



New Brunswick's Tobacco and Vape-Free Living Strategy

A Tobacco and Smoke-Free Province for All

Smoke & Vape Free  sans fumée ni vapotage

Vision:

A tobacco and smoke-free province.

New Brunswick's Tobacco and Vape-Free Living Strategy focuses on the health, wellness, social and economic benefits of tobacco-free living and smoke free environments.

Preamble

7th Edition - Revised 2024

As the stewards of this Strategy update, as well as the leaders in its implementation, the 7th edition of **New Brunswick's Tobacco and Vape-Free Living Strategy** was prepared by the coalition members of [Smoke and Vape Free NB](#), with the involvement of stakeholders and key partners whose work contributes to a common vision of making New Brunswick tobacco and smoke-free for all. This updated Strategy reflects the current tobacco and vaping landscape in NB while seeking to engage new and existing partners, community groups and individuals.

A Strategy Renewal working group consisting of members from Smoke and Vape Free NB, close stakeholders and partners was formed to review new research, data and information on the status of tobacco and vaping control in the province.

Information for this latest edition was obtained from a variety of provincial and federal sources and utilized by the Strategy Renewal working group members in the updating of the Strategy.

Disclaimers

The members of Smoke and Vape Free NB (SVFNB) recognize and respect traditional tobacco use by many Indigenous populations during ceremonies, rituals and prayers.

New Brunswick's Tobacco and Vape-Free Living Strategy refers only to non-traditional commercial and recreational use of tobacco.

This document does not represent official policy of the organizations of the SVFNB Steering Committee members.

Definitions

Smoke: The term “smoke” as it appears in this strategy means (a) to smoke, hold or otherwise have control over an ignited tobacco product or another ignited substance that is intended to be smoked (b) to inhale or exhale vapour from, or to hold or otherwise have control over, (i) an activated electronic cigarette, (ii) an activated water pipe, or (iii) another activated device containing a substance that is intended to be inhaled or exhaled.¹

Vape/Vapour: The term “vape/vapour” as it appears in this strategy refers to an “electronic cigarette” which means a vaporizer or inhalant-type device, whether called an electronic cigarette or any other name, that contains a power source and heating element designed to heat a substance and produce a vapour intended to be inhaled directly through the mouth by the user of the device, and includes the substance that is heated.¹

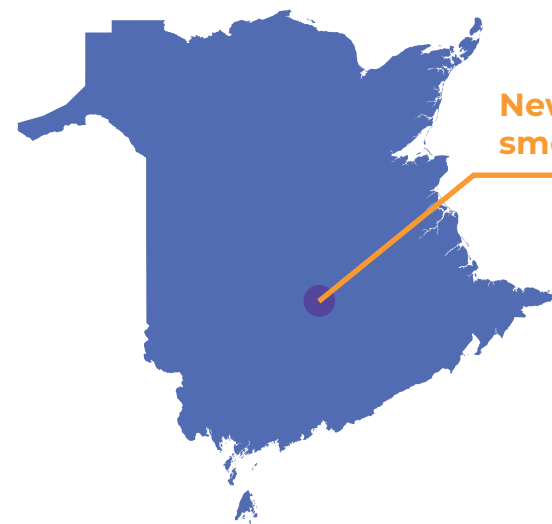
Priority Populations: The term “priority populations” as it appears in this strategy refers to an individual or group of people who exhibit higher-than-average tobacco or vape use rates² (e.g. Indigenous peoples, young adult males, 2SLGBTQI+ persons, and industry workers).

Tobacco: The term “tobacco” in this resource refers to the use or cessation of commercial tobacco products, and does not refer to the use or cessation of traditional or sacred tobacco by some Indigenous peoples.³

The Toll of Tobacco

- Tobacco use is the leading preventable cause of premature death in Canada, with approximately 46,000 Canadians dying from tobacco use annually.⁴
- New Brunswick has the highest daily smoking rates in the country at 13%.⁵
- Tobacco is the only legal consumer product that kills up to half of its users **when used exactly as intended by the manufacturer.**⁶
- Smoking is the only risk factor common to the top four non-communicable diseases: 1. cardiovascular diseases (e.g. heart attacks and stroke) 2. cancer; 3. chronic respiratory diseases (e.g. Chronic Obstructive Pulmonary Disease or COPD) and 4. Diabetes.⁷
- Chronic Obstructive Pulmonary Disease (COPD) is the second leading cause of a hospital admission in New Brunswick.⁸
- The primary cause of COPD is tobacco smoke, in fact, approximately 80% of COPD deaths are caused by smoking.⁹
- Smoking is the #1 risk factor for lung cancer, which is New Brunswick's top cause of avoidable mortality.⁸
- The cost associated with tobacco use to Canadian taxpayers is **\$11.2 billion** (including health care costs, hospitalizations, emergency room visits, disability, premature deaths, absenteeism, crimes, damages, prevention research, etc.)¹⁰

