

# The Canadian Experience: Considerations for Regulating E-Cigarettes

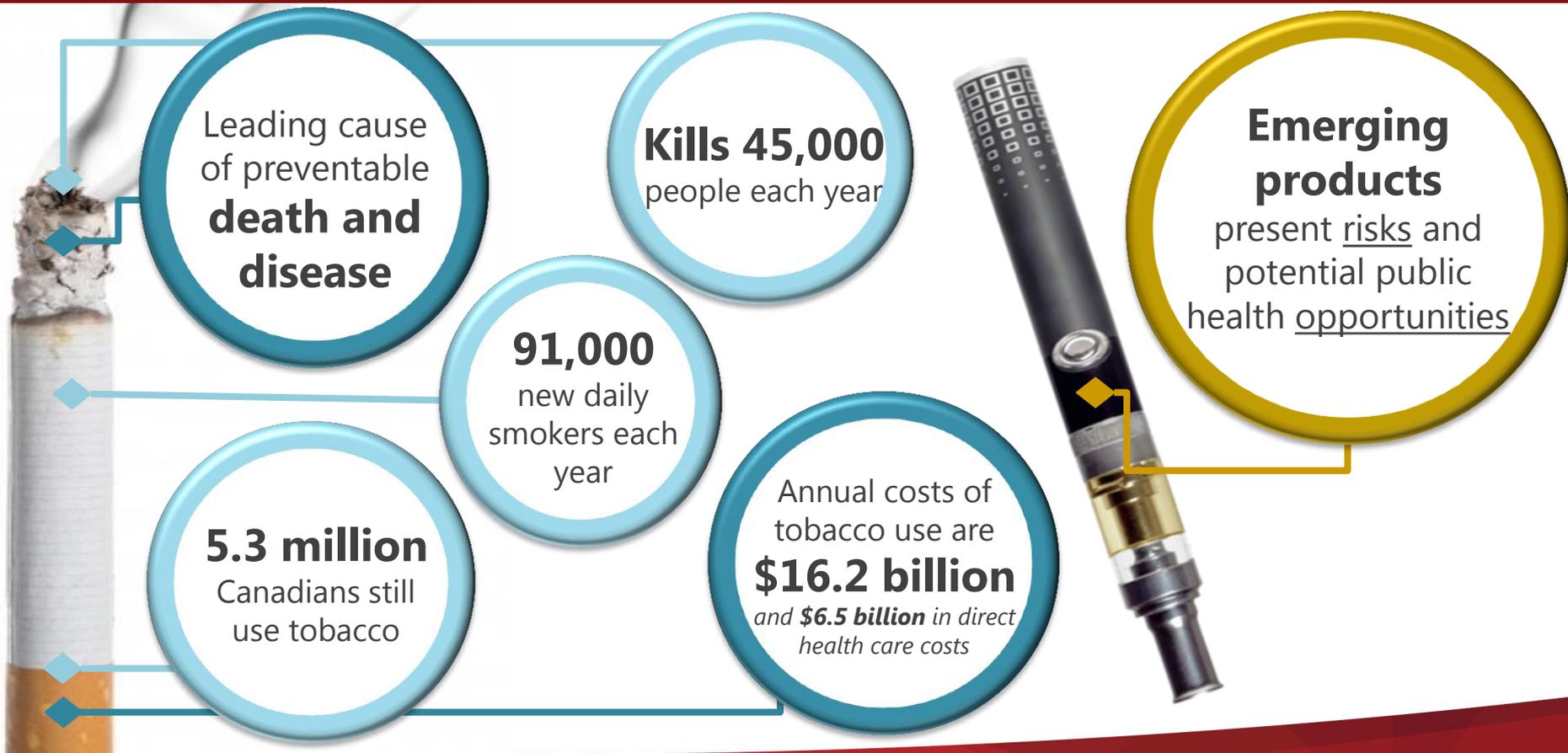
Presentation to the E-Cigarette Summit

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# The Unacceptable Burden of Tobacco in Canada



# Canada's Commitment to <5% by 2035

If only 5% were using tobacco, we anticipate that there would be 700 thousand fewer Canadians at risk of premature death



\*generated by calculating a simple mathematical average of the annual change in tobacco-use prevalence (past 30 day) from 2010 through 2015, and carrying it forward for each year through 2035 assuming all other parameters remain the same

