

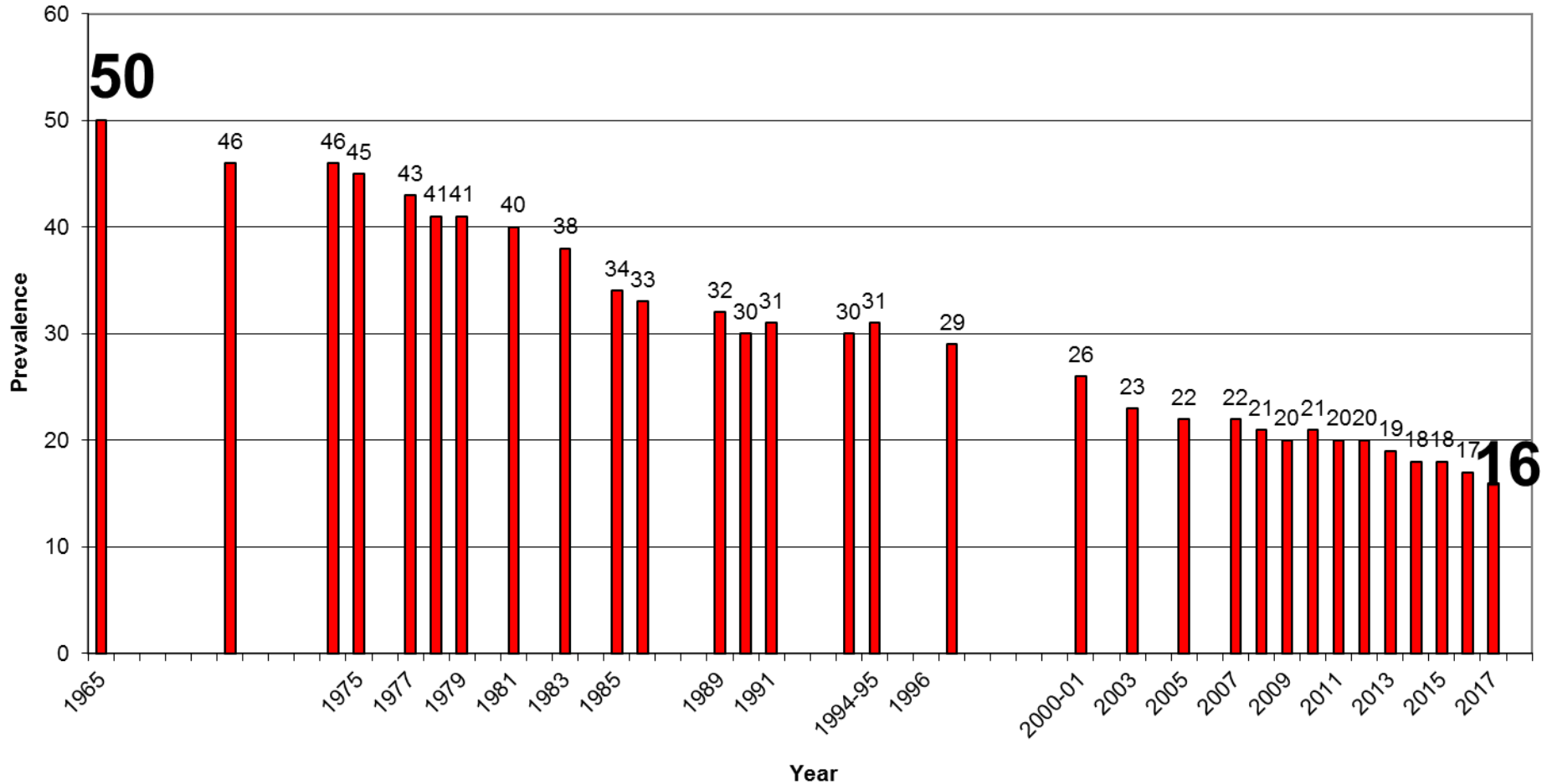
# Trends in Tobacco Control in Canada

Rob Cunningham

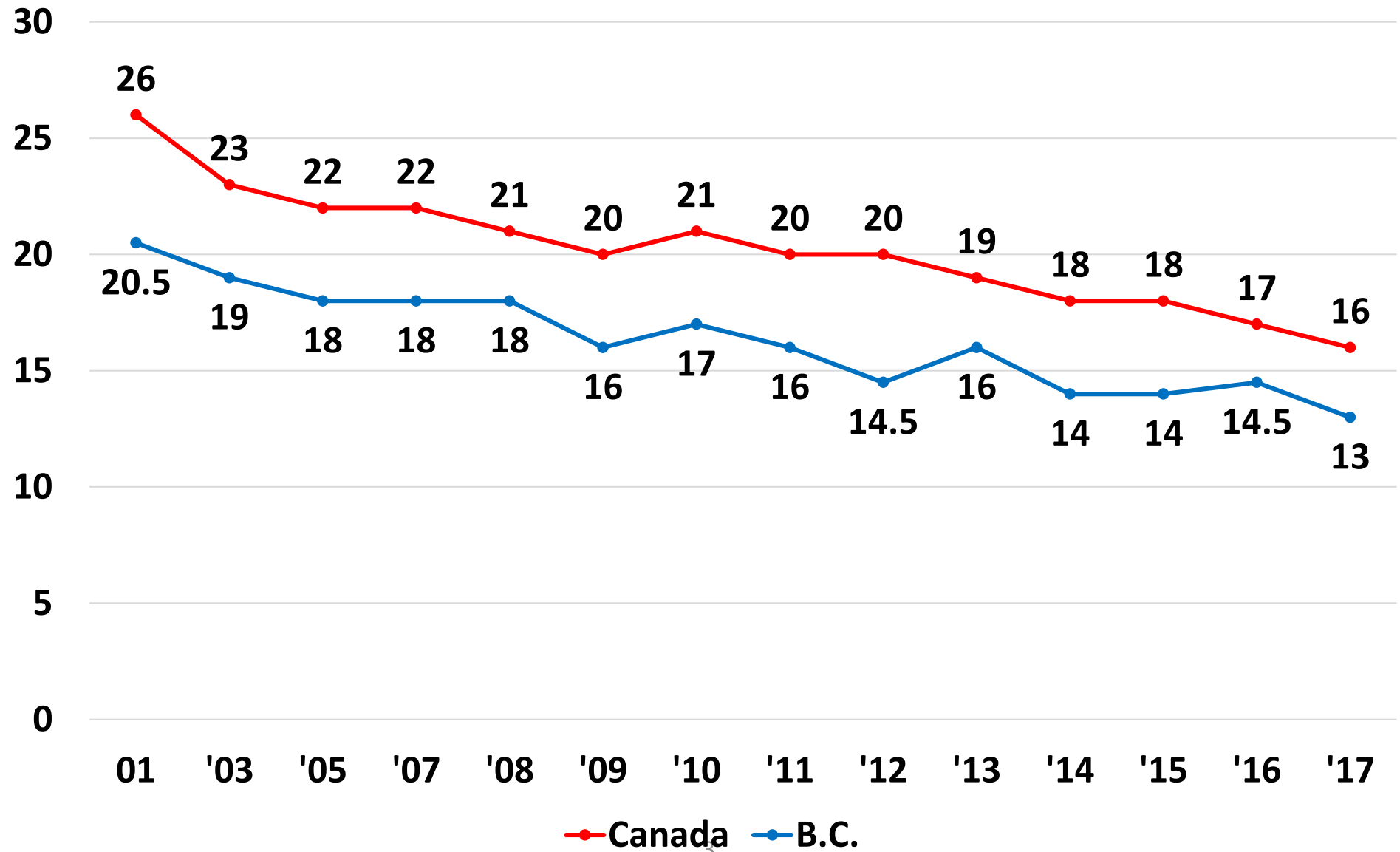


B.C. Clean Air Coalition Webinar  
November 21, 2018

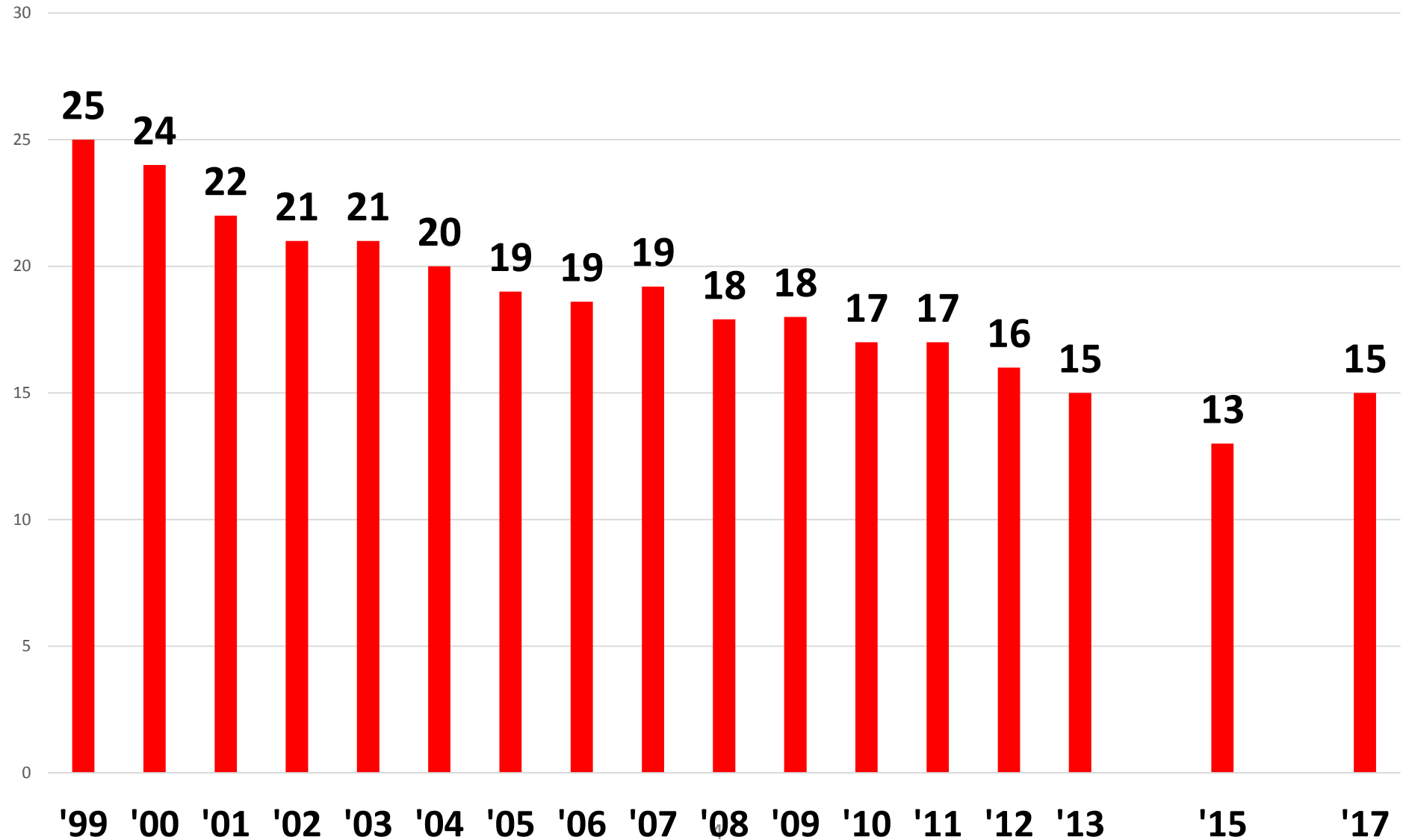
# Current Smoking Prevalence, Canada, 1965-2017