*Excluding Quebec



New Brunswick has the highest daily smoking rates in the country at 13%

Did You Know

Tobacco

- Disease, disability and death caused by tobacco use are 100% preventable!¹¹
- Nicotine is a highly addictive substance often causing dependence in young people with lower levels of exposure compared to adults.¹²
- It is never too late to quit smoking. A few days after stopping, it becomes easier to breathe and the sense of taste and smell improves.¹³
- Quitting smoking reduces the risk of premature death and improves health and quality of life.¹⁴
- There is no safe level of exposure to second hand tobacco smoke. Second-hand smoke contains more than 70 cancer-causing chemicals.¹⁶
- In New Brunswick, almost 13% of grade 6-12 students are exposed to cigarette smoke at home.¹⁷
- Students who have a family member who smokes are almost twice as likely to start smoking.¹⁸
- Third-hand smoke refers to the toxic chemicals in smoke that remain trapped in such things as hair, skin, fabric, carpet, furniture and toys after a cigarette, cigar or pipe has been extinguished.¹⁹
- Reducing New Brunswick's illicit tobacco trade by 1 percentage point would increase taxes collected by an estimated \$1 million annually. This revenue could be used to help fund essential services such as health care, social programs and provincial highways.²⁰
- For some cancer diagnoses, the benefit of quitting smoking may be equal to, or even exceed, the value of state-of-the-art cancer treatments.²¹

Did You Know

Vaping

- Vaping is not harmless. It can increase your exposure to harmful chemicals and lead to nicotine addiction.²²
- Vaping is not intended for youth and non-smokers.²³
- As of 2024, about 1 in 4 grades 6-12 New Brunswick students has tried vaping.¹⁷
- Nicotine negatively affects adolescent brain development. In high concentrations, nicotine can be toxic.²⁴
- Youth who vape are 3x more likely to become cigarette smokers later on.²²
- It's rare, but defective batteries in vaping products have caused fires and explosions.²²
- The oral ingestion (intentional or accidental) of nicotine-containing e-liquid should be avoided, as this can result in serious adverse events, including coma, respiratory arrest and brain death.²⁵
- No vaping device has been approved as a cessation tool by Health Canada.²³



Did You Know

Environmental Impacts

- Cigarette butts are the most littered item worldwide; they are not biodegradable and can take decades to decompose, and remain toxic for a long period.^{26, 27}
- Cigarette butts are the most commonly found litter in Canada. It is estimated that there are 15,000 tons of cigarette waste across the country each year.²⁷
- Cigarette butts that are thrown on the ground can pose serious threats to wildlife and often find their way into water systems.²⁷
- In the 2019 Great Canadian Shoreline Cleanup, cigarette butts were found on shorelines 22 times more frequently than plastic bags and 26 times more often than plastic straws.²⁷
- Smoking contributes to deforestation. One tree is cut down to make just 15 packs of cigarettes, or 300 individual cigarettes.²⁹
- It takes 3.7 liters of water to make just one cigarette.²⁹
- There are over 7,000 chemicals released into the environment when smoking a single cigarette – 70 of which are known carcinogens.²⁸
- Many popular e-cigarettes are pod-based devices with single-use plastic cartridges, contributing to plastic waste worldwide.³⁰
- Many popular e-cigarettes contain a lithium battery which also cause a risk for our environment.³⁰
- E-Cigarette cartridges have been labelled as hazardous waste by some environmental agencies.²⁷

Current Tobacco & Vaping Landscape

Tobacco and vaping use create a significant **economic burden** for all Canadians and New Brunswickers due to healthcare expenditures, lost productivity, criminal justice costs, and other direct expenses. The annual cost of tobacco alone, is approximately \$11.2 billion across Canada.⁴ In New Brunswick, this translates to an estimated **\$156 million in direct healthcare costs and \$308 million in total economic costs each year.**⁴