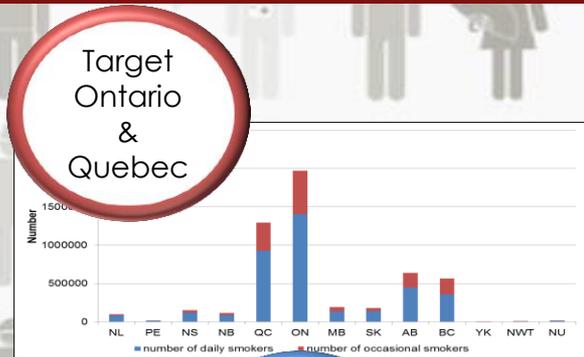
# Past Gains

- In the period from 2000-2015, Canada saw a 2.1 million net reduction in the number of current smokers
- This timeframe coincided with activities under Canada's previous federal strategy (The Federal Tobacco Control Strategy), and a number of provincial and territorial efforts, including:
  - Indoor smoking bans
  - Retail display bans
  - Major national ad campaigns
  - Graphic health warning messages on tobacco packing
  - Series of tax increases
  - Tobacco product additive and flavouring restrictions

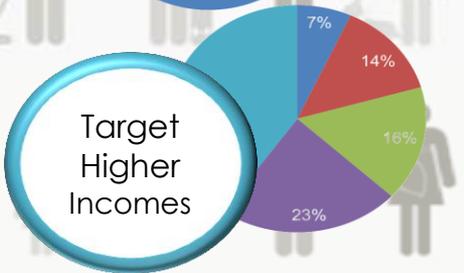
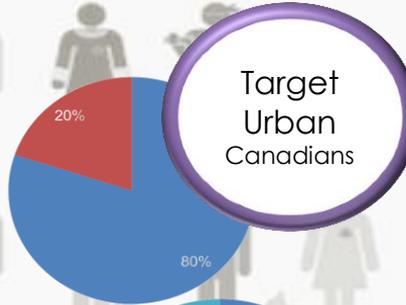
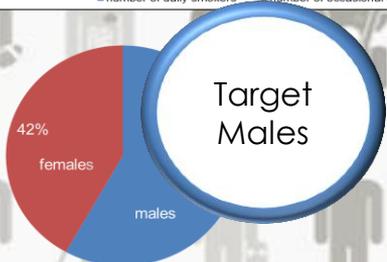
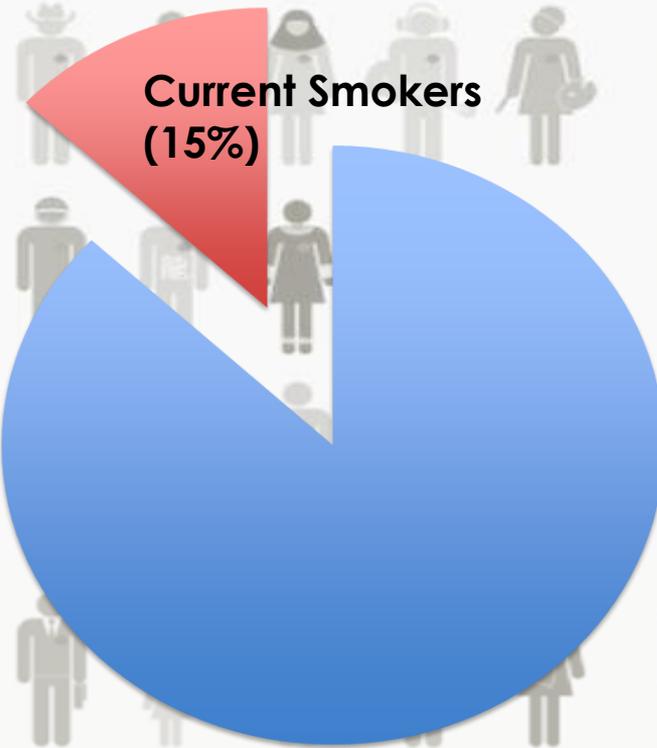
The result of these initiatives was a continued denormalization of smoking behaviour, reduced prevalence rates and reduced the exposure of young people to recognized risk factors

# What the data tells us about who to target

## By the Numbers



Industry	Number of smokers
Manufacturing	377,687
Construction	376,956
Retail trade	367,875
Accommodation and food service	308,655
Health care and social assistance	292,313



