



New Brunswick's Tobacco and Vape-Free Living Strategy

Progress Report 2024

Smoke &
Vape Free



sans fumée
ni vapotage

This report describes actions taken by the Smoke & Vape-Free NB, 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, 2024 and December 31, 2024

The actions presented in this report do not represent all activities undertaken across the province, but rather those which have been shared with the SVFNB as of the publication date.

SVFNB Vision: A tobacco and smoke-free province.

SVFNB 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 **SVFNB Manager at admin@smokeandvapefree.nb.ca or 506-423-2921.**

SVFNB 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
- Health Canada (ex-officio)



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2024 Smoke and Vape-Free NB Highlights

- Successfully renewed NB's Tobacco and Vape-Free Living Strategy as stewards of the province's tobacco control strategy.
- Successfully launched the rebrand of this organization with multiple promotions running throughout the year.
- SVFNB had a 31% increase in total website users from 2023-2024!
- SVFNB met or exceeded 100% of its key performance indicator targets.
- Fulfilled a commitment to supporting equity-denied groups from the Strategy, by participating as a member of the newly-formed Indigenous Commercial Tobacco Cessation Committee.
- Supported a pilot project to address youth vaping prevention and cessation in the Francophone school district.
- This coalition welcomed 3 new Steering Committee members in 2024, with two from the Department of Education (Francophone and Anglophone sectors) and one who is a certified tobacco educator and researcher.
- Successfully addressed a need for education and support to care providers working in specialty care homes with the creation of guidelines pivotal for the successful implementation of therapies to combat nicotine addiction in their residents.

Executive Summary

Smoke and Vape Free NB (SVFNB) is a collaborative partnership between government and non-government stakeholders, in the pursuit of a smoke-free New Brunswick. For over 20 years, SVFNB has worked to inform and educate the public on the dangers of tobacco and more recently, vaping products while providing the latest information on research, reports, and legislation in the province. With the ultimate vision of a tobacco and smoke-free province, our mission is to work collaboratively with stakeholders to build supportive environments for tobacco and vape-free living by prioritizing initiatives and projects set by the goals and objectives of NB's Tobacco and Vape-Free Living Strategy.

This year-end report summarizes the achievements of SVFNB throughout the 2024 calendar year structured under a framework of Strategy goals. The report includes the work of SVFNB's daily operations, specific projects, new partnerships as well as summaries of the work done towards organizational sustainability and the updating of a Key Progress Indicators system of monitoring and evaluation to track organizational progress and impact as well as a scorecard which provides at-a-glance numerical data to demonstrate results, accountability and use of resources.

Report on 2024 Deliverables Against Strategy Goals

Goal 1: Increase the number of individuals taking action to support tobacco and smoke-free living

Deliverable activities:

Management of SVFNB

One of the major goals for 2024 was to launch the rebrand of the organization. The first phase included working closely with our web host Pulse Communications, to update each page of the website (50+ pages) with the new name, logo and updated images hand-picked by the manager. Refreshed images were also needed to remove the wellness branding from most pages since that movement has been discontinued by GNB. Many pages included descriptions and content that required the insertion of the new name and logo. New URL's were purchased and the logo was inserted for these new sites. We had purchased promotion images and banners previously from the rebranding company ICS that we had hired to help develop the new name and logo. These rebrand promos ran continuously via the homepage banner of the website and in each monthly newsletter and periodically on a new Facebook page that was started to boost options around paid promotions and to launch future campaigns in an effort to reach new audiences seeking information and assistance for smoking and vaping cessation.

The Strategy renewal was another large project the manager of SVFNB coordinated and implemented in 2024. For more information see Goal 5.

The daily operations of the organization were maintained with regular updates to the website, the sharing of rebrand promotions through our communication assets, and the implementation of quarterly Steering Committee, Provincial Vaping working group and strategy renewal meetings all scheduled and coordinated by the SVFNB manager.

The outcomes of the coalition work were reported on at each Steering Committee meeting, minutes and through the annual creation of a Progress Report incorporating work from the SVFBNB organization itself along with contributions from most coalition members.

Evaluation Frameworks

SVFNB's KPI framework of evaluation was maintained and updated to effectively measure, monitor, and report on the success and impact of the organization's collective efforts in tobacco and vaping control. The tracking of the quantifiable measures from the KPI table is tracked in a separate document called a scorecard that keeps track of numerical data from specific deliverables to GNB including KPI targets that are set in the funding proposal, which includes a baseline, frequency (semi-annual), and trending indicators. The SVFNB scorecard demonstrates the consistency in which our work regularly meets and often exceeds projected targets for the year.

