



COALITION QUÉBÉCOISE POUR LE CONTRÔLE DU TABAC

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NEWS RELEASE

Bill S-5 – Legislative framework for vaping products

Provincial coalitions, doctors and public health professionals call for an amendment to protect kids against advertising for vaping products

May 31st 2017 — Provincial anti-tobacco coalitions and other national organizations representing doctors and the public health community are calling on the federal government to amend Bill S-5 in a full page ad in today's **Hill Times**.

In addition to expanding the regulatory authority regarding controls on tobacco packaging and products, Bill S-5 will shift the illegal nicotine vaping market into a legal and regulated one. *“We fully support the legalization and regulation of vaping products like e-cigarettes, as it will allow smokers to access alternative and less dangerous sources of nicotine,”* says **Flory Doucas, spokesperson of the Quebec Coalition for Tobacco Control**, emphasizing the unanimous support for Bill S-5 expressed by both provincial and national health partners.

However, *“the Bill is seriously flawed in that its advertising provisions are too permissive. While targeted advertising should be allowed to reach smokers, the Bill fails to protect young people from being exposed to advertisements that promote a product that can result in one of the most powerful addictions in the world,”* adds **Ian Culbert, Executive Director of the Canadian Public Health Association**.

Indeed, the bill allows advertising in all available media outlets without limits on the place nor the vehicle as well as “lifestyle” promotion targeting adult non-smokers that presents nicotine vaping as a desirable practice in and of itself — not as a tobacco substitute. (To see examples of ads that would be allowed, see [this backgrounder](#).)

The following health groups are calling on parliamentarians to consider an amendment to tighten restrictions on the promotion of electronic cigarettes and other vaping products, while ensuring Bill S-5 is adopted before the summer recess:

1. Canadian Medical Association
2. Canadian Public Health Association
3. Physicians for a Smoke-Free Canada
4. Clean Air Coalition of British Columbia
5. Action on Smoking & Health (Alberta)

Forty-five years ago,
tobacco companies
used television to
recruit new customers.

Next year, they might do so again.

Bill S-5 will legalize and regulate nicotine vaping products. That's a good thing, but the bill is flawed. It will allow the return of TV, radio and billboard ads for nicotine products made by the same companies that sell cigarettes. Harm reduction is one thing. Open season on promoting addiction to youth and non-smokers is another.

Amend Bill S-5 to ban mass media advertising for vaping products.

CPHA/ACSP, Clean Air Coalition British Columbia, ash.ca, Canadian Medical Association, 150, Physicians for a Smoke-Free Canada, SMOKE FREE, MANTRA, OCAT, ACT

6. Saskatchewan Coalition for Tobacco Reduction
7. Manitoba Tobacco Reduction Alliance Inc.
8. Ontario Campaign for Action on Tobacco
9. Quebec Coalition for Tobacco Control
10. Newfoundland and Labrador Alliance for Control of Tobacco
11. Smoke-Free Nova Scotia

The proposed amendment would only allow “information” or “brand-preference” advertising to adults (i.e. in places that are not accessible to minors, or through in direct communication to adults). This way, young people will never be exposed to e-cig advertisements and, at worst, non-smoking adults will only be exposed to “information” or “brand-preference” advertising and not "lifestyle" advertising.

“Bill S-5 raises critical issues related to public health and the public’s interest, including the ability of for-profit companies to sell and promote nicotine — one of the most addictive substances known. Nicotine dependence is at the core of an epidemic that kills 37,000 Canadians every year. Canadians are entitled to ask for improvements that will minimize the risks of nicotine addiction for all Canadians and their families. We hope Parliamentarians will choose to protect the public by further improving Bill S-5, while ensuring its adoption before the summer recess,” concludes **Les Hagen, Executive Director of Action on Smoking and Health.**

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For further information :

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Les Hagen, Executive Director, Action on Smoking and Health, 780-919-5546

Ian Culbert, Executive Director, Canadian Public Health Association, please contact Emma Mallach, 613-725-3769 ext. 160

Additional details regarding Bill S-5’s provisions for the promotion of vaping products

In the bill’s current form, vaping product manufacturers will be able to advertise through all available media: television, radio, internet, video-games, newspapers, billboards, corner store windows, bars, text messages, social media, etc., reaching kids and teenagers through their electronic gadgets and on their way to school — provided that these ads don’t promote a “lifestyle” and don’t “appeal” to kids.

These safeguards sound good in theory, but they do not take into account the well-documented history of tobacco industry maneuvering that has consistently circumvented the spirit of laws on promotion. These are the very same companies that will be advertising addictive nicotine vaping products like e-cigarettes. Every tobacco multinational operating in Canada is marketing vaping products somewhere in the world. With their profitability still driven by the sale of cigarettes, it is in their interest to maintain addiction — both through conventional tobacco and vaping products.

In addition, the legislation would allow companies to use "lifestyle" advertising to promote vaping to non-smoking young adults in bars or through e-mail, as something other than a substitution for smoking, that is, as a desirable practice in and of itself: enjoyable, fun, sexy and linked to other social activities.