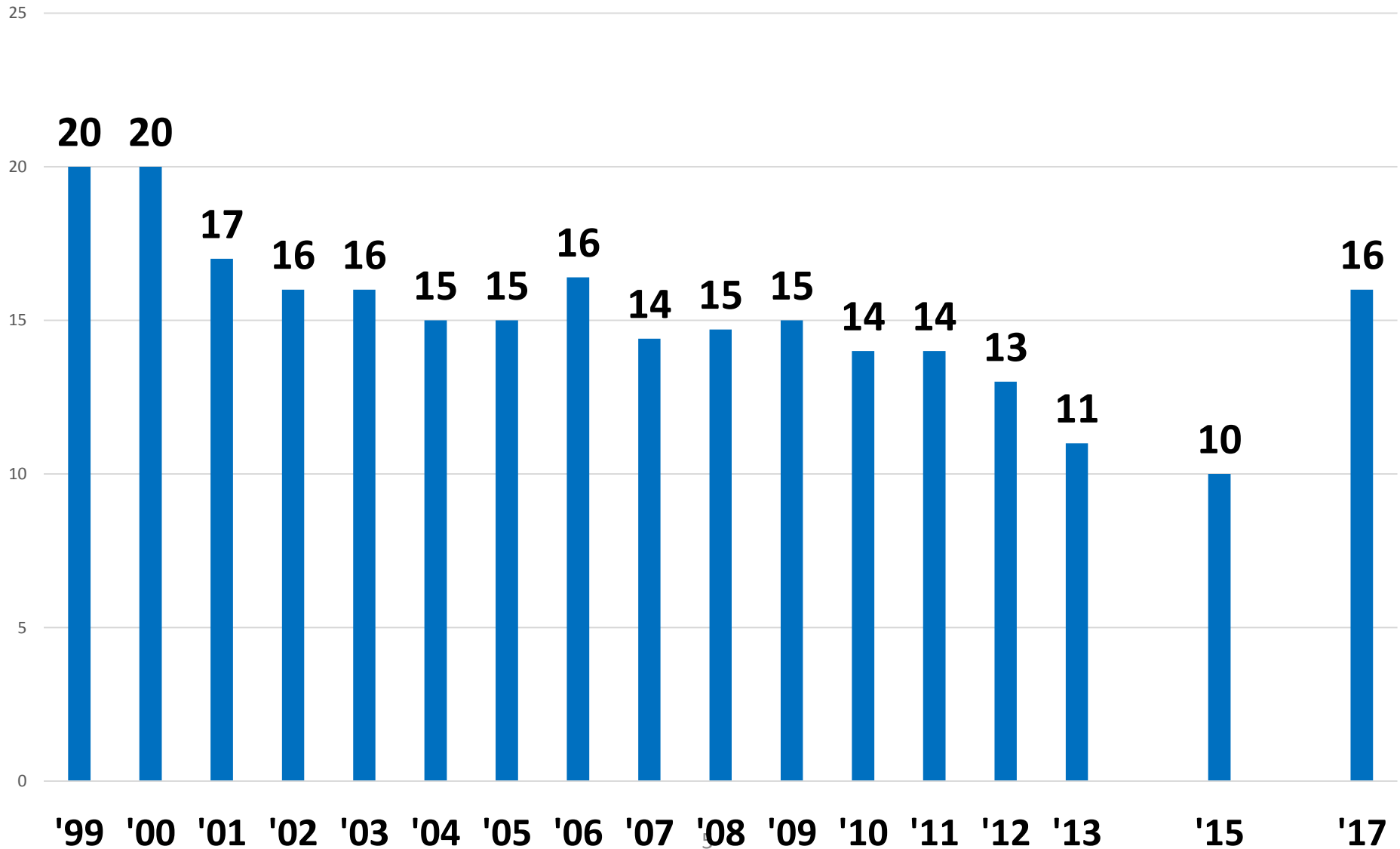
# Current Smoking Prevalence, Age 12+ Canadian Community Health Survey (CCHS)



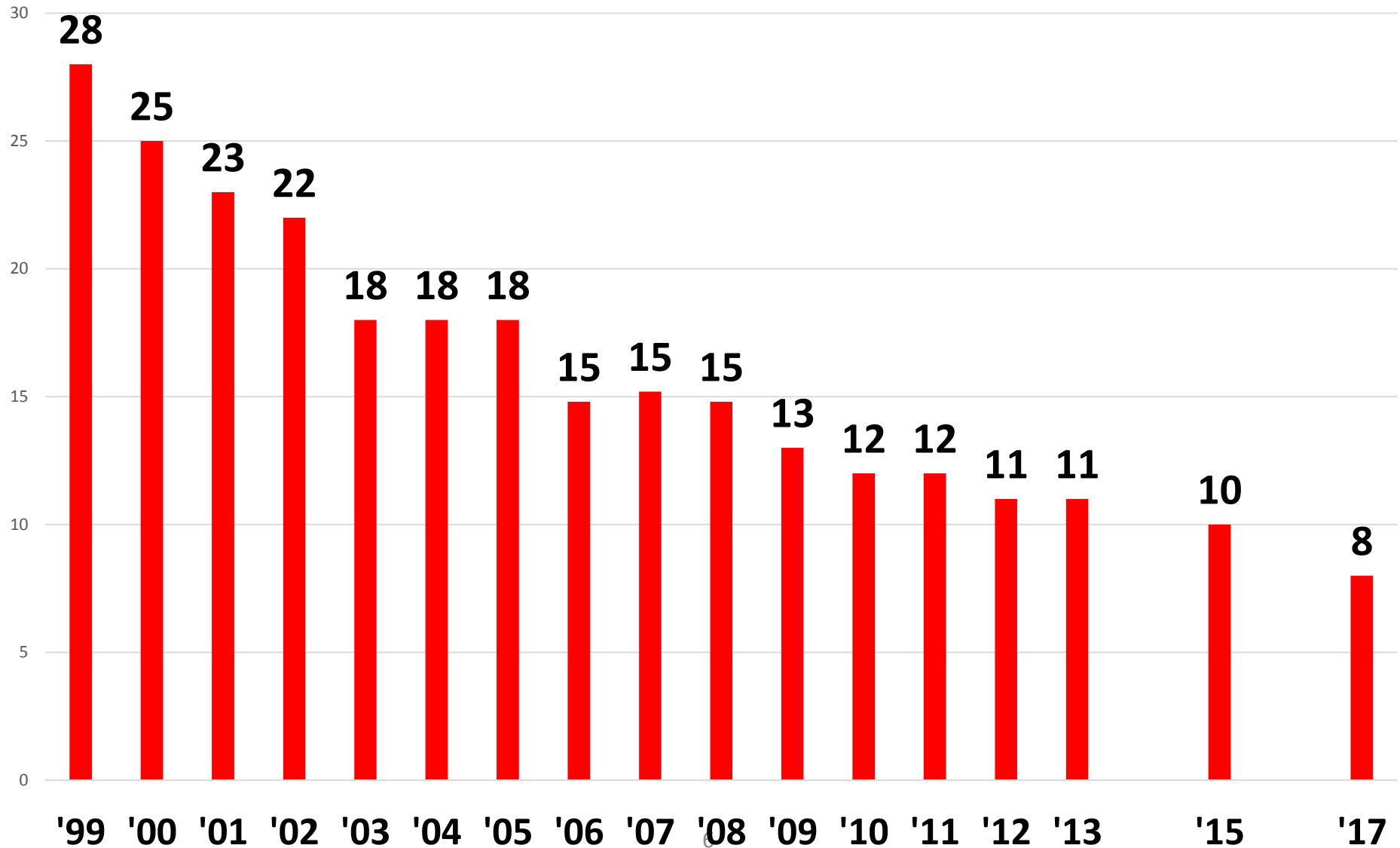
**Current Smoking, Age 15+, Canada**  
**Canadian Tobacco Use Monitoring Survey (CTUMS), 1999-2012;**  
**Canadian Tobacco, Alcohol and Drugs Survey (CTADS), 2013-17**



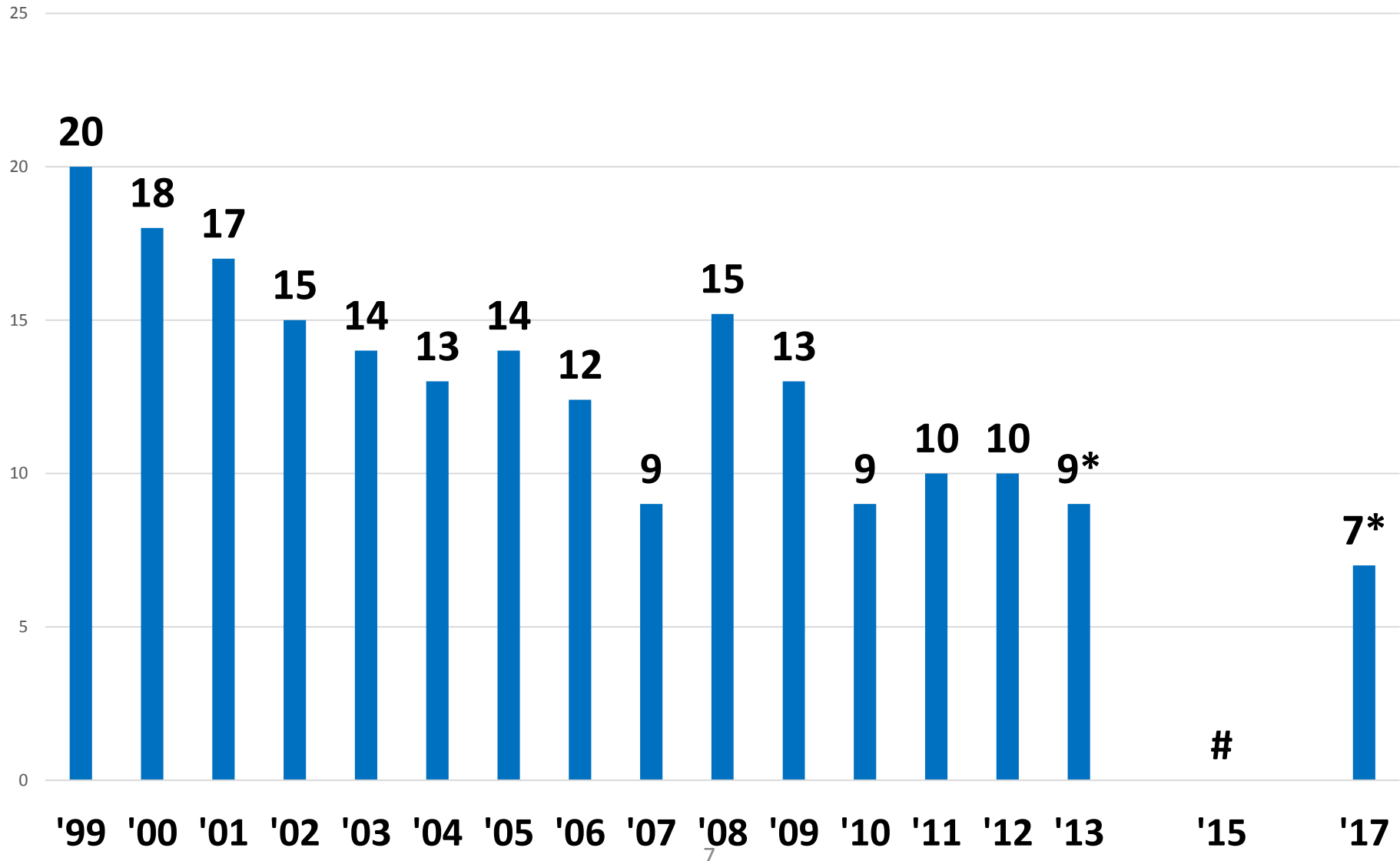
**Current Smoking, Age 15+, B.C.**  
**Canadian Tobacco Use Monitoring Survey (CTUMS), 1999-2012;**  
**Canadian Tobacco, Alcohol and Drugs Survey (CTADS), 2013-17**



