



## MEDIA RELEASE

### Trustees celebrate new regulations targeting teen vaping

**[Victoria, B.C. – November 14, 2019]** New regulations and resources designed to take action against youth vaping are a positive step in the right direction say B.C.'s school trustees.

"Vaping is a serious community health issue that has made its way into our schools. B.C.'s boards of education are pleased with this comprehensive plan from government to address the issue," said Stephanie Higginson, president of the B.C. School Trustees Association (BCSTA).

Changes to vaping regulations announced this morning include new legislation to increase the provincial sales tax on vaping products, restrictions on the amount of nicotine in vapour pods and liquid and restrictions on the advertisement of vapour flavours that appeal to youth. Educational resources will include a youth-led anti-vaping social media campaign and educational resources for teachers and students on the risks of vaping. The province's *Quit Now* program will be expanded to assist youth needing support with nicotine addiction.

"We applaud the addition of youth-led resources to help educators talk to students about the health risks these products pose. Expanding the *Quit Now* program to focus on young people will ensure youth across B.C. have age-appropriate programs available to them when they make the decision to quit vaping," said Higginson.

"BCSTA has advocated for changes in provincial vaping regulations since members passed a motion urging action against youth vaping at our annual general meeting in April. Members passed a second motion urging educational resources for youth at our provincial council meeting October 26," said Higginson. "We're pleased that our advocacy, combined with advocacy from health professionals, health associations, educators and parents across the province has helped inform these new initiatives."

- 30 -

*For additional information and to arrange an interview with Stephanie Higginson, please contact:*

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BCSTA's media kit can be downloaded [here](#).

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The British Columbia School Trustees Association is a non-profit organization dedicated to assisting boards of education in their work. Boards of education locally represent the interests of their communities in the public education system in British Columbia. For more information about our association and work, visit [www.bcsta.org](http://www.bcsta.org).