Progress Reports

SVFNB supported the implementation and reported on the progress of NB's Tobacco-Free Living Strategy in 2024 with updates on all major projects and partnerships to members in all the Steering Committee and vaping working group meetings. Major project updates included phase 1 of the website update project involving the insertion of the our rebranded name and logo with updated page content, the continuation of updating the Strategy document as well as the goals and objectives infographic along with project updates on our partnership with cessation specialists from the Vitalité Health Network on a Tip Sheet with information to combat nicotine addiction designed for care providers in specialty care homes who are not health care professionals.

Each year SVFNB publishes a comprehensive Progress Report detailing the impacts made towards the goals and objectives of NB's Tobacco and Vape Free Living Strategy. SVFNB wanted to improve the readability of this typically long report and display coalition accomplishments in a more dynamic and interesting format. An updated format was implemented with each goal containing data representations in an infographic style that facilitated reader comprehension while simplifying lists and facts to visuals which conveyed greater meaning.

New Memberships and Partnerships

In order to keep diverse membership for the Coalition and help facilitate new partnerships among key stakeholders it is important to bring in individuals representing new sectors with varied backgrounds to improve problem-solving and drive innovation of our work. This year SVFNB welcomed two new Steering Committee members from the Department of Education as well as a certified tobacco education and researcher from the Heart and Stroke Foundation of NB. The PVWG welcomed several new members including an individual from Public Health Vitalité, a First Nations Commercial Tobacco Cessation Project Lead from CCS, a GNB Health Promotion Specialist from Public Health, a member from the Department of Education, and a Public Health Nurse, from the Healthy Learner in School Programs. In an effort to identify non-active members from the vaping working group, an opt-out email was sent out resulting in a more engaged cohort of members reducing the group from 40 to 24.

A new partnership was also formed with the KTMF group who had invited SVFNB to join their newly formed Indigenous Commercial Tobacco Cessation Committee aimed at discovering culturally safe cessation programs for NB's First Nations communities.

Knowledge-Exchange Projects

In an effort to inform, educate and engage stakeholders, SVFNB continued its contributions to the HSFNB newsletters in 2024. Topics shared this past year included SVFNB's rebrand launch, a link to follow our new Facebook page and information on the rise in popularity of nicotine pouches amongst NB youth. The spring newsletter shared information on the 2024 theme for World No Tobacco Day, how NB will participate in the Federal e-cigarette tax as well as GNB's' amendments to the Tobacco and Electronic Cigarette Act, the installation of vaping sensors in 12 Anglophones schools, and Health Canada enacting new warnings to be placed on individual cigarettes. Their fall newsletter shared SVFNB's tobacco free champion success story describing the testimonial of an individual who was successfully supported through the Vitalité cessation clinic.

A comprehensive presentation was also provided to the staff from the Health Promotion Department of the HSFNB in October detailing the list of accomplishments SVFNB had completed to-date in 2024 including new projects, partnerships and a communications summary as well as fun facts and interesting statistics about the coalition.

The following KPI's were monitored in 2024:

KPI	Target	2024 Result
# Steering committee meetings, # PVWG meetings	4 meetings each per year	8 total = on target
# of stakeholder partnerships for initiatives aimed at groups with high tobacco use rates.	4 stakeholder partnerships	4 total = on target

Goal 2: Increase prevention, by reducing the number of New Brunswickers who start using tobacco and vapour products.

Deliverable activities:

Provincial Vaping Working Group

The Provincial Vaping Working Group (PVWG) continued to provide a forum for diverse sectors to connect and share information and knowledge on effective ways to address the youth vaping issue in NB. A variety of resources to support and address nicotine vaping in youth and young adult populations were shared in working group meetings including several guest presenters and members who shared information on new campaigns, cessation resources and updates on proposed new vaping legislation.

Follow up on the Quash pilot program project in the Anglophone school district continued with regular updates received from our DOE member who also partnered with a member from the Francophone sector to begin the process of piloting this project in those districts. This project is now being overseen solely by DOE members who continue to provide updates on the status of this program to PVWG members.

