
Action on Smoking & Health
Canadian Public Health Association
Physicians for a Smoke-Free Canada
Quebec Coalition for Tobacco Control

Media Release

Last day of hearings on Bill S-5:

Health groups and coalitions reiterate their call to amend Bill S-5 in order to protect kids from advertising for nicotine vaping products

February 26th 2018 — On Monday February 26th, the last day of hearings by the **Standing Committee on Health (HESA)** on **Bill S-5**, provincial tobacco control coalitions from every province and other national health organizations are reiterating their call to amend the legislation in a full page ad in today's **Hill Times**.

In addition to expanding the regulatory authority regarding tobacco packaging, **Bill S-5** will shift the illegal nicotine vaping market into a legal and regulated one, which will trigger the entry of large tobacco companies in the Canadian vaping market. *"These companies have shown that they are willing and able to aggressively market products to new users, and have been successful at addicting new generations of paying customers year after year,"* reminds **Neil Collishaw, Research Director of Physicians for a Smoke-Free Canada**.

"We fully support the legalization and regulation of vaping products like e-cigarettes, as it will allow smokers to access alternative and less harmful sources of nicotine," says **Les Hagen, Executive Director of Action on Smoking and Health (Alta)**. *"Unfortunately, Bill S-5 goes too far with respect to promotion, even with the amendment proposed by the Minister."*

Two weeks ago, **Health Minister Ginette Petitpas Taylor** responded to **concerns** about advertisements to youth and non-smokers by telling the **Committee** that she plans to support an amendment prohibiting lifestyle ads:

*"Protecting youth from the dangers of nicotine addiction is a top priority of mine. ... To protect youth and non-smoking Canadians, I intend to support an amendment that would prohibit all lifestyle promotion of vaping products. ... because I feel we certainly don't want to send that message specifically to young people..."*¹

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

This fall, 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.

Clean Air COALITION BRITISH COLUMBIA
ash.ca
Physicians for a Smoke-Free Canada
Council for a Smoke Free Prince Edward Island
SMOKE-FREE
MANTRA
COALITION QUÉBÉCOISE POUR LE CONTRÔLE DU TABAC
OCAT
ACT

¹ Hon. **Ginette Petitpas Taylor**, Minister of Health, House of Commons, Evidence, HESA Committee hearings, February 14 2018.
<http://www.ourcommons.ca/DocumentViewer/en/42-1/HESA/meeting-91/evidence>

“While we support the minister’s intent to remove the ability for manufacturers to promote their nicotine vaping products through lifestyle advertising, the truth is that such an amendment would change absolutely nothing with respect to youth exposure to e-cigarette advertising, since S-5 allows lifestyle ads only in places where kids are barred from entering. In other words, without a further amendment limiting locations where advertising will be allowed, children will remain just as exposed to ads promoting nicotine vaping devices,” explains **Neil Collishaw, Research Director, Physicians for a Smoke-Free Canada.**

Continued exposure for youth and undermining provincial legislation

Indeed, as it is written, the legislation would allow e-cig advertising in all media, with no limits with respect to the channels used (ex: billboards, bus shelters, television, radio, newspapers, storefront windows, Internet, texting, video games, social media) nor the locations where these advertisements could be located, enabling manufacturers to reach kids with cool slogans and flashy images of electronic gadgets on their way to school or the arena.

Unchanged, the bill would also undermine provincial legislation: *“Many provinces have already restricted certain forms of e-cig promotion, like banning the display of e-cigarettes in convenience stores. As it stands now, Bill S-5 would allow advertisements depicting these very same products on billboards or bus shelters in front of the stores that are not allowed to display them,”* points out **Ms. Doucas, spokesperson of the Quebec Coalition for Tobacco Control**, who will be testifying in the afternoon before **HESA** as part of the last panel of witnesses on **Bill S-5.**

Amendment on locations needed

“While targeted advertising should be allowed to reach smokers, the Bill fails to protect young people and non-smokers from being exposed to advertisements that promote a product that can result in one of the most powerful addictions,” adds **Ian Culbert, Executive Director of the Canadian Public Health Association.**

The groups are calling on MPs and the **Health Minister** to amend **Bill S-5**, so as to allow non-lifestyle advertising (“information” or “brand-preference”) only in channels that are primarily seen by adults (ex: magazines with an adult readership) as well as in locations not accessible to minors (ex: bars and vape shops).

“We hope the Minister will choose to further improve Bill S-5 and actually protect kids from ads promoting nicotine vaping products. Harm reduction is one thing. Open season on promoting addiction to youth and non-smokers is another,” concludes **Ms Doucas.**

Organizations signing the ad:

- **Canadian Public Health Association**
 - **Physicians for a Smoke-Free Canada**
 - **Clean Air Coalition of British Columbia**
 - **Action on Smoking & Health (Alberta)**
 - **Saskatchewan Coalition for Tobacco Reduction**
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- **Manitoba Tobacco Reduction Alliance Inc.**
- **Ontario Campaign for Action on Tobacco**
- **Quebec Coalition for Tobacco Control**
- **Newfoundland and Labrador Alliance for Control of Tobacco**
- **New Brunswick Anti-Tobacco Coalition**
- **Council for a Smoke-Free Prince Edward Island**
- **Smoke- Free Nova Scotia**

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For further information:

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- Ian Culbert, Executive Director, Canadian Public Health Association, 613-725-3769 ext. 142

(on phone:)

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