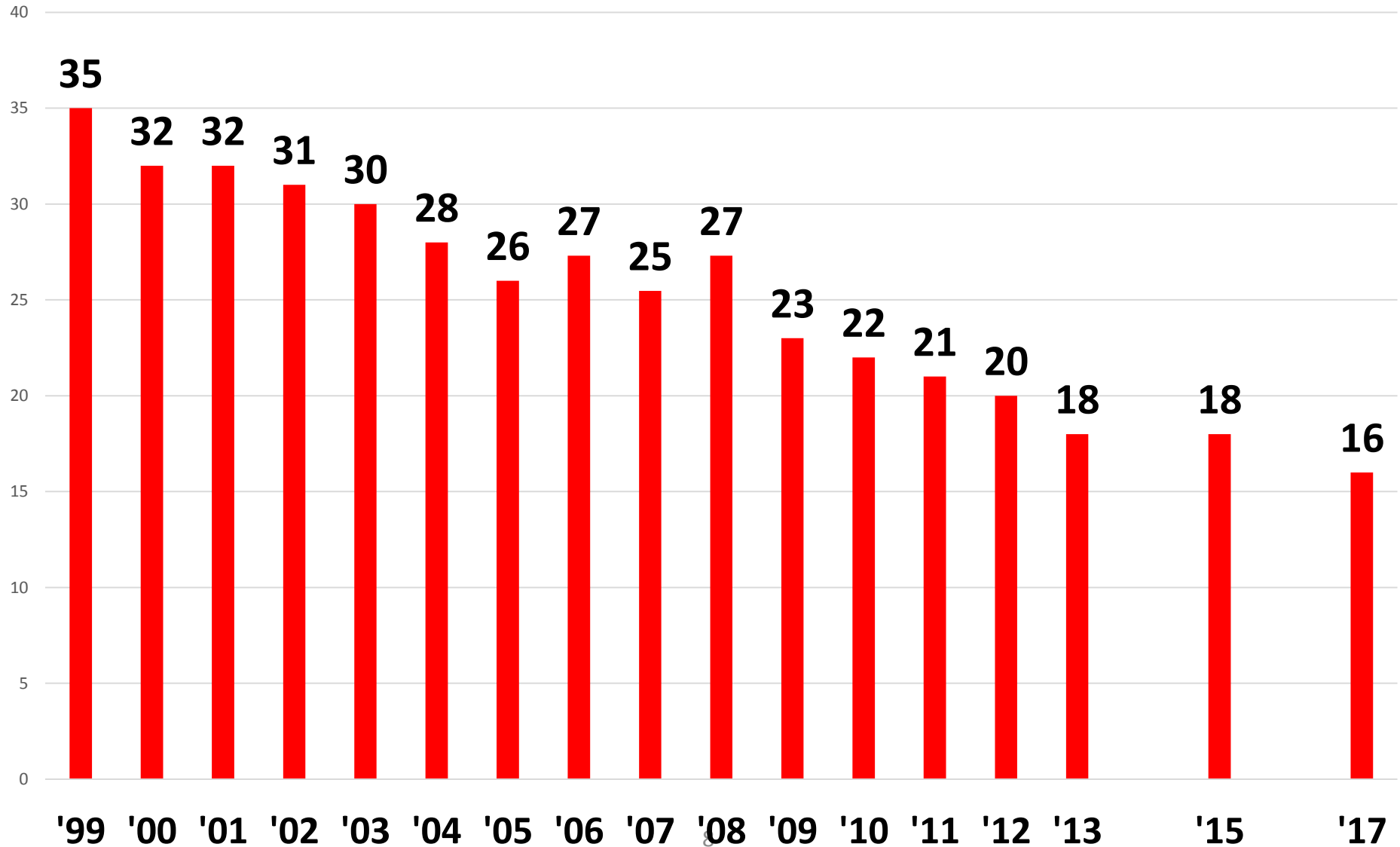
**Current Smoking, Age 15-19, Canada**  
**Canadian Tobacco Use Monitoring Survey (CTUMS), 1999-2012;**  
**Canadian Tobacco, Alcohol and Drugs Survey (CTADS), 2013-17,**



**Current Smoking, Age 15-19, B.C.**  
**Canadian Tobacco Use Monitoring Survey (CTUMS), 1999-2012;**  
**Canadian Tobacco, Alcohol and Drugs Survey (CTADS), 2013-17**

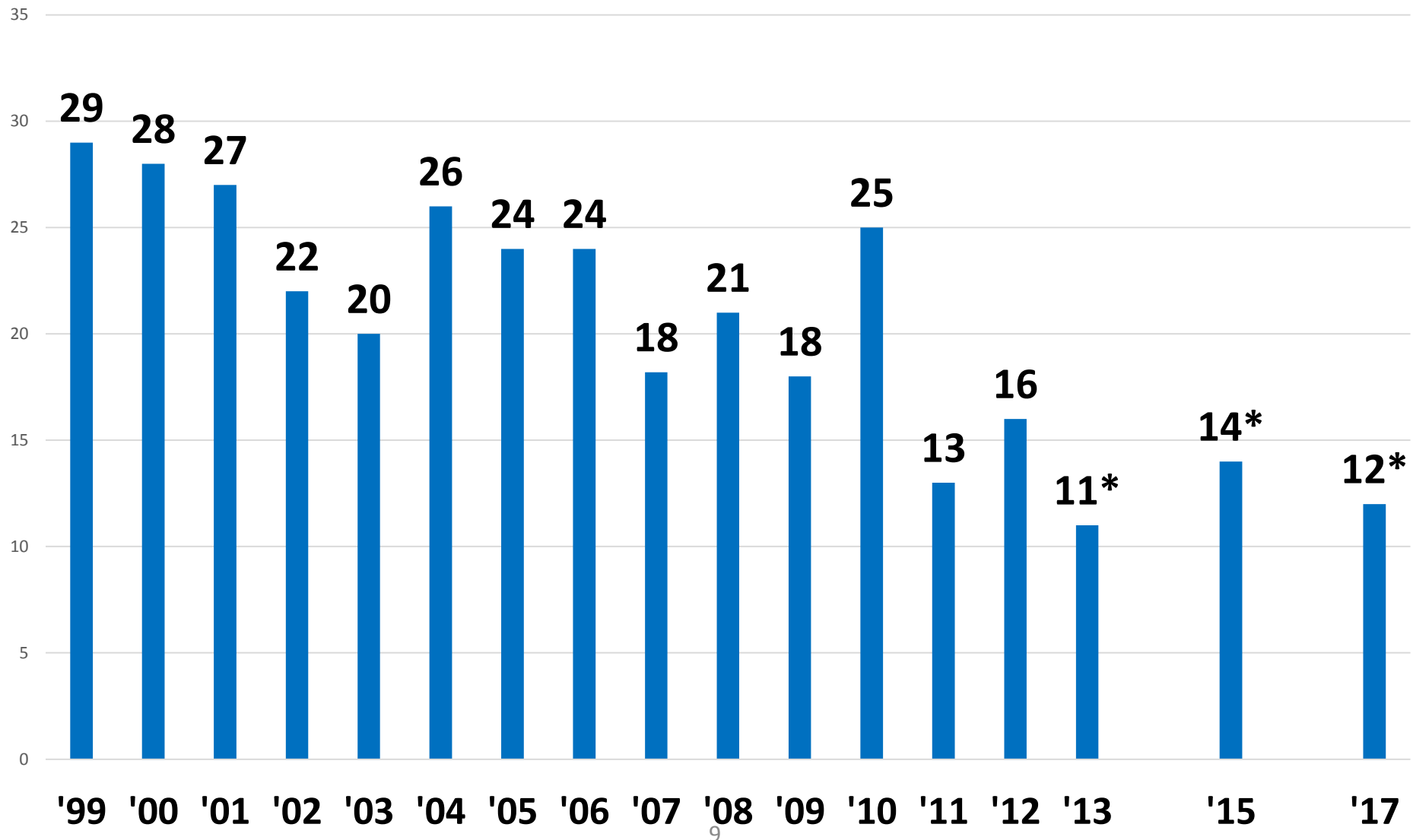


**Current Smoking Age 20-24, Canada**  
**Canadian Tobacco Use Monitoring Survey (CTUMS), 1999-2012;**  
**Canadian Tobacco, Alcohol and Drugs Survey (CTADS), 2013-17,**