The PVWG is focused on prioritizing youth vaping prevention and cessation projects in the coming year. A discussion was had reviewing the group's opportunities, strengths and capacity to determine possible projects and partners for 2025.

Health Promotion and Prevention Resources

SVFNB has continued to promote health promotion programs with a focus on tobacco and vaping education, prevention, and cessation particularly for youth. New resources added to the website this year included the I Quit For Me: This guide is for youth who want to quit using tobacco, cigarettes, or vapes, the Libair application, designed to help young people stop vaping, from the Quebec Council on Tobacco and Health (CQTS) who deployed a vast multi-platform campaign, and Health Canada Experiences. A new program available for grades 4 to 6 called Get the Facts. Educators can request virtual sessions for their classrooms. Health promotion events that were shared on the website this year included the annual Stroke conference, the Ottawa conference, NB Lung's Respiratory Health Symposium, Vitalité's conference on nicotine addiction and Horizon's clinical smoking cessation education forum all providing learning opportunities for stakeholders.

Special reports which promote healthier outcomes for New Brunswickers that were posted include a report by the Canadian Cancer Society that provides an international overview ranking 211 countries/jurisdictions based on warning size, and lists those that have finalized requirements for picture warnings, a Heart and Stroke special report called, "System Failure: Healthcare inequities continue to leave women's heart and brain health behind", and Key observations from 2022-2023 edition of Student Wellness Survey drawn from the results of the grades 6 to 12 survey, with a special focus on mental health and substance use.

World No Tobacco Day

This year's campaign was focused on protecting children from the tobacco industry interference. The theme of WNTD 2024, focused on advocating for an end to the targeting of youth with harmful tobacco products. This discourse provides a platform for young people, policy-makers and tobacco control advocates globally to discuss the issue and to urge governments to adopt policies that shield young people from the manipulative practices of the tobacco and related industries. Although cigarette smoking has decreased over the years due to phenomenal efforts by the tobacco control community, more must be done to safeguard these vulnerable groups especially since products such as electronic cigarettes and nicotine pouches are gaining popularity among youth.

National Non-Smoking Week

On the 3rd week of every January this event kicks off the new year by encouraging Canadians to go smoke-free. The week's goals are to:

- Educate Canadians about the health risks of smoking
- Support people in quitting smoking
- Prevent people who don't smoke from starting
- Promote the right to breathe unpolluted air
- Denormalize tobacco use and the tobacco industry

SVFNB announced this event on their website in December, in monthly newsletters and posted a variety of cessation resources to our Facebook page throughout the week.

Youth Vaping Initiatives

SVFNB has promoted youth vaping cessation programs or initiatives into the Francophone school districts in NB by supporting the implementation of the Quash program pilot project into the Francophone sector.

Working closely with our Francophone vaping working group member, a partnership was able to form between both the Anglophone and Francophone school districts made possible by the forum we provide, to share resources and information. The Francophone Quash program has received approval to go ahead and train educators for the facilitator training course as well as budgetary approval. Their program is set to begin for the 2025-26 school year. This Francophone vaping working group member has since joined SVFNB's Steering Committee as well.

The following KPI's were monitored in 2024:

KPI	TARGET	2024 RESULT
# Projects and/or initiatives created for youth and young adult populations	2 per year	3 total = above target
# Meetings where advocacy efforts of stakeholders were shared	2 meetings per year	5 total = above target
# Resources for high tobacco-use rate populations added to website	4 shares per year	12 total = above target
# Posts shared on social media aimed at youth and young adults	6 posts per year	13 total = above target

Goal 3: Increase the number of tobacco users who quit and remain tobacco-free

Deliverable activities:

Provincial Vaping Working Group

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

Tobacco-Free NB

This cessation resource was promoted in 2024 when it was shared and discussed in both the Steering Committee and PVWG meeting with over 50 members. Their website, toll free line and chat features were shared among SVFNB's list of cessation resources on the SVFNB resources webpage and during NNSW 2024.

Tobacco and Vaping Cessation Campaigns

SVFNB promoted a variety of tobacco and vaping cessation campaigns from stakeholders including the following Health Canada campaigns: I Quit For me. This guide is for youth who want to quit using tobacco, cigarettes, or vapes. It contains explanations on addiction, the science of nicotine, and help with making a plan for quitting tobacco and vaping; Health Canada Experiences, a new program is now available for grades 4 to 6 called Get the Facts where educators can request virtual sessions for their classrooms and finally, the updated Consider the Consequences of Vaping campaign now a self-led module to help and support educators in engaging with youth on vaping.