Although tobacco rates have been trending downwards over the last decade, an uptake is being observed with New Brunswick having the highest prevalence of smoking among Canadian provinces.¹⁵ While cigarette use has fallen among youth¹⁷, it remains a concern for all ages, signaling that there is a continued need for education and a more diversified and accessible cessation support system. Additionally, while cigarette use has fallen amongst young people, vaping remains popular with youth populations.¹⁵

Trends show that more youth and young adults are regularly vaping, often without having ever smoked cigarettes. The 2022 Canadian Tobacco and Nicotine Survey (CTNS) revealed that the number of nicotine users who had never smoked before more than doubled between 2013 to 2022¹⁵. Many people switch to or begin vaping without understanding the potential health impacts of this product. However, we know that vaping is not without risk. There is a growing body of emerging research that warns of the negative health implications of vapes and vape products – particularly for respiratory and cardiovascular health.^{24,25}



Most specifically, the CTNS highlights the need for more targeted efforts among youth and young adults, who continue to show the highest rates of nicotine use. Popularity continues to rise in young adults aged 20 to 24 years, with the prevalence of past-30-day vaping increased from 17.2% in 2021 to 19.7% in 2022.¹⁵ High-nicotine vaping products with sleek, discreet designs have saturated the market and are particularly attractive to young people. There are concerns regarding the long-term health effects of vaping²³ which is why it is strongly discouraged among youth and individuals who do not smoke already to start vaping at all.

The legalization of cannabis in Canada and the rising popularity of vaping products further contribute to concerns about increasing smoking initiation rates and exposure to second-hand smoke in public spaces. Youth who vape are at high risk of using traditional cigarettes later on in life.³² This, combined with the strategic marketing tactics of the vaping industry, lead experts to fear the re-normalization of smoking in our communities.³²

New Brunswick's Smoke-Free Places Act includes vapour in its definition of what constitutes "smoke" and bans smoking tobacco and cannabis, vaping and all other substances in its designated smoke-free environments.¹ Many organizations, institutions, workplaces, and even multi-unit dwellings (apartments and condominiums) are following suit, implementing and promoting their own comprehensive 100% smoke-free environment policies that address use of tobacco, cannabis and vaping products.

Canada's Tobacco Strategy aims to reduce tobacco use rates in Canada to 5% by 2035.² This goal is shared by **New Brunswick's Tobacco and Vape-Free Living Strategy** as it aligns its efforts with this and other existing strategies to increase the impact of collaborative partnerships.

Notable Legislative Changes

2025

- » New Brunswick announced its participation in the federal vaping product tax. (January 2025)

2024

- » New Brunswick expands licensing requirement to all retailers that sell vaping products, increases enforcement powers, and prohibits the sale of any flavour additives, whether intended to be used in vapour products or not, in tobacconist and vapour shops. (Sept 2024)
- » Canada requires nicotine replacement therapies in new and emerging formats, such as nicotine pouches, to be sold in pharmacy only, restricts allowable flavours to mint or menthol and prohibits advertising or promotion, including labelling and packaging, that could be appealing to youth. (August 2024)

2022

- » Canada introduces a tax on vaping products. (Oct 2022)
- » Vapour shops in New Brunswick require a licence to operate. (April 2022)

2021

- » New Brunswick prohibits the sale of flavoured vapes, except tobacco flavour. (Sept 2021)
- » Canada introduces Nicotine Concentration in Vaping Products Regulations which set a maximum nicotine concentration of 20 mg/mL for vaping products sold in Canada. (July 2021)

2018

- » Canada legalizes cannabis. (Oct 2018)
- » Canada approves the use of plain packaging for tobacco products with its Tobacco and Vaping Products Act. (May 2018)
- » Canada formally legalizes and regulates vaping with its Tobacco and Vaping Products Act. (May 2018)

2016

- » New Brunswick prohibits the sale of flavoured tobacco products, including menthol. (Jan 2016)
- » Definition of "smoke" expanded in New Brunswick's Smoke-Free Places Act to include any type of substance being smoked or vaped (including cannabis). (Nov 2016)
- » New Brunswick bans smoking on all Regional Health Authority grounds. (Nov 2016)

2015

- » New Brunswick's Smoke-Free Places Act adds many public outdoor spaces to its list of designated smoke-free environments. (July 2015)
- » New Brunswick prohibits the sale of electronic cigarettes and e-juices to persons under 19 years. (July 2015)
- » Outdoor advertisement by tobacconists and vapour shops is not permitted and promotional material inside these shops must not be seen from the outside. (July 2015)
- » Restrictions on promotional materials that previously applied to tobacco in other retail shops now also apply to vapour products and smoking supplies. (July 2015)