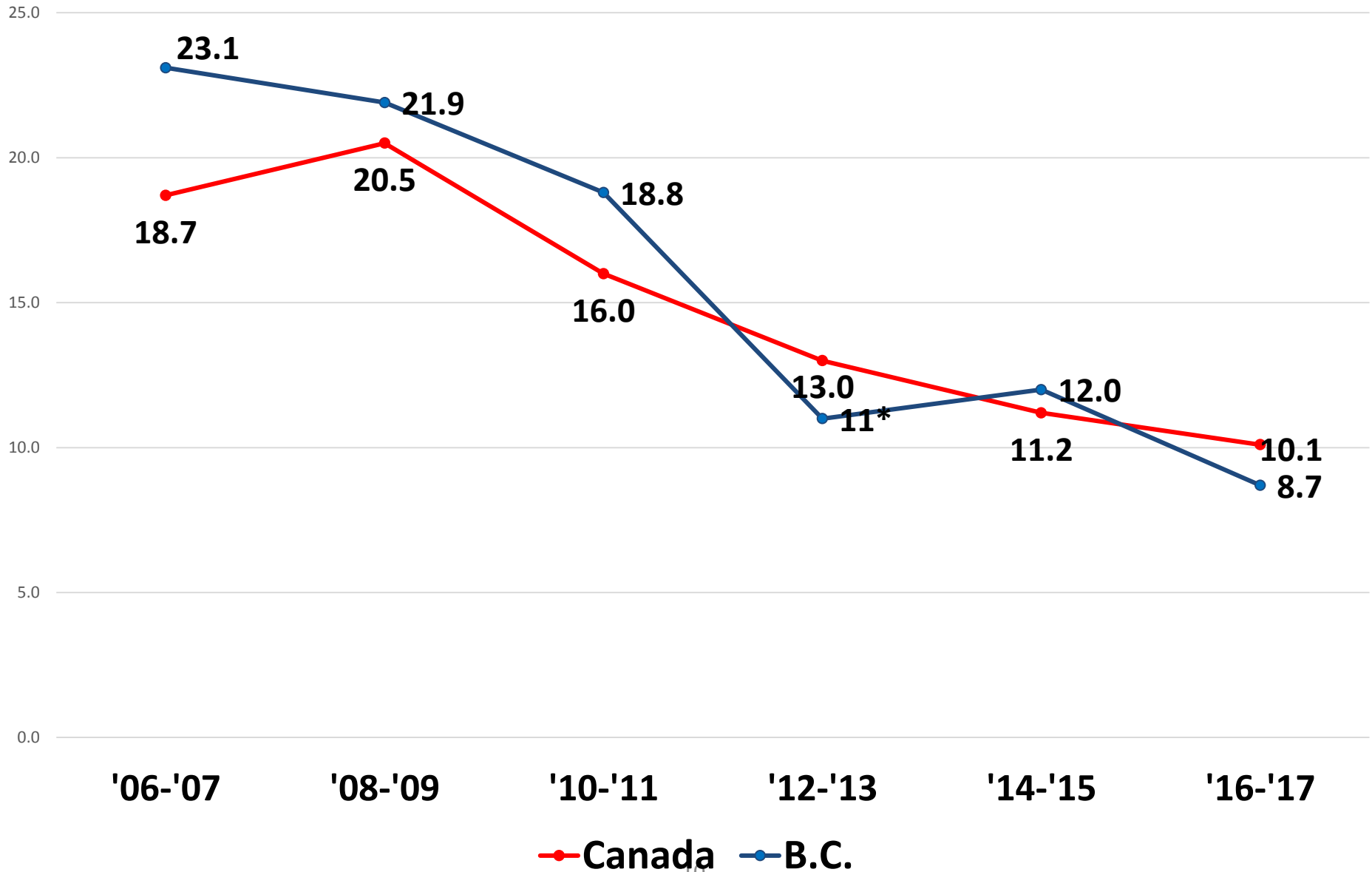




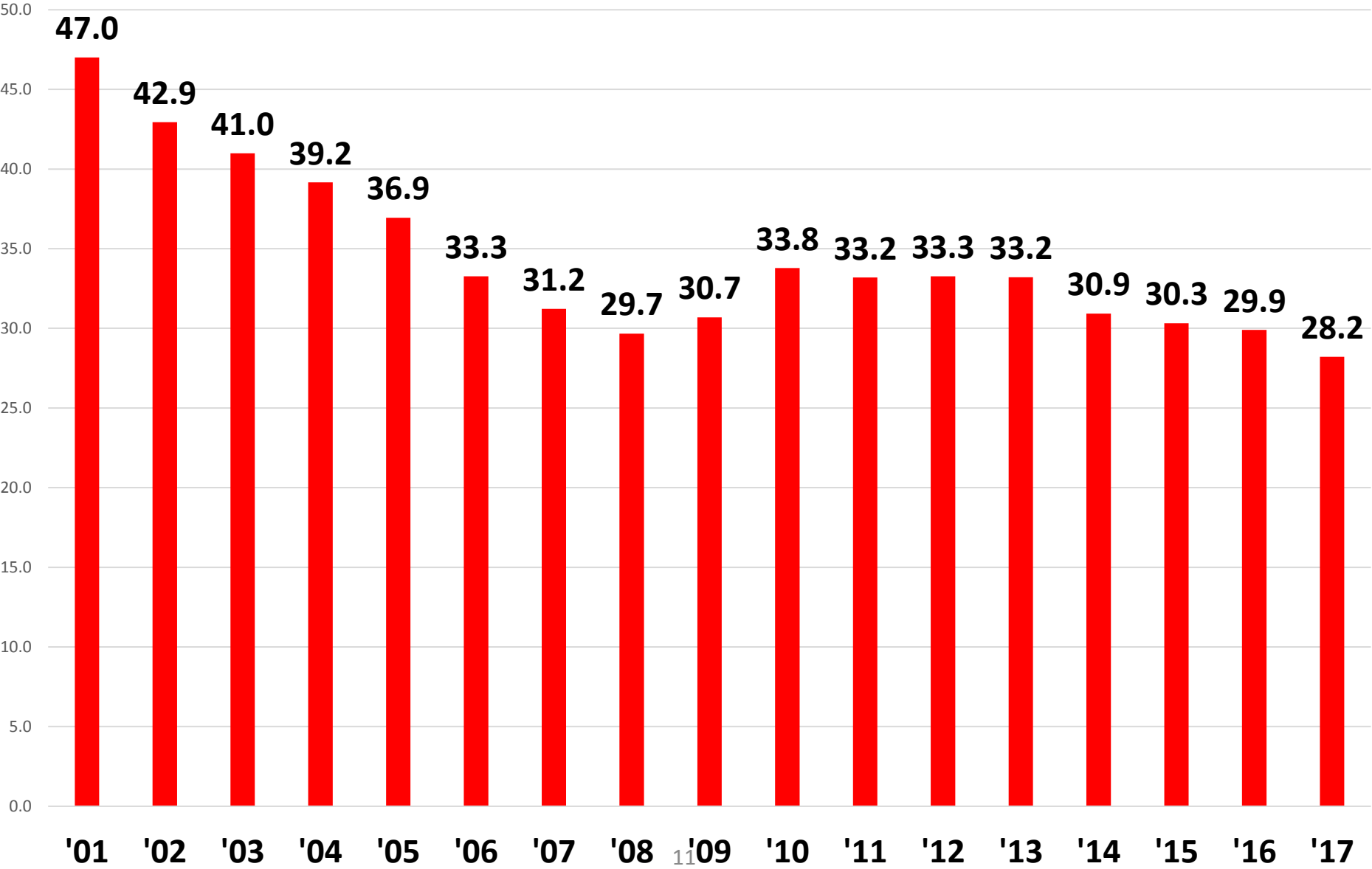
**Current Smoking, Age 20-24, B.C.**  
**Canadian Tobacco Use Monitoring Survey (CTUMS), 1999-2012;**  
**Canadian Tobacco, Alcohol and Drugs Survey (CTADS), 2013-17**



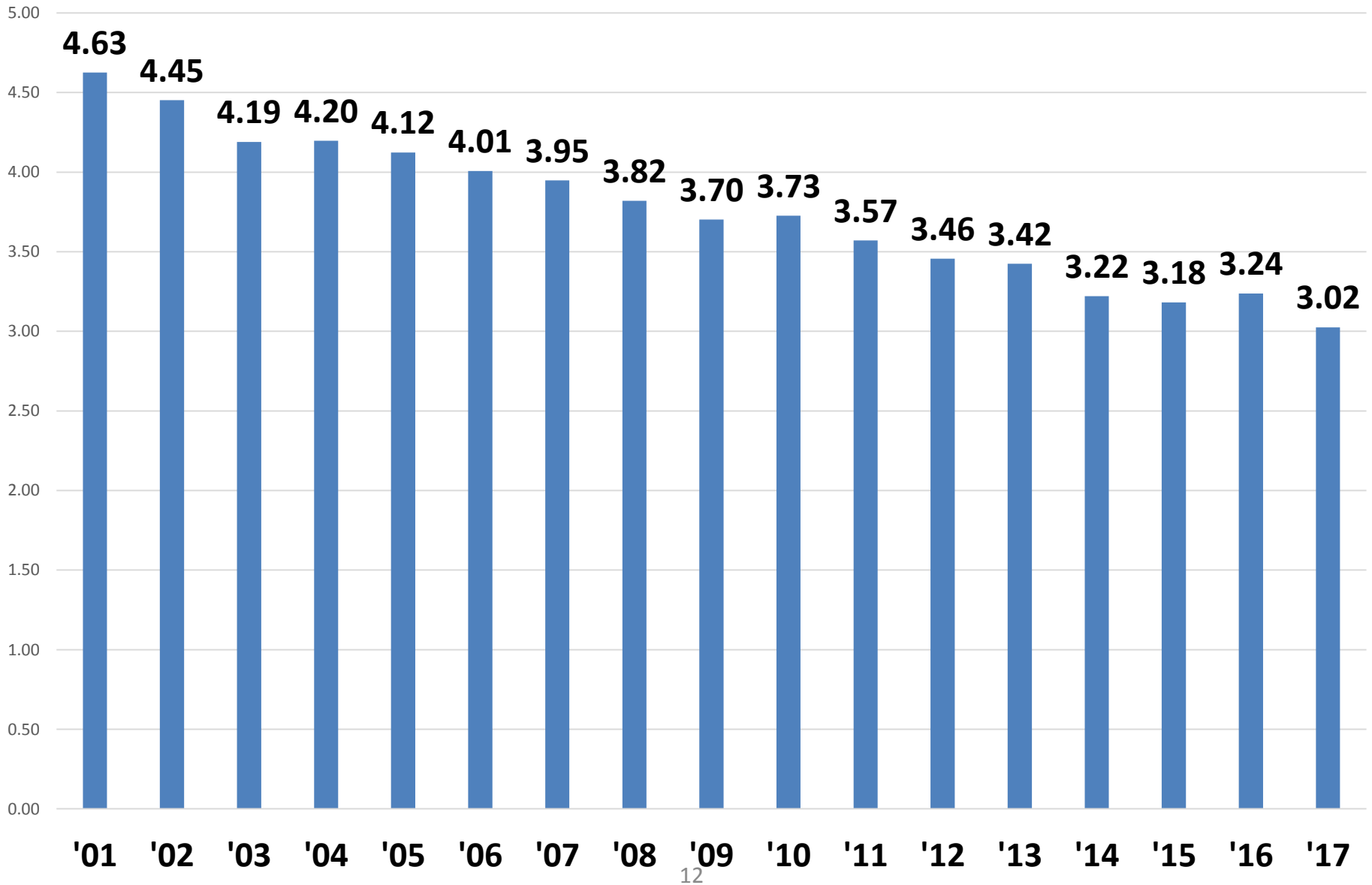
# Past 30 Day Smoking, Grade 10-12 students, Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS)