# Canada's Tobacco Strategy



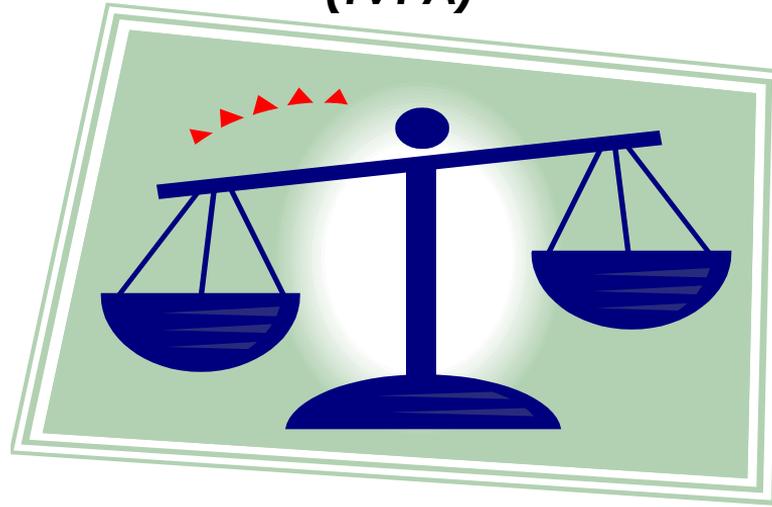
- Leveraging the new regulatory framework for vaping products
- Using a harm reduction approach in our policies, programs and regulations
- Moving from a purely regulatory program to a more comprehensive program with an emphasis on building our evidence base

Flexibility to address emerging products

# Canada's Vaping Framework

Vaping products could bring a public health benefit if they reduce tobacco-related death and disease

## **Tobacco and Vaping Products Act (TVPA)**



Vaping products could bring risks if they entice youth to develop a nicotine addiction or lead to tobacco use

A balanced, flexible and comprehensive regime is required to maximize the potential benefits and minimize the risks of vaping products as the science evolves

# Protect Youth/Non-Smokers

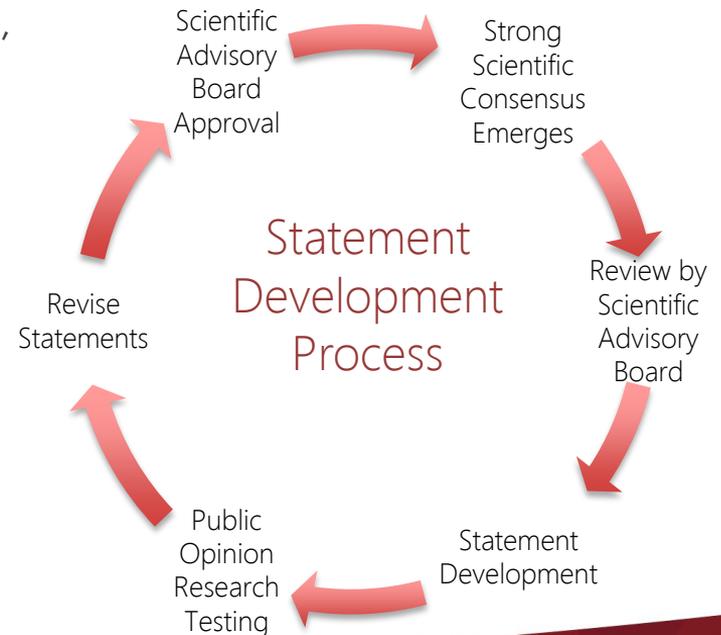
Protection measures in the TVPA include:

- Minimum age - sales to youth banned (those under 18 years of age)
- Ban on certain ingredients e.g.,
  - vitamins, probiotics
  - colouring agents
- Promotion restrictions (only information and brand-preference allowed)
  - No lifestyle advertising
  - No testimonials or endorsements
  - No sponsorship advertising
  - No promotion of flavours appealing to youth
  - No promotion of products with attributes (shape, sounds) that appeal to youth



# Relative Risk Statements

- The TVPA prevents misleading promotion that would suggest a health or therapeutic benefit from vaping
- To ensure relative risk can be conveyed to consumers, Health Canada is developing statements that industry can use in promotion, e.g.,
  - *“If you are a smoker, switching completely to vaping is a much less harmful option”*
  - *“Switching completely from combustible tobacco cigarettes to e-cigarettes significantly reduces users’ exposure to numerous toxic and cancer-causing substances”*
  - *“Completely replacing your cigarette with an e-cigarette will reduce harms to your health”*



# Further Protections Under Consideration

## • Vaping Product Regulations

– Health or safety labelling and content

## • Regulations to restrict advertising locations and times

## • Vaping Labelling Regulations

Health Canada is also developing public education materials to inform Canadians about vaping products as a less harmful option for smokers and including harm reduction messaging around vaping in cessation campaign

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Part II



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Partie II

# Monitoring the Impact of Vaping

- Vaping product use and uptake by Canadians is monitored using a variety of tools:
  - Population surveillance
  - Agile tools to quickly detect emerging issues, new products or populations of concern (e.g., vapers panel, retail behaviour survey)
- The vaping product market is evaluated by
  - Purchasing sales data from market research firms (Canadian as well as international markets)
  - Engaging firms to conduct studies on
    - The size and growth trends for the nicotine-vaping product market
    - The price of vaping products at brick and mortar as well as online
  - HC is developing proposed Vaping Reporting Regulations