Smoking Cessation Forums

The SVFNB promoted the following cessation forums this past year on our website, newsletters and Facebook which included the Heart and Stroke Foundation of NB's annual Stroke conference, the 16th Annual Ottawa Conference: State of The Art Clinical Approaches to Smoking Cessation, NB Lung's Respiratory Health Symposium as well as the Horizon clinical smoking cessation forum and Vitalité's conference on nicotine addiction.

Also, of note, SVFNB shared the WHO releasing their first-ever clinical treatment guideline for tobacco cessation in adults and the Canadian Public Health (CPHA) Webinars: Tobacco and Vaping Series. CPHA hosted two interactive webinars in May that aimed to bring together professionals and experts to discuss evidence-based policies and practices in smoking cessation, and strategies to address youth vaping.

Tobacco Free Champion Success Story

Each year, SVFNB shares stories from individuals, groups and organizations who have taken action to live tobacco and smoke-free in their homes, schools, workplace, and communities. In 2024 we promoted the success of the Vitalité smoking cessation clinic. Specifically, what services they provide and the type of support given. From managing cravings, to providing information on nicotine replacement therapies and positive reinforcement, to allowing clients space to talk through their feelings, the story informs the public as to what kind of help and support they can expect from this excellent NB resource. This story was featured on our website under the [Success Stories webpage](#), on our newsfeed, e-newsletter, and social media.

Cessation Guidelines for Specialty Care Homes

In 2024, SVFNB successfully helped to support the creation of cessation guidelines for long term care homes. In partnership with cessation specialists from the Vitalité Health Network, SVFNB assembled a tip sheet for care providers who work in specialty care homes who are not health care professionals. A gap in knowledge was identified by cessation specialists who felt these care providers would benefit from key information and critical support through the formation of guidelines pivotal for the successful implementation of therapies to combat nicotine addiction in their residents. The content for this project is now complete and from here it will go to communications who will help design an infographic for staff to access this information in 2025.

The following KPI's were monitored in 2024:

KPI	TARGET	2024 RESULT
# Cessation resources shared & promoted by SVFNB via website, newsletter and social media sites	10 posts per year	33 total = above target
# Initiatives aimed at high tobacco-use rate populations	2 projects per year	3 total = above target

Goal 4: Increase the number of 100% smoke-free spaces

Deliverable activities:

Policy Action Support

SVFNB supported new policy actions through the dissemination of new information, data and research to stakeholders in 2024. Advocating members were given time on each Steering Committee and PVWG meeting agendas to share the work they were doing to amend current tobacco and electronic cigarette legislation as well as to propose new regulations.

New Legislation that was shared on our website in 2024 included GNB's amendments to the current Tobacco and Electronic Cigarettes Sales Act intended to prevent vaping by youth, how GNB plans to participate in the federal vaping product tax with an intended implementation date of Jan. 1, 2025 aimed at making vaping products less affordable, and federally the individual cigarettes sold in Canada are now labelled with health warnings in a world first. Finally, Health Canada announced in August new restrictions on the sale of nicotine pouches, to be sold only by a pharmacist, prohibiting advertising or promotion, including labelling and packaging, that could be appealing to youth as well as from being sold with flavours other than mint or menthol.

Addressing Compliance Issues

SVFNB continued to work towards addressing compliance issues with existing smoke-free spaces, indoors and outdoors this year by responding to calls and emails from the public with queries on their rights in relation to the specifics of NB's Smoke Free Places Act. If violators of the act were identified in their complaint, individuals were encouraged to call the Smoke-Free Places Act Information line. New Brunswick peace officers and inspectors are able to issue tickets to individuals who smoke or vape tobacco, cannabis or any other substance, in public places where smoking and vaping are banned, as well as building owners who do not enforce the regulations of the New Brunswick Smoke-Free Places Act (appropriate signage, etc).

The following KPI's were monitored in 2024:

KPI	TARGET	2024RESULT
# Social media posts addressing harms of second & third hand smoke	2 posts per year	6 total = above target
#Social media posts with resources on how to make the home and car smoke-free even in a multi-unit dwelling	2 posts per year	2 total = on target

Goal 5: Advance New Brunswick's Tobacco and Vape-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and networks

Deliverable activities:

Improving Capacity & Sustainability

Sustainability of SVFNB was supported this past year with activities that promoted the new brand and thus improved our capacity via the website update, the creation of a new Facebook account and the ongoing re-brand promotions that ran on the website, in our newsletters and on social media.