# Cigarette sales volumes including roll-your-own (0.5g = 1 cig), Canada, 2001-17 (billions)



# Cigarette sales volumes including roll-your-own (0.5g = 1 cig), BC, 2001-17 (billions)



**Federal Government –**  
**May 31, 2018**

**Under 5% tobacco use by 2035**

**BC not yet adopted objective**

August 30 2016

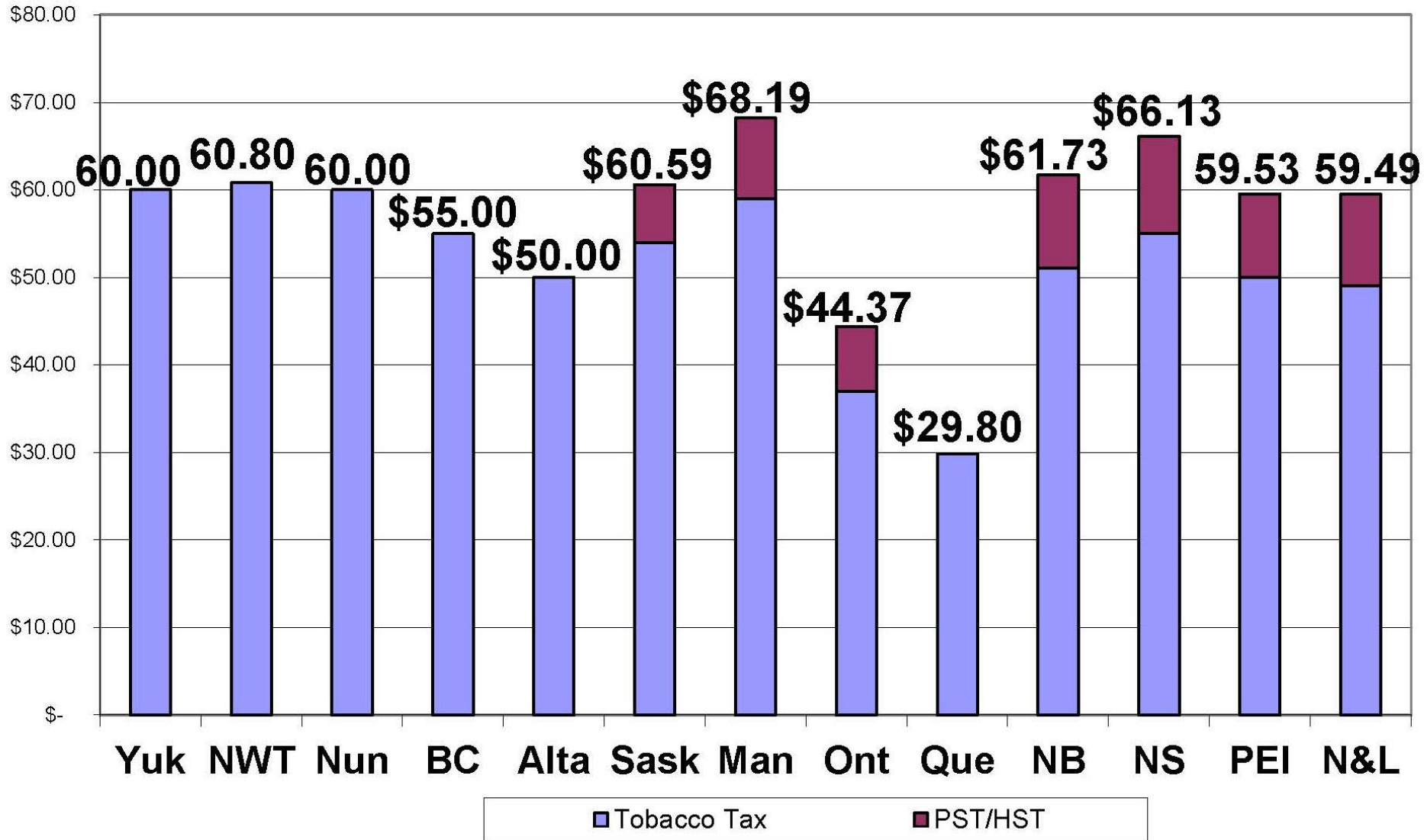
# A TOBACCO ENDGAME FOR CANADA

## SUMMIT

Queen's University  
September 30 to October 1, 2016

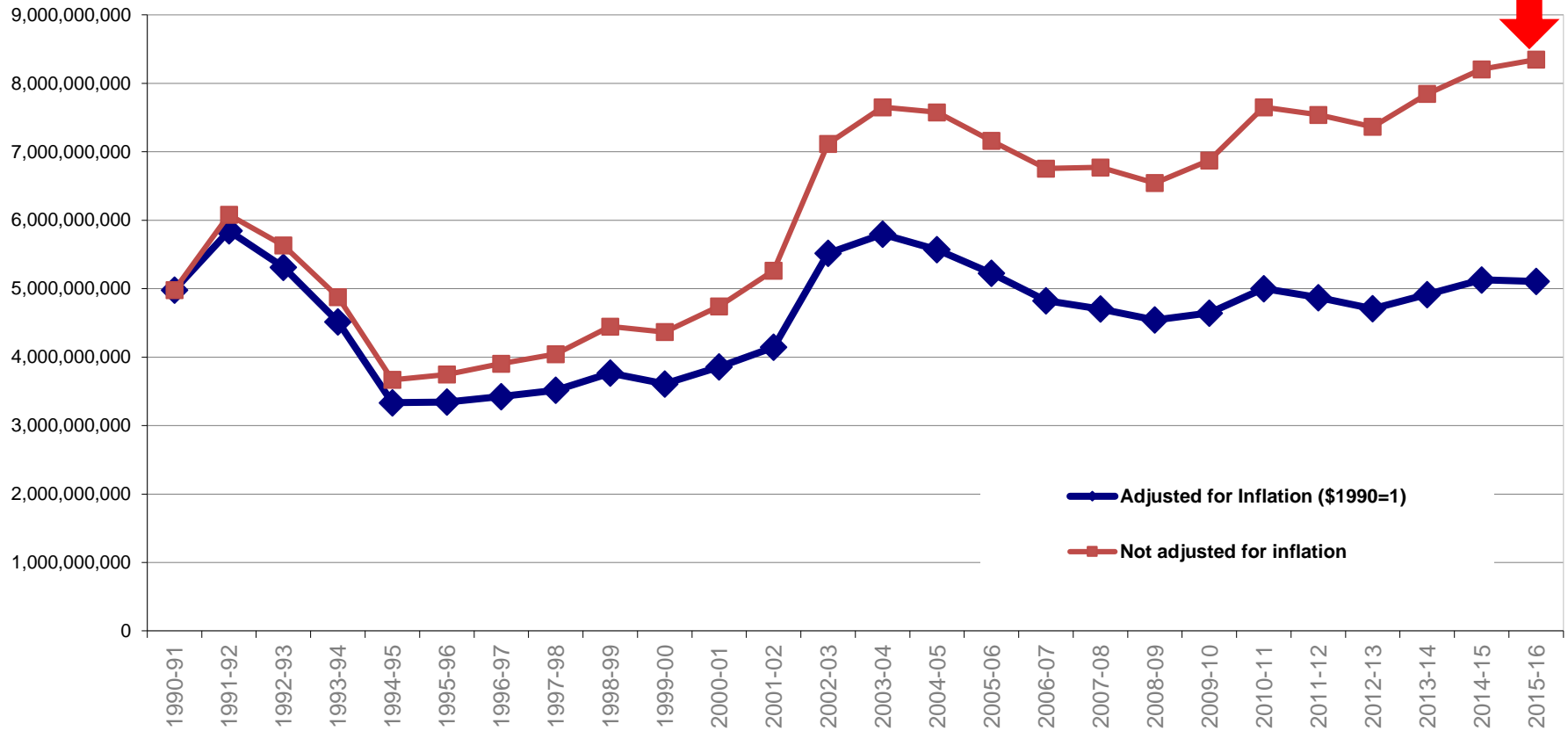
## BACKGROUND PAPER

# Provincial/ Territorial Tobacco Tax Rates per Carton of 200 Cigarettes, November 1, 2018



# Total Federal & Provincial Tobacco Tax Revenues, 1990 - 2016

**\$8.3 billion**



Physicians for a Smoke-Free Canada






[News](#) › [World](#) › [Australasia](#)

# Australians will soon have to pay \$40 for a packet of cigarettes

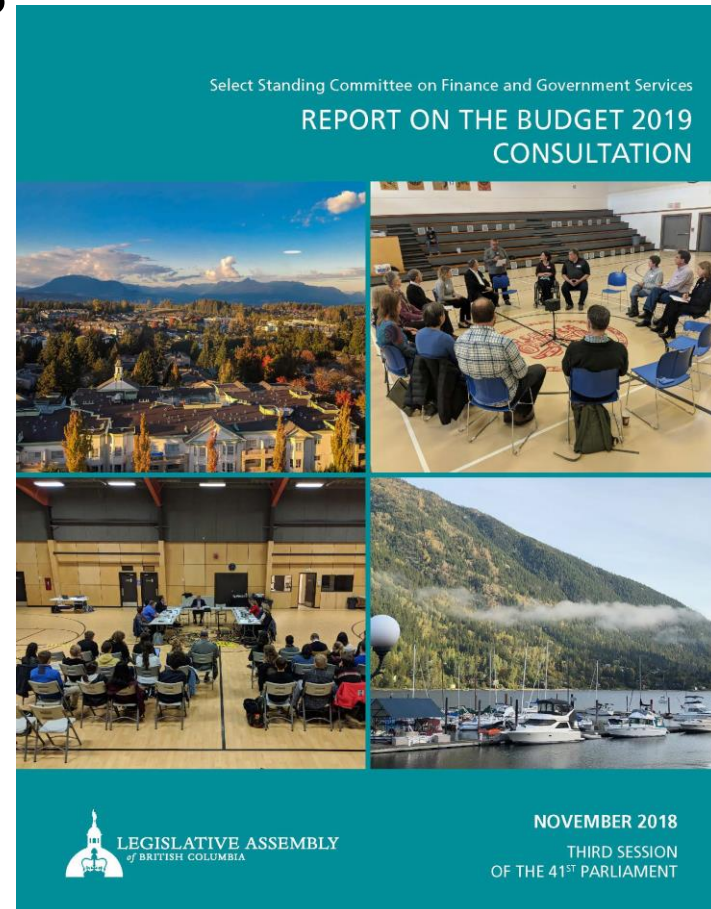
Stringent anti-smoking laws in the country have already seen the smoking population plummet to less than 15 per cent in six years

May Bulman | Thursday 15 September 2016 09:27 BST | 

# BC Pre-Budget Consultations

B.C. Finance Committee recommends (Nov. 15, 2018)

- licence fee for tobacco retailers
- licence & fee for e-cig retailers



## Alberta retail licence fees (August 2018)

- Lloydminster, AB/SK \$1100 (if flavoured tobacco sold)
- Lloydminster, AB/SK \$750 (if flavoured tobacco not sold)
- St. Albert \$714
- Edmonton \$479
- Hinton \$160
- Calgary \$146

## Ontario retail licence fees (August 2018)

- Ottawa \$893
- Hamilton \$637
- Markham \$383
- Richmond Hill \$297
- London \$277
- Kingston \$275
- Brampton \$228
- Mississauga \$220
- Vaughan \$222
- Windsor \$191
- Burlington \$185
- Greater Sudbury \$150
- Chatham-Kent \$150
- North Bay \$50
- Cornwall \$40



**May 31, 2016**

**58,000+ responses**

**92% in support**

**CONSULTATION ON  
"PLAIN AND STANDARDIZED PACKAGING"  
FOR TOBACCO PRODUCTS**

---

POTENTIAL MEASURES FOR REGULATING THE  
APPEARANCE, SHAPE AND SIZE OF TOBACCO  
PACKAGES AND OF TOBACCO PRODUCTS

**DOCUMENT FOR CONSULTATION  
MAY 2016**

# Draft regulations published June 22, 2018

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Keyword, Company, Stocks



## Canada to have the world's best tobacco plain packaging requirements

Français



Canadian Cancer Society  
Société canadienne du cancer

NEWS PROVIDED BY

Canadian Cancer Society (National Office)

Jun 22, 2018, 15:53 ET

SHARE THIS ARTICLE



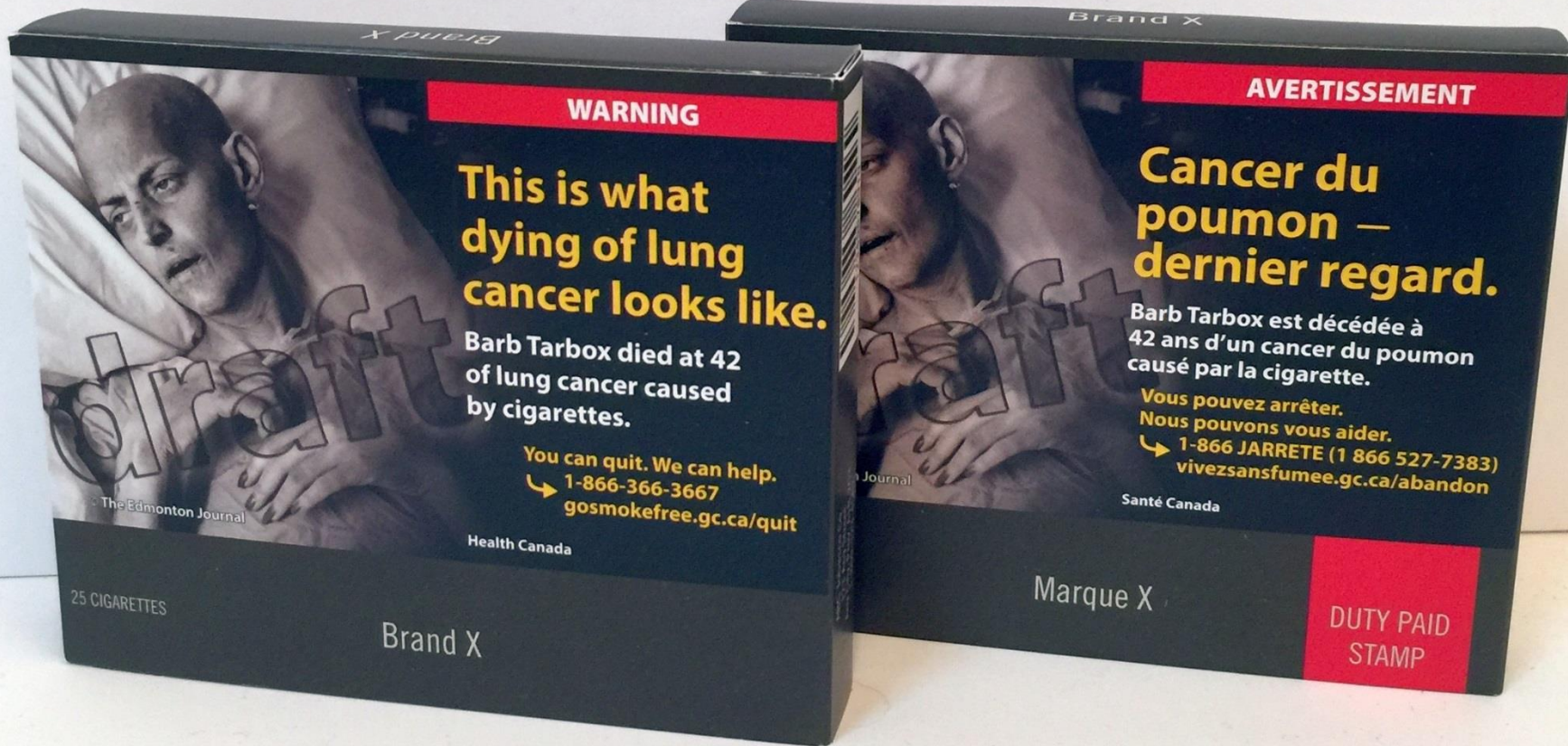
Canadian Cancer Society praises regulations released today

OTTAWA, June 22, 2018 /CNW/ - The Canadian Cancer Society is commending the new national regulations for tobacco plain packaging as the most effective in the world. The regulations were released today by Minister of Health Ginette Petitpas Taylor.

"We strongly support the regulations released today as they are essential for protecting Canadian kids from tobacco industry marketing," says Rob Cunningham, Senior Policy Analyst, Canadian Cancer Society. "Tobacco is addictive and deadly and should not be sold in packages made to be more attractive. Tobacco packaging should not function as mini-billboards promoting tobacco use."

"Canada's plain packaging regulations will be the best and most comprehensive in the world," adds Cunningham. "We appreciate the global leadership being demonstrated by Minister Petitpas Taylor in bringing these regulations forward."