Priority Groups

In New Brunswick, certain groups experience higher rates of smoking compared to the general population. These priority groups may include, but are not limited to, Indigenous Peoples, 2SLGBTQI+² persons, young adult males – particularly those employed in trades-based jobs. Another group this Strategy will focus on includes youth populations who are risk for both smoking and vape use. A commitment to health equity, while addressing the unique challenges faced by these groups is essential for effective smoking reduction initiatives.³³

Indigenous Peoples:

The prevalence of smoking among Indigenous peoples is approximately 2 to 5 times higher than among non-Indigenous Canadians.² In New Brunswick, the rate of daily smoking in Indigenous youth (grades 6 to 12) is 2.5 times higher compared to the New Brunswick average.¹⁷ Several factors historically and presently contribute to these elevated rates, including targeted marketing tactics used by the tobacco industry, colonialism, and socioeconomic disparities.^{34, 35}

Tobacco companies have historically exploited Indigenous peoples and their culture, fostering a connection between tobacco use and cultural identity.³⁴ Aggressive industry targeting of Indigenous groups undermines Indigenous Self Determination and fails to protect the health and wellbeing of this equity-denied group.³⁴

Additionally, the legacy of colonization, residential schools, and systemic discrimination has led to intergenerational trauma and socio-economic disadvantages. These factors negatively impact health, and increase vulnerability to smoking or vaping.^{34, 37}



Moreover, the lack of culturally appropriate cessation programs further exacerbates the issue, as standard approaches may not resonate with Indigenous values and experiences.

Addressing these disparities requires a comprehensive approach to prevention and cessation that is Indigenous-led, trauma-informed and based on a culturally tailored approach which considers the social determinants of Indigenous health³³ and Indigenous mental wellness frameworks. These frameworks include Indigenous Wellness (2020)³⁸, Honouring Our Strengths (2014)³⁹ and First Nation Mental Wellness Continuum Framework (2015).⁴⁰ Additionally, supporting efforts which help reconnect Indigenous peoples with the knowledge and use of traditional tobacco, can help to prevent the misuse of commercialized tobacco products.³⁷ Efforts should not be one size fits all, and the unique needs of each group should be prioritized.^{35,36}

Priority Groups

2SLGBTQI+ Persons:

Smoking and vaping rates are significantly higher in the 2SLGBTQI+ community at any age, compared to heterosexual individuals – with some groups seeing double or triple the rates compared to non-2SLGBTQI+ persons.¹⁵

Further, the 2SLGBTQI+ group is another example of an equity-denied population that has been targeted by the tobacco industry. Tobacco companies have employed aggressively tailored marketing campaigns to promote uptake of smoking within the 2SLGBTQI+ community, using approaches such as sponsoring pride events, distributing coupons, and using ads which totes smoking as a means of social acceptance and stress management.^{41,42,43}

Moreover, 2SLGBTQI+ persons have historically been underserved by public health initiatives, because of social stigma and discrimination, leading to persistent health disparities. This has resulted in a dual issue where we see both high rates of smoking/vaping use, alongside a lack of targeted cessation programs, or resources that address the specific needs and experiences of 2SLGBTQI+ individuals.⁴¹ Addressing these inequities requires a multifaceted approach that involves inclusive and safe healthcare services, differentiated approaches for each segment of the diverse 2SLGBTQI+ group, and that considers social determinants of health.^{41, 43}



Males in Trades-Based Occupations:

Trades-based workers, particularly men, have disproportionately high rates of tobacco use and have less success in quitting when compared to other occupations.^{12,44} It's estimated that approximately 1 in 3 males working in trades-settings (ex: construction, mining, oil, transportation, etc) use tobacco products.^{12,45} Additionally, second hand smoke exposure is also higher in trades based workplaces, with up to 35% of individuals exposed.^{46, 47} This contributes to increased population level health risks such as COPD and lung cancer.^{46, 47} Reasons for these elevated rates may include the high stress nature of trades-based work as well as a history of targeted marketing campaigns by tobacco companies, further embedding smoking as a part of workplace culture.^{48, 49} Addressing tobacco use in this group requires a tailored approach that considers the trade industry's unique challenges, such as stress management, peer support and access to resources that align with irregular work schedules.^{44, 48}

Priority Groups

Youth:

As mentioned earlier, while smoking has declined among New Brunswick youth, vaping rates are high. As of 2024, the New Brunswick Health Council reported that 1 in 4 youths in grades 6-12 had tried vaping, with 14% vaping daily or occasionally – more than twice the rate of smoking.¹⁷

