Tobacco Day (May 31, 2023), the federal Associate Minister of Health announced final federal regulations to require – in a world first – a health warning directly on every individual cigarette, and to require a new set of enhanced picture health warnings for tobacco packages. Canada will thus have the best overall tobacco health warning system in the world.

Lastly, in November 2023, CCS and five other health organizations held a national news conference and issued a news release to call on the federal Minister of Health to take immediate action to ensure proper regulation regarding nicotine pouches. The existing regulatory framework is such that it is legal to sell this product to minors of any age.



- The Smoking Cessation Program nurse coordinator held a focus group in October 2023 to determine the learning needs of parents concerning parental communication about vaping with children and teens. The learning needs identified were used to make a promotional video that will be posted on Vitalité Health Network's social media during National Non-Smoking Week in January 2024

Goal 3

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



Our Accomplishments 2023:

Highlights:



NEW

partnership with Vitalité Health Network



NEW

partnership with Live Well|Bien Vivre



5

ongoing cessation partnerships



SUPPORTED CESSATION

- schools
- long Term Care
- communities



New Partnership

Established a new partnership with stakeholders from the Vitalité Health Network to determine the scope and need for the creation of nicotine replacement therapy (NRT) guidelines and tips on cessation for care-providers in special care homes

Non-Traditional Partnerships

- Partnered with the health coaching program called Live Well|Bien Vivre to share and cross-promote success stories via their website and social media. Live Well|Bien Vivre referenced the NBATC website as helping their client secure resources to support their cessation journey
- Provided an information session to NB food banks operators on cessation resources and on NB's Tobacco Free Living Strategy in an effort to determine how to best provide cessation resources and support for populations with higher-than-average tobacco use rates
- 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 on NBATC's activities, initiatives and services to further build capacity amongst stakeholders

Youth and Young Adults Vaping Cessation

New resources that were shared include:

- Presentation by OTRU on the Stop Vaping Challenge app and the Crush The Crave app as well as information on their vaping reflection activity called Nod From 2050.
- Horizon Health Network's vaping toolkit

Vaping Resources Updates were provided to members with presentations on:

- Quash Program
- Health Canada's updated Consider the Consequences of Vaping campaign which was also shared on the NBATC website and newsletter

Goal 3

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



Our Accomplishments 2023:



Tobacco-Free Champion Success Story

In 2023, the NBATC featured an inspiring story about a NB man who had successfully quit smoking after 50 years of heavy smoking detailing his tools for success. His story was featured on our website under the Success Stories webpage, on our newsfeed, e-newsletter, and social media outlets

Smoking Cessation Forums

The NBATC manager attended and promoted the following cessation forums this past year including:

- Heart and Stroke Foundation of NB's annual Stroke conference
- 15th Annual Ottawa Conference State of The Art Clinical Approaches to Smoking Cessation
- NB Lung's Respiratory Health Symposium
- Vitalité's conference on nicotine addiction

Smoking Cessation Supports

The NBATC promoted specific cessation campaigns that were new in 2023 including:

- Health Canada's Tools For A Smoke-Free Life
- The updated Consider the Consequences of Vaping campaign
- Phase 3 of the Smoke-Free Curious cessation campaign



Health
Canada

Santé
Canada

Several Health Canada campaigns were posted on the NBATC website and shared via our newsletter and social media throughout 2023. Campaigns included:

- The Tools For A Smoke-Free Life
- The Consider the Consequences of Vaping update with self-led modules
- The NBATC also shared information on Health Canada's proposed measures which included information on Health Canada's Substance Use and Addictions Program (SUAP): Call for Proposals, the launching of public consultations to inform the second legislative review of the Tobacco and Vaping Products Act (TVPA) and how Canada will soon require health warnings on individual cigarettes.

Goal 3

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

NBATC Members Contributions



New Brunswick / Nouveau-Brunswick



• Heart & Stroke NB continued to support adult New Brunswickers 18+ to work toward their behaviour change goals, including smoking cessation, through our Live Well | Bien Vivre, professional health coaching program.



- 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.
- Vitalité Health Network's Annual Nicotine Addiction Forum was presented to the Network's health care workers on June 1, 2023, 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 162 participants.
- Smoking cessation and nicotine addiction counsellor training sessions were offered in various sectors (including Diabetes Clinic, Child-Youth Team, Addiction Treatment Centre, Mental Health).
- Ongoing training continues with health care workers regarding new trends in vaping, along with the sharing of new knowledge on smoking cessation and vaping.
- Collaborative work with nursing students at the Université de Moncton took place on the development of resources for LBGTO2S+ individuals with a nicotine addiction.
- Students from the licensed practical nursing program at the Collège Communautaire du Nouveau-Brunswick (Dieppe campus) participated in community placement days at the Dieppe Smoking Cessation Clinic and with the nurse leading the CONNECT project, which provides telephone counselling to patients recently discharged from hospital.