The Canadian Cancer Society has been advocating for tobacco plain packaging regulations since the 1990s. In 1994, the



## Plain Pack Mockups for Canada

# Global Momentum

- Australia, UK, France, Ireland, Hungary, Norway, New Zealand, Slovenia, Uruguay, Thailand adopted (10)
- in process in 16+ other countries
- World Trade Organization panel upholds Australian plain packaging (2018)





**"I wish I had never started smoking."**

"I was diagnosed with cancer of the larynx when I was 48. I had to have my vocal cords removed, and now I breathe through a hole in my throat."  
- Leroy

Need help to quit?  
1-866-366-3667  
gosmokefree.gc.ca/quit

Health Canada

**JOHN PLAYER**

25 CIGARETTES KS

STEP INSIDE

**ALL-ACCESS PASS TO SMOOTH TASTE**  
INSIDE THE CIRCLE

*John Player*

Tobacco smoke contains fine particles that can damage the respiratory system.  
Health Canada

**A MILESTONE IN GREAT TASTE**  
INSIDE THE CIRCLE

**150**

*John Player*

SHOW US YOUR BANADA

STEP INSIDE

**OVER 100 SUMMERS OF GREAT TASTE**  
INSIDE THE CIRCLE

*John Player*

**WARNING**

**This is what dying of lung cancer looks like.**

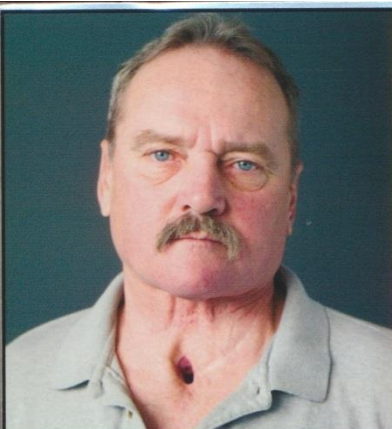
Barb Tarbox died at 42 of lung cancer caused by cigarettes.

You can quit. We can help.  
1-866-366-3667  
gosmokefree.gc.ca/quit

Health Canada

**JOHN PLAYER**

20 CIGARETTES KS



**"I wish I had never started smoking."**

"I was diagnosed with cancer of the larynx when I was 48. I had to have my vocal cords removed, and now I breathe through a hole in my throat."  
 – Leroy

Need help to quit?  
 ↪ 1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada

**CANADIAN CLASSICS** SILVER

25 CIGARETTES

**WARNING**



**When you smoke it shows.**

Cigarettes are addictive and harmful.

You have the will. There is a way.  
 ↪ 1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada

**CANADIAN CLASSICS** SILVER

25 CIGARETTES

**WARNING**



**RISK OF BLINDNESS**

Smoking may increase your risk of age-related macular degeneration, a condition that can cause permanent vision loss. There is no effective treatment in most cases.

Need help to quit?  
 ↪ 1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

© Insidermedicine Health Canada

**CANADIAN CLASSICS** SILVER

25 CIGARETTES

**WARNING**



**Tobacco Smoke: No thanks.**

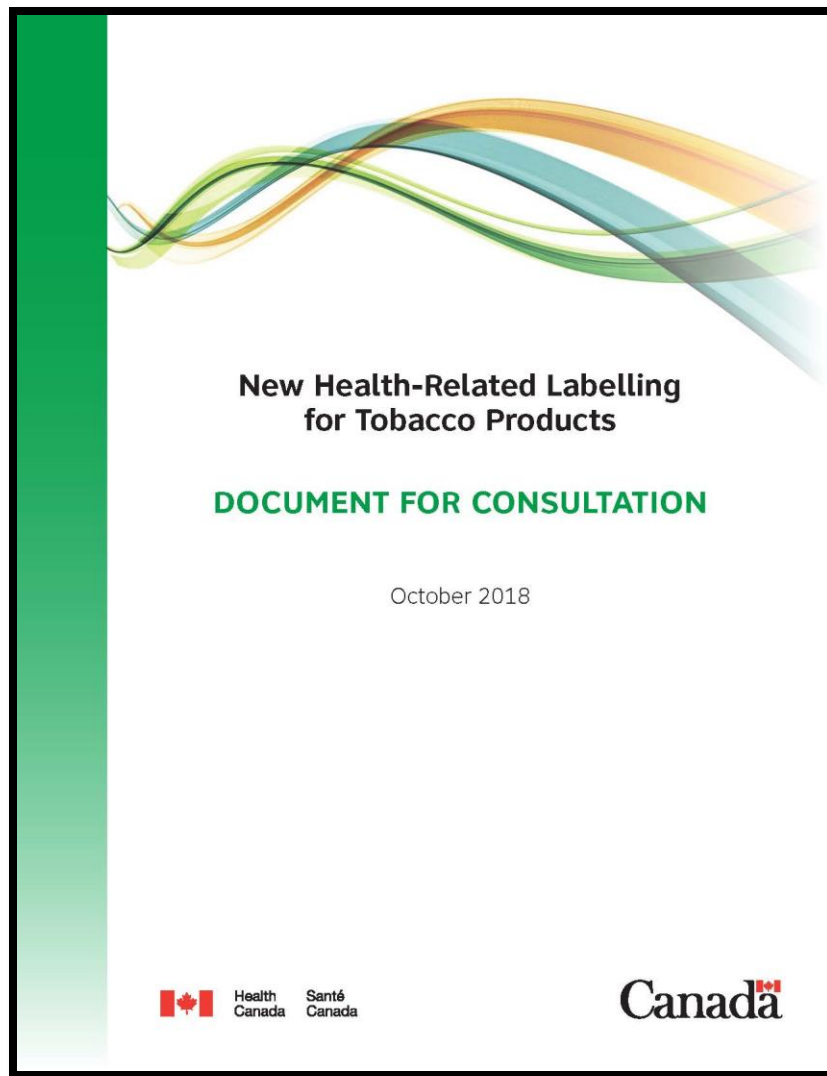
Second-hand smoke contains many toxic chemicals that can harm an unborn baby.

You can quit. We can help.  
 ↪ 1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada

**CANADIAN CLASSICS** SILVER

25 CIGARETTES



**Consultation Document published  
Oct. 26, 2018**

# Warnings on cigarettes themselves



Health Canada consultation  
launched Oct. 26, 2018

# Provincial laws

- Patios and perimeter of patios
- Children's playgrounds
- Sports fields/areas
- Provincial parks
- Beaches
- Parades
- Perimeter of school grounds, athletic/community facilities (20m)
- Jogging trails
- Hospital grounds



# Municipal smoking bylaws extended

- Outdoors, eg municipal parks, property
- Apply to e-cigarettes
- Apply to cannabis



# Halifax

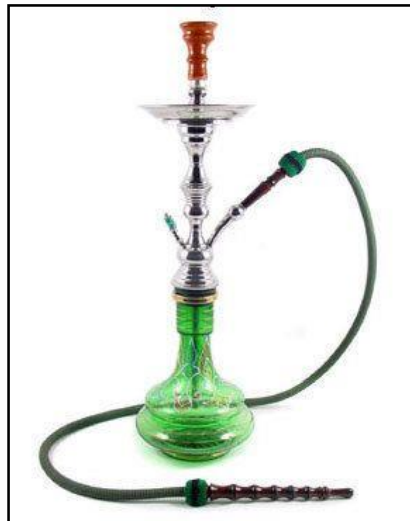
- Smoking banned everywhere on municipal property in city (including sidewalks) except in designated smoking areas (about 60)





# Ban all water pipe smoking in public places

- BC: Vancouver and others
- Ontario: Toronto, Ottawa, Peel Region, Windsor, Barrie, Peterborough, Orillia
- 6 provinces/territories (QC, NB, NS, PEI, NL, NU)



# 100% tobacco-free campus

Jan. 1, 2018

McMaster  
University



# 100% smoke-free campuses

82 universities/colleges in Canada

## B.C.

1. Kwantlen Polytechnic University, Jan. 21, 2018
2. Langara College, May 1, 2018
3. Douglas College, Sept. 1, 2018
4. University of the Fraser Valley, Oct. 1, 2018
5. Trinity Western University

# Social housing

- St. John's, NL, Yukon, 100% smoke-free
- Saskatchewan, entire province, August 1, 2018
- Various municipalities with grandfathering
- Proportion of units smoke-free
- US – 100% smoke-free national rule, July 31, 2018

# Multiple-Unit Dwellings

- New York City requires apartments/condominiums to have smoking policy and to disclose it, including annually and whenever changes

# Retailer density – declining cap

- New York City – cap of 50% of number of retailers as of Feb. 24, 2018 in each of 59 districts
- Philadelphia - cap of 1 retailer per 1000 residents in each of 18 districts (adopted 2016)
- San Francisco – cap of 45 retailers in each of 11 districts (adopted 2014)

# Minimum Tobacco Age 21

- California, Hawaii, Oregon, New Jersey, Maine, Massachusetts
- New York City, Chicago, Boston, Cleveland, Kansas City, St. Louis, San Antonio
- 350+ municipalities
- Honduras, Kuwait, Mongolia, Palau, Samoa, Singapore, Sri Lanka, Uganda

# Tobacco Age 21

- Institute of Medicine: would reduce prevalence 25% (15-17 year olds); 15% (18-19 year olds)
- Former B.C. Health Minister Terry Lake raised measure
- Recommended by Quebec report



# Gaps in Ontario flavours legislation



“pipe tobacco”

# Cigars weighing more than 6g



**Chocolate**      **Grape**  
42

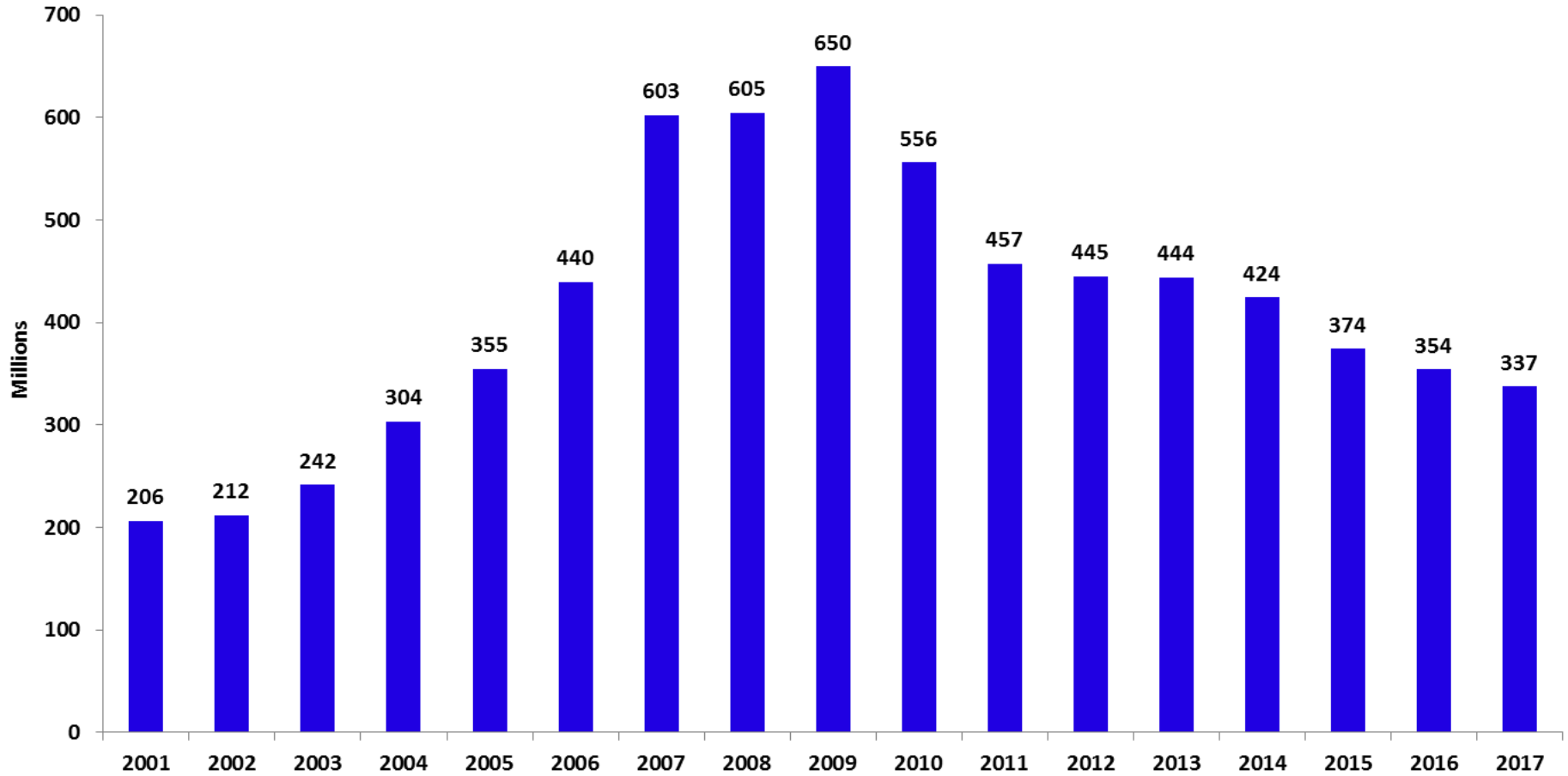
# Cigars weighing more than 6g



## Cigar Sales in Canada, 2001-2017

Source: Health Canada, TRR Section 13

Millions of Cigars



# Federal

- Menthol ban extended Nov. 19, 2018 from cigarettes, most cigars and blunt wraps to all tobacco products