Although vaping companies claim their products are cessation tools, they have aggressively targeted youth in marketing. Social media, tailored messaging, attractive flavours, and sleek package design are all tactics that have been used to target and hook young people.^{50, 51}

Research continues to demonstrate the negative health impacts of vaping in all age groups; however, unique risks exist particularly to youth. Nicotine can have an impact on the growing brain – stunting its development. Emerging evidence also indicates a link between vape use and mental health issues among youth.^{50, 51, 52}

Notably, while youth vaping rates are high, so is the number of quit attempts. In 2022, 60% of individuals 15-19 who vaped daily reported making at least one quit attempt in the last 12 months.¹⁵ These facts highlight both the need and desire for better cessation support. Establishing best practices surrounding vaping, increasing education and developing creative resources which resonate with youth are important considerations to protect the health of young people and support all quit attempts.⁵² Moreover, this Strategy supports the creation of new policies that go beyond individual actions by protecting the health and wellness of youth populations.

Individuals with Low-Socio Economic Status:

Smoking is significantly more prevalent among individuals with low socio-economic status (SES) compared to those with higher SES.⁵³ In Canada, over 1 in 5 individuals in the lowest income group smoke, while this drops to just over 1 in 10 individuals in the highest income group.⁵³ Similar disparities are observed when considering education and employment status, with higher smoking, vaping and tobacco use rates among those with less than a university degree and those who are unemployed.^{15, 54} These trends may be influenced by stress, limited healthcare access, and targeted marketing by the tobacco industry.

Additionally, there is a disproportionate rate of low SES amongst Indigenous communities, 2SLGBTQ+ individuals, and some trades-based occupations, further compounding the importance of addressing these priority areas.^{53, 55} Tobacco companies have historically exploited economic vulnerabilities, promoting smoking as a cheap stress reliever, or selling tobacco at lower prices in specific communities, which deepens financial strain.⁵⁶ The lack of accessible cessation resources makes quitting harder, further entrenching health inequities.⁵⁷ Addressing this gap requires an intersectoral lens which addresses the root causes of tobacco and vape use and considers socio-economic barriers to affordable and accessible services.^{53, 57}



Social Influences on Tobacco & Vape Use

There are various factors that affect how people perceive, initiate, maintain, or quit smoking. These factors include family, friends, peers, role models, media, culture, norms, policies, and environmental conditions. Depending on the context and population, these factors can have positive or negative effects on tobacco use.

- Factors that increase the risk of smoking initiation or relapse.^{58, 59}
 - Peer pressure
 - Exposure to tobacco and vaping product advertising and promotion
 - Stress
 - Discrimination, marginalization, intergenerational trauma, financial hardships, and familial separation.
 - Adverse childhood and adolescent experiences (i.e., abuse, household mental illness, household substance abuse).
 - Availability and accessibility of tobacco and vaping products
 - For Indigenous populations, this also includes the impacts of Settler Colonialism (National Native Addictions Partnership Foundation, 2011)

- Factors that can reduce the risk of smoking or facilitate quitting.⁶⁰
 - Social support
 - Education
 - Information
 - Self-efficacy
 - Behavioural control
 - For Indigenous populations, this includes connection to Indigenous culture and language (Thunderbird Partnership Foundation, 2020)
 - Smoking prevention policies



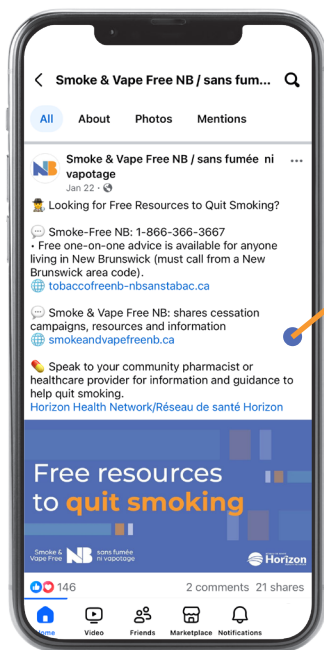
Let's Work Together

This Strategy is for all New Brunswickers. Together, we can work towards the vision of a tobacco and smoke free province for everyone living in New Brunswick. Coordinated actions contribute to the development of healthier communities, workplaces, schools, homes and individuals. By pooling our resources, expertise, knowledge and experience, we can continue to make positive changes.