Goal 3

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

NBATC Members Contributions



- The Ottawa Model for Smoking Cessation (OMSC) has been implemented in over 90 sites across Horizon Health Network including hospitals, community health centres, and ambulatory and speciality clinics to increase access to tobacco/vaping cessation support.
- Horizon Health Network is currently participating in a 5-year Health Canada funded project to develop a virtual nicotine addiction treatment hub. This hub provides comprehensive follow-up support and system navigation for oncology patients and patients discharged from hospital.
- The Centre of Excellence for Clinical Smoking Cessation created a vaping toolkit for Horizon Health Network's Healthy Learner team to be used as a resource for schools. The toolkit includes a reference guide for educators and parents and a presentation for middle and high school students.



The New Brunswick Cancer Network (NBCN) has secured permanent funding to expand its cancer screening programs, adding lung cancer screening to the list. The screening program aims to detect lung cancer in high-risk adults at an earlier stage. Work to develop the program is underway and is expected to be rolled out province wide in 2025.

Lung cancer is the most commonly diagnosed cancer in the province. We know that 80% of lung cancers are caused by smoking. Currently most lung cancers are diagnosed at Stage III or IV, which means the cancer cells have already spread from the lungs to other areas of the body. Being diagnosed with cancer earlier offers many more and better treatment options. Smoking cessation will be integrated into the program. There is a significant body of research to demonstrate that smoking cessation is one of the most powerful clinical interventions in preventive medicine.

The program will invite New Brunswickers who are between the ages of 50 and 74. Those who are currently smoking or have previously smoked and have a smoking history of 20 years or more will be eligible for to participate in the program. This will involve a low-dose CT (computed tomography) scan of the lungs.

NBCN is proud to be able to take what we have learned from the successful provincial colon, cervix and breast screening programs to develop this new screening program.

Goal 4

Increase the number of
100% smoke-free spaces.



Our Accomplishments 2023:

Policy Action Updates

- 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
- **Milestone Alert:** New policy announced this year enacted by the federal government included new health warnings on individual cigarettes
- The Heart and Stroke Foundation released an advertising campaign shared on the NBATC website and newsletter calling for federal action on a flavours ban for vaping products
- **Milestone Alert:** Quebec joined Atlantic Canada with their vaping flavours ban
- **Milestone Alert:** Also new this year saw NB as one of the provinces/territories permitting pharmacists to prescribe medications (eg Zyban, Champix) for smoking/tobacco cessation
- Health Canada has authorized the sale of Zonic nicotine pouches as a natural health product for smoking cessation in Canada.



Smoke-Free Environments

- The NBATC continued to work with stakeholders and partners to ensure smoke-free environments while identifying policy gaps that exist in current legislation
- Support and information on NB's Smoke-Free Places Act (SFPA) were provided to several members of the public who reached out to the NBATC this year either by phone or email

Addressing Compliance Issues

- The NBATC worked towards addressing compliance issues with existing smoke-free legislation by regularly fielding calls from the public who have specific questions on the Smoke-Free Places Act (SFPA), 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

Goal 4

Increase the number of
100% smoke-free spaces.

NBATC Members Contributions



Canadian
Cancer
Society

Objective C:

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

In 2023, the Canadian Cancer Society released a report called, "University and College 100% Smoke-Free Campuses in Canada: NATIONAL STATUS REPORT 2022." This report details a comprehensive list of colleges and universities across Canada that have implemented a 100% smoke-free policy including outdoors, on their campus thus far.



Goal 5

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



Our Accomplishments 2023:

Promoting NB's Tobacco-Free Living Strategy

- Strategic tools were shared via 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
- Shared a brief video in meetings and on the website, which outlines 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 Strategy was further promoted with a presentation by the NBATC that invited stakeholders from the food security network as well as food bank operators

Supporting the Wellness Strategy

The NBATC continued to support the Wellness Strategy through its communications with the sharing and promotion of its wellness campaign regularly via social media while maintaining extensive Wellness Movement branding throughout the NBATC website

Strategy Promotion to Indigenous Populations

The NBATC promoted NB's Tobacco-Free Living Strategy to Indigenous populations by partnering with allied health stakeholders to help create a new strategic plan aimed at improving cancer care and outcomes for First Nations in NB. This project is ongoing and the NBATC has committed to re-evaluating priorities of NB's Tobacco-Free Living Strategy with respect to high tobacco use rate populations such as NB's First Nation populations. As stewards of the Strategy, our organization is in the process of updating and renewing this document which is set for completion and promotion in 2024



Tobacco Control Milestones



MILESTONE ACHIEVED

changes to pharmacists scope
of practice allows medication for
smoking cessation to be
prescribed



NEW

Quebec joined Atlantic Canada
with their vaping flavours ban



MILESTONE ACHIEVED

health warnings to be included on
individual cigarettes

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)
- 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.

Smoke & Vape Free  sans fumée ni vapotage



NB anti-tobacco
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