## U.S. FDA

- Announced plan Nov. 15, 2018 to ban flavours in all cigars

# **Canada's Tobacco Strategy**

- Increased funding of about \$16 million per year, announced May 31, 2018

# Promotional Payments to Retailers



*Vous pourriez gagner!*

Imaginez les moments magiques qui vous attendent à bord d'un yacht luxueux qui sillonne l'océan pour vous faire découvrir les îles périphériques. Imaginez les plages de sable chaud et la quiétude qui émane de la plongée en apnée ou dans les profondeurs de l'océan. Imaginez pouvoir profiter d'un hébergement avec vue extraordinaire sur l'océan et d'une gastronomie de réputation internationale.

Il vous suffit d'emprunter le Parcours vers Paradise Island pour courir la chance de vivre cette incroyable expérience.

**Pour en savoir plus sur la façon de profiter de cette aventure exclusive aux Bahamas, ponctuée de grasses matinées, d'après-midi ensoleillés et de soirées de réjouissances, rendez-vous sur [jtiavantage.ca](http://jtiavantage.ca)**

## DE MULTIPLES FAÇONS DE GAGNER!

Lus vous obtenez de bons de participation, plus vous avez de chances de gagner. Accumulez des bons de participation en achetant des produits de JTI et en prenant part aux programmes en ligne admissibles à [www.jtiavantage.ca](http://www.jtiavantage.ca).\*

**JTI AVANTAGE**



Rendez-vous au [www.jtiavantage.ca](http://www.jtiavantage.ca) pour lire le règlement complet du concours et obtenir plus de détails sur la façon dont vous pouvez commencer à accumuler des bons de participation **DÈS AUJOURD'HUI!**

**Segments des marques de prestige ou de qualité supérieure :**  
obtenez deux bons de participation pour tout achat d'une cartouche

**Segment des marques de prix intermédiaire :**  
obtenez un bon de participation pour tout achat d'une cartouche

**Segment des marques économiques :**  
obtenez un bon de participation pour tout achat de deux cartouches

**Segment des marques super économiques :**  
obtenez un bon de participation pour tout achat de cinq cartouches



**De plus... Obtenez des bons de participation en prime!**

**Du 21 au 24 novembre 2013**

\*AUCUN ACHAT REQUIS. Accès Internet requis. Le concours débute le 1er mars 2013 (00 h 00 m 01 s HE) et prend fin le 31 août 2013 (23 h 59 m 59 s HE). Ce concours s'adresse aux résidents autorisés du Canada qui sont : (i) détenteurs d'un compte de crédit JTI Avantage et qui ont un commerce au détail situé au Canada (à l'exception des TMO, de Yukon et du Nunavut) et (ii) âgés d'au moins 21 ans. Il y a un total de huit (8) prix à gagner consistant en un voyage pour deux (2) à Nassau au Bahamas. VAD : 12,000\$ CA. Les prix seront alloués par région. Deux (2) prix sont disponibles pour chacune des régions suivantes : (i) C-B, AB, SA, MA; (ii) Ontario; (iii) Québec et, (iv) NL, I-P-E, N-E, N-B. Les chances de gagner dépendent du nombre total de participations admissibles reçues par région. Une question mathématique réglementaire s'applique. Pour participer et pour obtenir le règlement complet du concours, visitez le [www.jtiavantage.ca](http://www.jtiavantage.ca)



# Medicare cost recovery lawsuits

- 10 provinces have filed lawsuits (more than \$120 billion)
- New Brunswick trial to begin November 2019

# Quebec class actions

- \$15.5 billion judgment May 27, 2015
- Appeal heard November, 2016



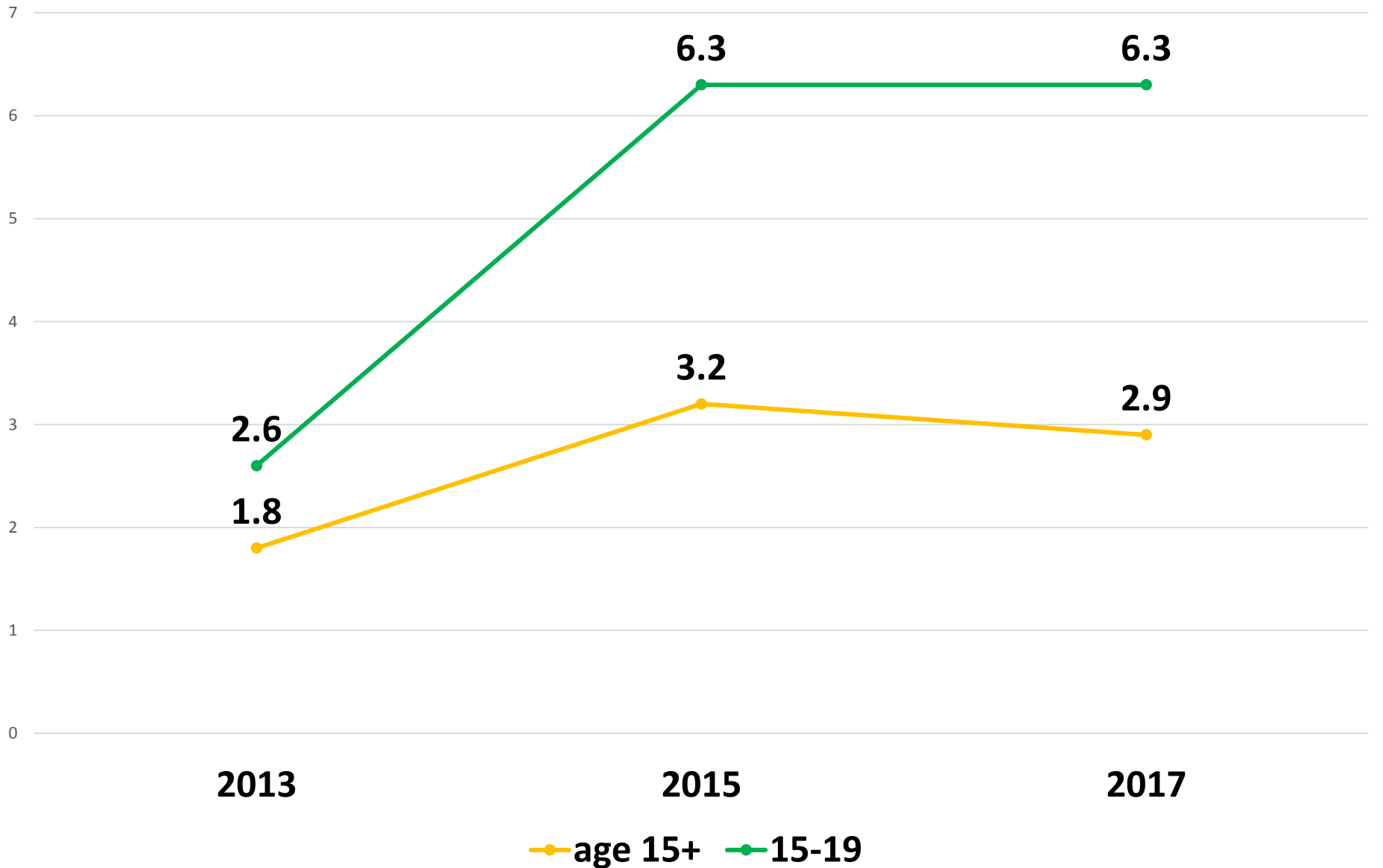
# E-cigarettes

- E-cigarettes with nicotine legalized May 23, 2018
- BC legislation
  - bans retail displays, promotion (specialty vape store exception)
  - minimum age 19
  - No use where smoking banned
  - No sales where tobacco sales banned

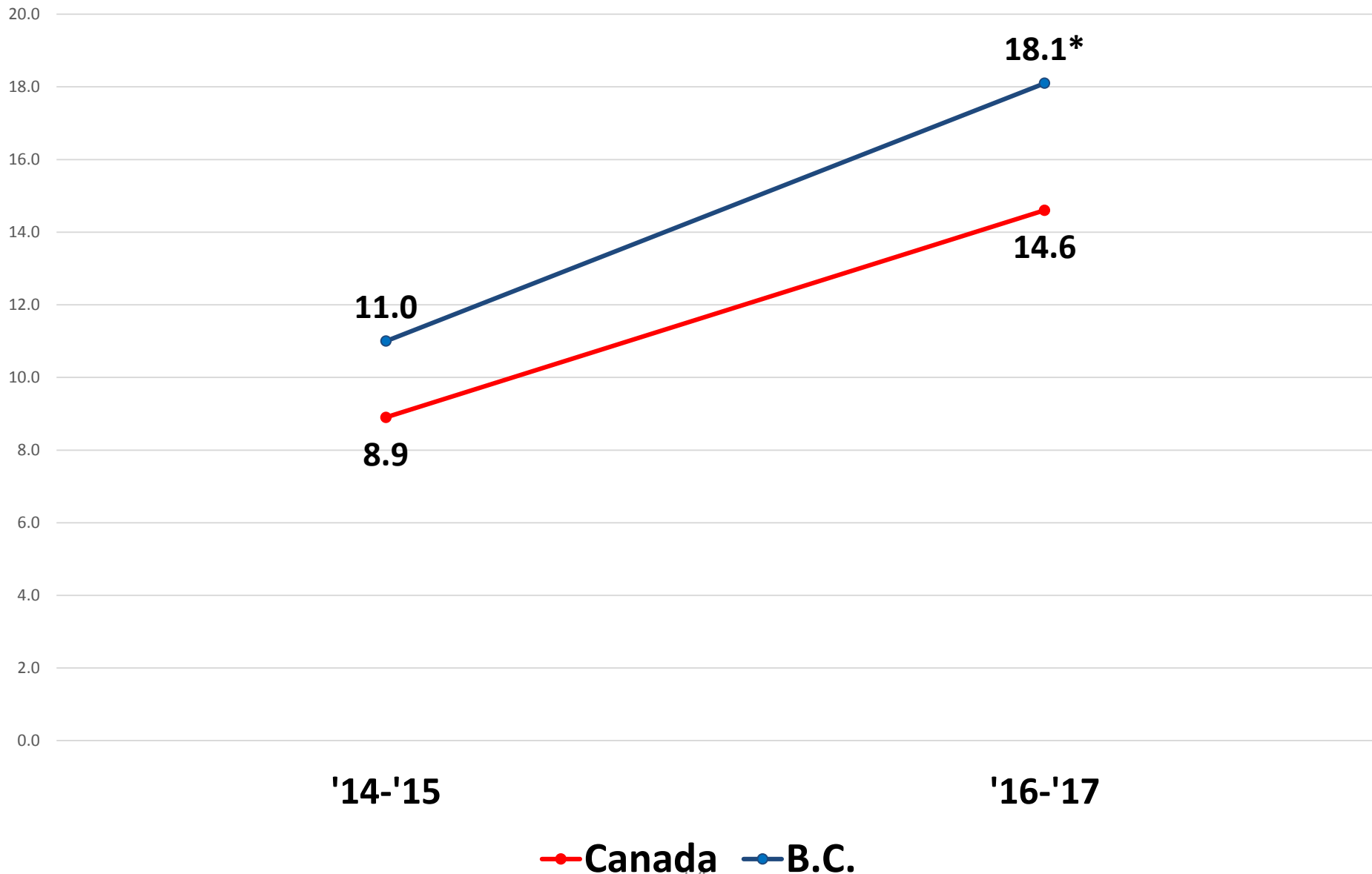
# E-cigarettes

- Federal legislation bans lifestyle advertising; bans testimonials and depiction of people, animals and characters in ads
- No restrictions on location – thus allowed on TV, billboards, social media, public transit, hockey arenas, etc