Start by reviewing the goals and objectives of **New Brunswick's Tobacco and Vape-Free Living Strategy** and reflecting on where you or your organization can make a difference.

- Explore reliable resources to help with provincial or local planning such as:
 - A variety of Canadian Surveys on Tobacco Use and Smoking and Vaping, published by Statistics Canada (provide provincial information with national comparators to help support province-wide action);
 - The Community Health Profiles, published by the New Brunswick Health Council (include information on smoking and tobacco use to help support local action)
- Connect with the **Smoke and Vape Free NB** for help identifying ways to take action on tobacco and smoke-free living at work, home and in the community, or with efforts that are already underway.
- Get inspired by the success stories that are regularly shared by SVFNB.
- Sign up to the SVFNB's email list and visit the SVFNB's Facebook account to stay up to date on the latest news, resources and learning opportunities.

Consider joining our coalition through our many activities or working groups. All actions, big or small, will help create a tobacco and smoke-free province for everyone in New Brunswick!



Visit the SVFNB's Facebook account to stay up to date on the latest news, resources and learning opportunities
[@Smoke & Vape Free NB / sans fumée ni vapotage](https://www.facebook.com/SmokeandVapeFreeNB)

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.

According to the New Brunswick Smoke-Free Places Act, "smoke" means "(a) to smoke, hold or otherwise have control over an ignited tobacco product or another ignited substance that is intended to be smoked, or (b) to inhale or exhale vapour from, or to hold or otherwise have control over, (i) an activated electronic cigarette, (ii) an activated water pipe, or (iii) another activated device containing a substance that is intended to be inhaled or exhaled."

Measuring Our Impact

Progress in advancing **New Brunswick's Tobacco and Vape-Free Living Strategy** will be presented in an annual Progress Report, prepared by SVFNB, with contributions from stakeholders and partners throughout the province. Information from the sources of data described below will be shared to complement the report on actions being taken across the province to advance the goals and objectives of this Strategy. A more complete picture will help to better understand the Strategy's impact, identify emerging and long-term trends, and proactively inform the planning of future actions. Progress reports can be accessed by visiting SVFNB's website.

Data Sources

Information which can help track progress towards achieving the vision of making New Brunswick a tobacco and smoke-free province for all include:

Canadian Substance Use Survey (CSUS)

The Canadian Substance Use Survey (CSUS) (previously the Canadian Alcohol and Drugs Survey) is conducted every other year by Health Canada (HC). It aims to collect data from people living in Canada to identify the prevalence of and trends in alcohol and drug use. Data from CSUS are used to develop, implement, and evaluate strategies, policies, and programs surrounding alcohol and drug use in Canada.

Canadian Community Health Survey (CCHS)

CCHS collects information from respondents aged 12 and over. The annual sample is 65,000 and smoking questions are asked in the context of a wide range of health-related behaviours.

Canadian Tobacco, Alcohol and Drugs Survey (CTADS)

General population survey of tobacco, alcohol and drug use among Canadians aged 15 years and older. Until 2017, Statistics Canada conducted the CTADS. It has been determined by Health Canada that this survey will now be separated into two surveys - one for tobacco and nicotine, and one for alcohol and drugs. These surveys would then be conducted every other year, starting with the Canadian Alcohol and Drugs Survey (CADS) in 2019.

www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey.htm

Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS)

Survey of tobacco, alcohol, and drug use among Canadian students in grades 7 to 12.

www.canada.ca/en/health-canada/services/canadian-student-tobacco-alcohol-drugs-survey.html

The New Brunswick Student Wellness and Education Survey

Questionnaires for students from grades 6-12; students from grades 4-5; and parents of K-5 students. It is administered by the New Brunswick Health Council and information on the survey and data can be found here:

[Student Wellness and Education Survey | New Brunswick Health Council.](http://StudentWellnessandEducationSurvey|NewBrunswickHealthCouncil)

New Brunswick Health Council Data Tables on Health Behaviour

This data table shares information on health behaviours, including smoking and vaping rates, for the segments of youths (under 18), adults (18+), and seniors (65+).

<https://nbhc.ca/table/health-behaviours?cuts=NB&qid=5089&sid=9130&tid=9130>

My Community at a Glance Community Profiles

The goal of these community profiles, is to empower individuals with information about their community to stimulate interest in building healthier communities.

The information in each profile (including tobacco use) gives a comprehensive view about the people who live, learn, work, and take part in community life in this area.

www.nbhc.ca/community-profiles

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