Progress Report

The annual Progress Report was published to the SVFNB website and shared in several monthly newsletters to our 500+ subscribers representing the public, stakeholders and partners in the pursuit of a smoke-free province. This comprehensive report highlights the progress made towards reaching the goals and objectives outlined in NB's Tobacco and Vape Free Living Strategy. Each section is organized under each Strategic goal aimed at taking action, youth prevention, cessation support, promoting smoke-free spaces and aligning efforts with other strategies and networks.

Strategy Promotion to Indigenous Populations

As one of the key stakeholders to the KTMF Cancer Care strategy plan, we had been asked to include NB First Nations specifically in the Strategy renewal update as a priority population that included plans to address their higher-than-average tobacco use rates. SVFNB acknowledges the alarming tobacco use rates among Indigenous peoples is approximately 2 to 5 times higher than among non-Indigenous Canadians. In New Brunswick, almost twice as many Indigenous youth (in grades 6 to 12) identify as daily smokers compared to non-Indigenous youth (9% versus 5%). Furthermore, SVFNB updated specific terms with definitions to clarify information in the document on differences between commercial and traditional tobacco, added resources to support information on Indigenous populations including a commitment to programming that is Indigenous-led, trauma-informed, and based on a culturally tailored approach which considers the social determinants of Indigenous health and Indigenous mental wellness frameworks.

Promoting NB's Tobacco and Vape-Free Living Strategy

SVFNB continued to build capacity among stakeholders and partners to encourage the adoption of the New Brunswick Tobacco and Vape-Free Living Strategy 2024-2028 into their strategic planning and ongoing efforts. The Strategy was promoted during several coalition activities this past year including the SVFNB Fiscal 2024 presentation to the Health Promotion staff of Heart & Stroke NB where all health promotion activities and initiatives were shared along with new partnerships and communication projects. The Strategy was also promoted with the release of the annual Progress Report to the website newsfeed, and webpage along with a post in our monthly e-newsletters.

Strategy Renewal

The Strategy Renewal was another large project the manager of SVFNB coordinated and implemented in 2024. SVFNB reconvened its strategy renewal working group to update NB's Tobacco Free Living Strategy.

Each section of the document was assigned to different working group members to update language, content and references. The working group agreed that in lieu of a province-wide consultation, a superficial update on the Strategy Goals and Objectives would be appropriate since the evolving nicotine market has not yet warranted any significant updates to its basic content while the ultimate goals and objectives of this strategy remain relevant. Obvious changes that were made included removing any mention of the now defunct Wellness Movement and updating the title to include the word vape which reflects our commitment to working on the vaping crisis in NB. The content for this document has been finalized and now awaits professional formatting and graphic design before its official public launch.

Website Updates

Phase one of the SVFNB website update project included the insertion of the updated branding to over 50 webpages with modern images, logo colors and the inclusion of the organization’s new name throughout. After collaborating with industry experts, it was decided that the website would also require a reorganization of the homepage as key resources and popular searches were being lost in an overly populated navigation menu. SVFNB’s web host provided a costly quote to complete this project that would have to be put on hold till additional funding is secured.

The SVFNB rebranding was also continuously promoted on the homepage banner of smokeandvapefree.nb.ca. Three different promotions run on a loop detailing information on the rationale behind the new logo, the intent of the rebrand and how the rebrand highlights our commitment towards a tobacco and smoke-free province. Rebrand promotions also ran in each of our monthly e-newsletters in 2024 and periodically on our Facebook page.

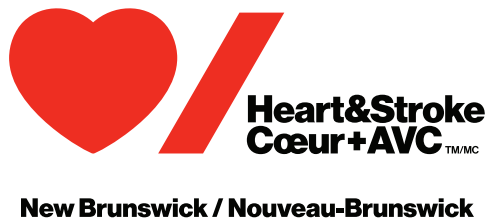
The following KPI’s were monitored in 2024:

KPI	TARGET	2024 RESULT
# Health Canada campaigns shared & promoted by SVFNB	2 campaigns per year	2 website, 6 Facebook= 8 total = Above target
# Strategy promotion presentations or tools created or shared for stakeholders	6 posts per year	6 total = on target

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