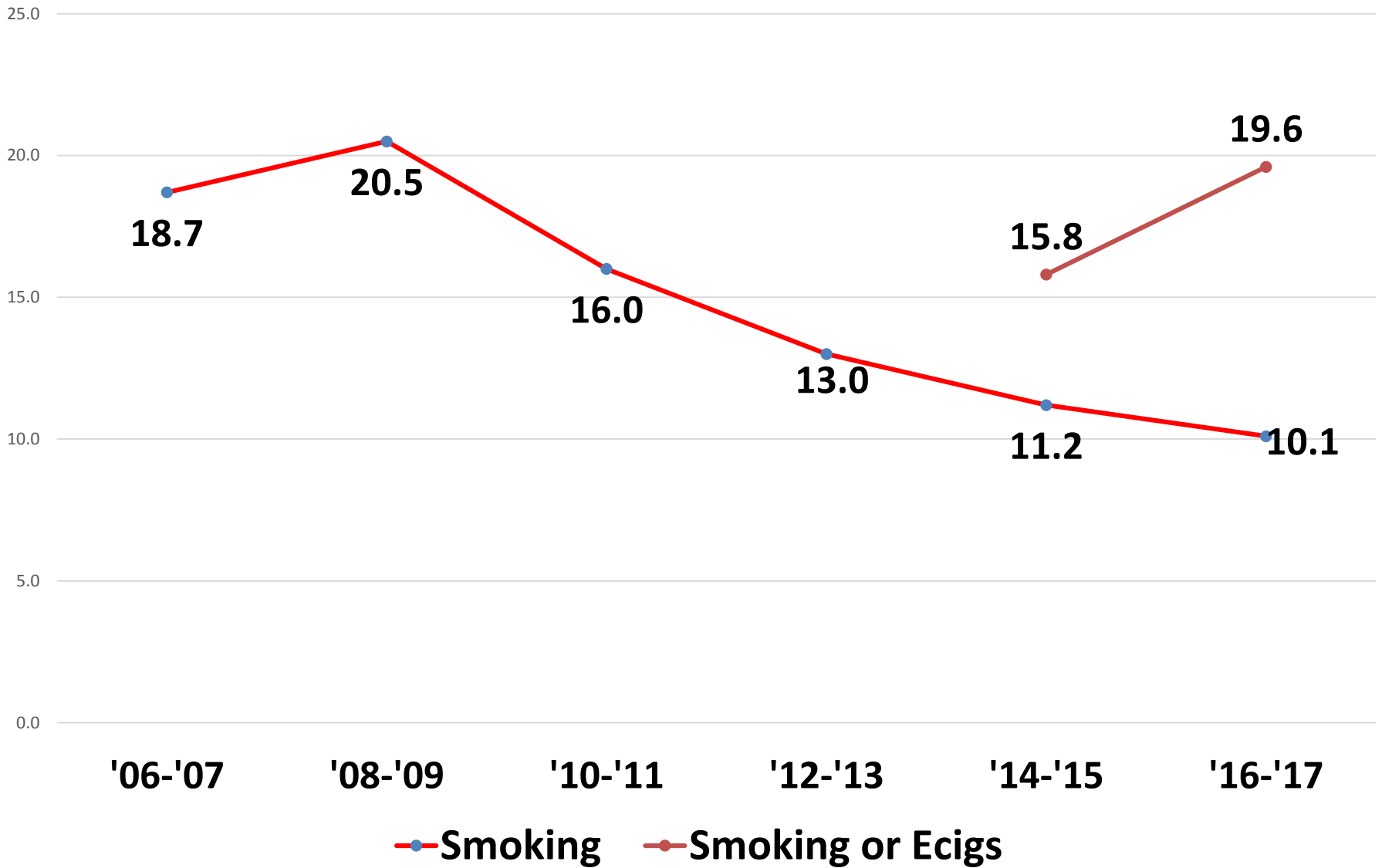
# E-cigarette use, past 30 days, Canada, age 15+ and ages 15-19, 2013-17



# Past 30 Day E-cigs, Grade 10-12 students, Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS)



# Past 30 Day Smoking, Grade 10-12 students, Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS)



# **E-cigarettes**

No 2018 data yet after legalization



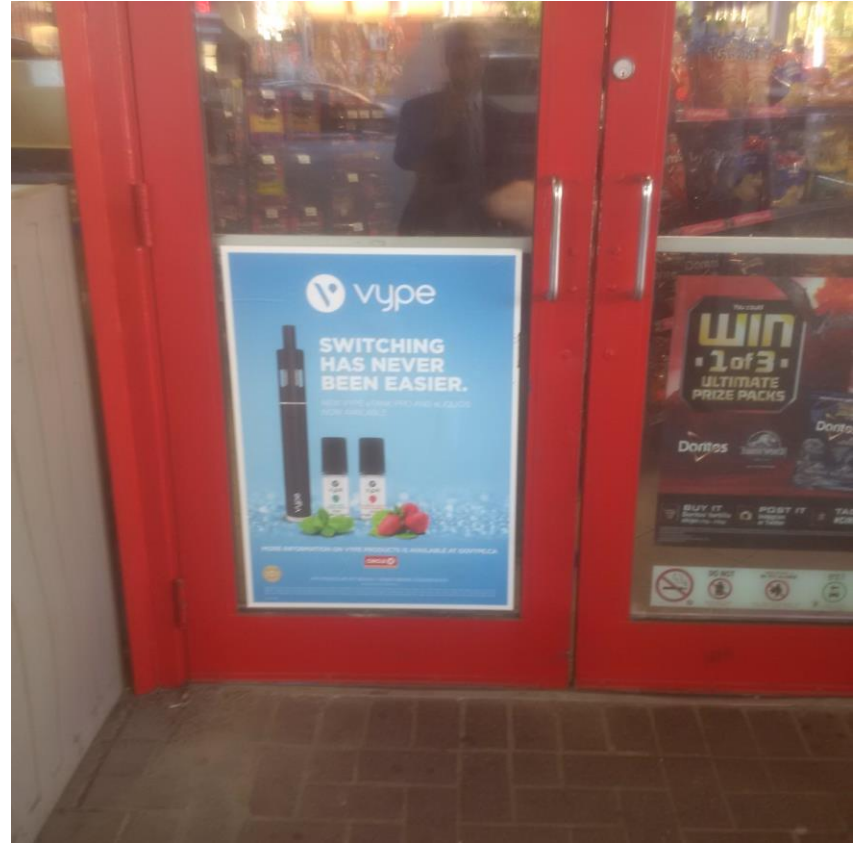
# Action measures

Needed measures include

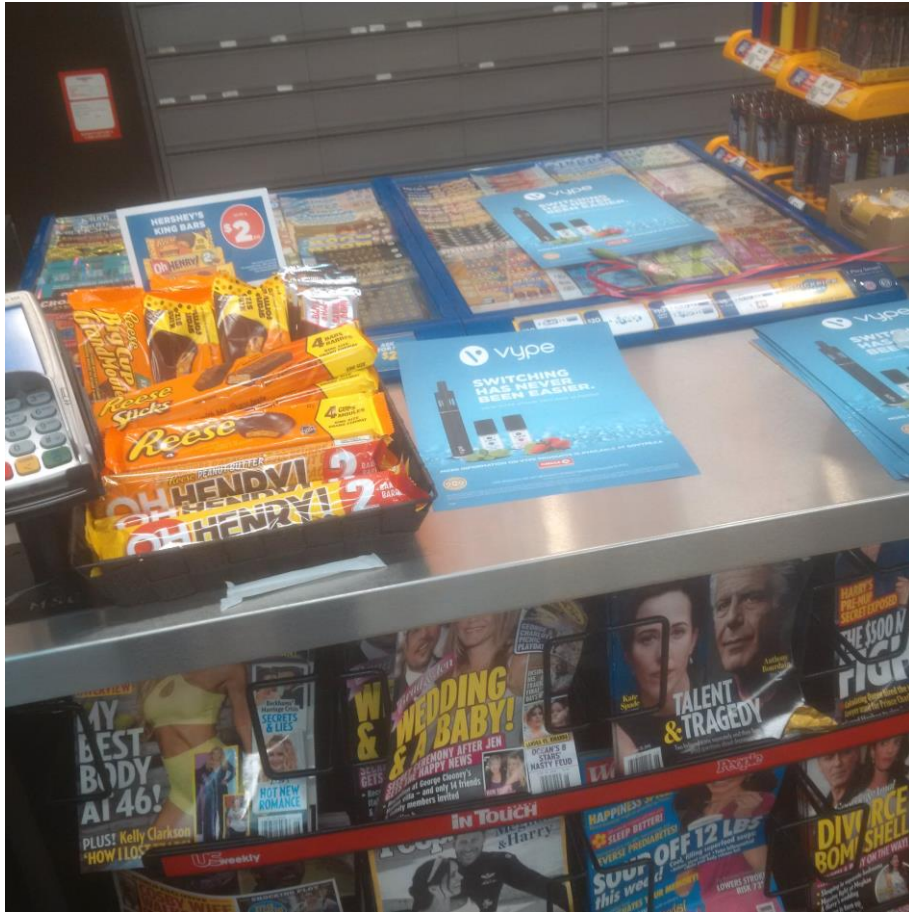
- Strong federal e-cigarette promotion regulations
- Enforce existing laws
- Banning sale except in adult-only specialty vape shops
- Minimum age of 21



Ontario



Ontario



Ontario

# Vype illegal lifestyle TV ads, Canada



# Vype illegal lifestyle Facebook ads, Canada

 **Vype Canada**  
September 22 at 8:11 AM · 🌐

Have you fall-in' for the ePen 3 yet? Get yours now at [www.GoVype.ca](http://www.GoVype.ca), or at Mac's, Circle K, 7-Eleven Canada, Loblaws or Petro-Canada.

May be harmful to health and contains nicotine which is addictive. Nicotine free versions available. Only adults 18/19+ based on province. Read leaflet in pack.



 Like  Comment

 **Vype Canada**  
September 10 at 8:58 AM · 🌐

We're not being discreet about the quality of the ePen 3, but with a compact design like this one, you can be.

May be harmful to health and contains nicotine which is addictive. Nicotine free versions available. Only adults 18/19+ based on province. Read leaflet in pack.



 Like  Comment

Scott Rourke, Heather Strang, Elly Criticou and 7 others like this. Oldest ▾

# Ottawa news conference, Nov. 20, 2018



# U.S. FDA

- To ban sale of most flavoured e-cigarettes except in adult-only premises, or segregated adult-only part of store with product not visible outside (plan announced Nov. 15, 2018; menthol, mint, tobacco flavours exempt)
- Thus not to be sold in convenience stores, grocery stores, gas stations
- Soaring youth use of e-cigarettes in U.S.



## U.S.

- Juul to voluntarily stop shipments of flavoured products to convenience stores for now; online sales only to 21+
- But not doing same measures in Canada
- Philip Morris, Reynolds American, Juul, blu now publicly support minimum age 21

# Cannabis legalization

- Adds complexity, unknowns and new risks to tobacco control
- Underlines need to strengthen government tobacco control strategies

# Cannabis legalization

- Smoking of cannabis banned where smoking banned
- Move to extend smoke-free areas
- Cannabis only retail stores
- Cannabis stores – minimum distance from each other
- Cannabis retail density
- Retail licence fee
- Multi-unit dwellings, apts, condos, social housing

# Cannabis cost recovery fee

- Federal annual regulatory fee to recover \$112 million per year
- 6 provinces/territories have some type of mechanism

**Thank you**