



Health Santé
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February 21, 2020

Stephanie Higginson
President
British Columbia School Trustees Association
4th Floor – 1580 W. Broadway
Vancouver, BC, V6J 5K9

Dear Stephanie Higginson,

Thank you for your letter of November 7, 2019, addressed to the Honourable Ginette Petitpas Taylor, Minister of Health at the time, concerning youth and vaping products. I have been asked to respond. My sincere apologies for the delayed response.

Canada has a strong regulatory framework for vaping products, with a focus on preventing uptake by youth and non-smokers. On May 23, 2018, Parliament passed the new [Tobacco and Vaping Products Act \(TVPA\)](#). The Act establishes significant restrictions to prevent uptake of vaping products by youth, including prohibiting the sale of vaping products to persons under 18 and restricting the promotion of vaping products across all media channels, including social media. The Act specifically restricts the promotion of vaping products with candy and dessert flavours, among others.

The Government of Canada is very concerned about the rapid rise in youth vaping. We are taking further action, including putting in place additional controls through regulations, investing in public education and intensifying enforcement of the legislation.

On December 19, 2019, the Minister of Health [announced](#) proposed new regulations to prohibit the promotion and advertising of vaping products anywhere they can be seen or heard by youth. This means that young Canadians would no longer see advertising for vaping products in public spaces, in convenience stores or online. Marketing of vaping products would be allowed only in places like specialty shops, businesses and online spaces accessible by adults. The proposed regulations were [published in the Canada Gazette, Part I](#), on December 21, 2019 for a public comment period of 30 days. The Department is reviewing the feedback from Canadians now with a view to finalizing these regulations as soon as possible.

To help ensure that Canadians are aware of the risks of vaping and nicotine addiction, on December 19, 2019, the Minister of Health also announced [new regulations](#) that will require that all vaping substances display important health and safety information. Vaping products containing nicotine must display its nicotine concentration and a health warning about the addictiveness of nicotine. In addition, the products must be packaged in child-resistant containers and display a toxicity warning and first-aid treatment statement. All vaping substances must display a list of ingredients, regardless of nicotine content. For a brief overview of the regulation of vaping products in Canada, please consult this [backgrounder](#).

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Health Canada is considering further restrictions on vaping products. In April 2019, the department [consulted Canadians](#) on potential regulatory measures to reduce youth access and appeal of vaping products, including measures to restrict the concentration and/or delivery of nicotine, prohibit the manufacture and sale of vaping products with certain flavours or flavour ingredients and/or prohibit the promotion of certain flavours. Health Canada is examining potential measures building on the [feedback](#) from this consultation, which is available on Health Canada's website.

We have intensified our public education and enforcement efforts. Health Canada has invested more than \$12 million in a national public education campaign - [Consider the Consequences of Vaping](#) - which launched in December 2018 to inform youth and their parents of the harms and risks of vaping. A recent evaluation of the advertising campaign found that 26% of teens who reported having seen the ads decided not to try vaping as a result. To view the resources available to schools and parents, please visit: www.canada.ca/vaping-info.

In terms of enforcement of the legislation, between July and December 2019, Health Canada inspectors visited more than 3,000 specialty vape shops and convenience stores across the country, seizing more than 80,000 units of non-compliant vaping products. The Department has also taken action to shut down illegal promotions by major national brands. These measures will better protect youth from the harms of vaping and, with continued public education, reduce the appeal of vaping products.

Vaping does have [risks](#) and the potential long-term health effects of vaping remain unknown. Non-smokers and young people should not vape. Vaping is a less harmful option than smoking for Canadians who currently use combustible tobacco products - switching completely to vaping will reduce their exposure to many toxic chemicals found in tobacco smoke. Additional information on vaping and our approach to regulating vaping products is available at Canada.ca/vaping.

We recognize and appreciate the important work of your Association and your member boards of education and your contribution to our collective efforts. Please be assured that your comments have been taken into consideration as we continue to take action to protect the health of Canadians.

Again, thank you for taking the time to write.

Yours sincerely,

James Van Loon, Director General
Tobacco Control Directorate
Controlled Substances and Cannabis Branch
Health Canada

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