

New Brunswick's Tobacco and Vape-Free Living Strategy

A Tobacco and Smoke-Free Province for All 2024-2028



GOAL 1

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

- A** Increase the skills and knowledge of stakeholders.
- B** Stimulate and disseminate research that will advance the goals of the Strategy.
- C** Increase collaborative partnerships focused on implementing tobacco and smoke-free living initiatives for groups with high tobacco use rates.
- D** Encourage comprehensive tobacco and smoke-free policies, practices and activities by workplaces, organizations and communities.
- E** Promote an understanding of the impact contraband tobacco has on smoking prevention, cessation and the well-being of communities.



GOAL 2

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

- A** Increase effective tobacco and smoke-free initiatives in educational settings through community partnerships.
- 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.
- C** Reduce access to tobacco and vapour products for youth and young adults, by promoting and supporting policies, by-laws, legislation and activities.
- D** Expose tobacco industry practices that promote the use of tobacco and vapour products.
- E** Increase access to information, resources and support for populations at risk of starting to use tobacco and vapour products.
- F** Reduce the uptake of tobacco and vapour products for all New Brunswickers through the promotion of wellness-supporting environments.



GOAL 3

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

- A** Increase the reach of a comprehensive and coordinated network of cessation supports and services.
- B** Increase equitable access to smoking cessation aids and services for those with high rates of tobacco use.
- C** Promote an understanding of the impact of social influences on smoking cessation within home, educational, workplace and community settings.
- D** Encourage New Brunswickers to create wellness-supporting environments that promote tobacco and smoke-free living.



GOAL 4

Increase the number of 100% smoke-free spaces

- A** Foster respect for smoke-free policies through awareness and education on the impact of second and third-hand smoke.
- B** Encourage and support the adoption of 100% smoke-free policies in rental properties and multi-unit dwellings.
- C** Encourage and support the adoption of 100% smoke-free policies on all post-secondary campuses.
- 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.



GOAL 5

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

- A** Align efforts with Canada's Tobacco Strategy through resource and knowledge-sharing with national and provincial stakeholders.
- B** Encourage actions that create a culture of wellness through tobacco-free living and smoke-free environments.
- C** Support partners and stakeholders to integrate tobacco and smoke-free initiatives within the scope of their work.