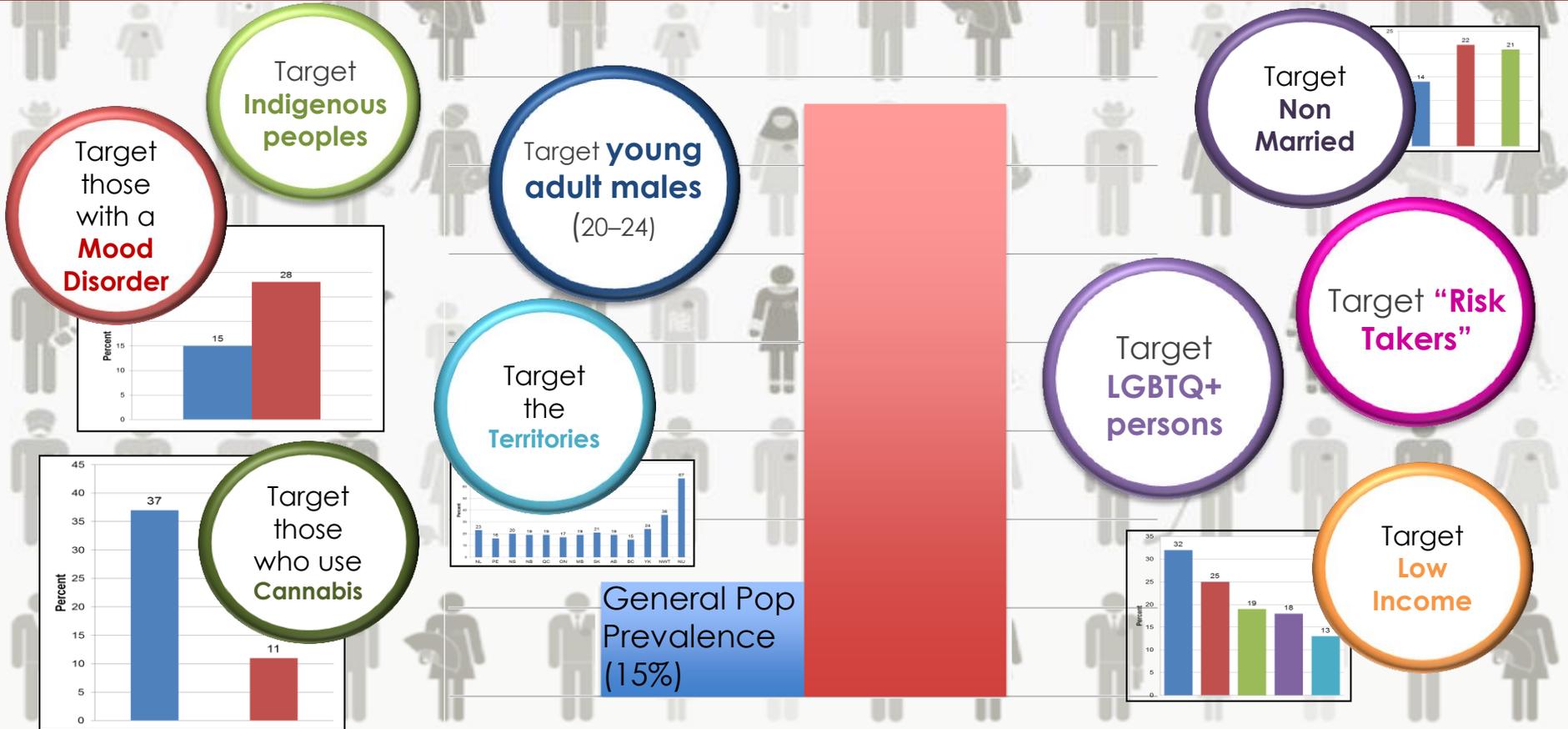
# Summation

- Canada sees vaping products as both a significant opportunity and a potential challenge:
  - Possibility of providing a much less harmful alternative to cigarettes for Canadian adults, but
  - Possibility that non-smokers (especially youth) may be induced to use nicotine-containing products and potentially become users of tobacco
- The regulatory framework seeks to balance those risks and opportunities by controlling access and limiting promotion to young people, while enabling a legal marketplace for adults
- We are establishing a comprehensive monitoring system to enable us to effectively adapt as this marketplace evolves

# Annex: Vaping-Related Legislation

Act	Application
Tobacco and Vaping Products Act (TVPA)	Applies tobacco provisions to vaping products, where appropriate (e.g. prohibition on sales to youth) and adds new provisions where existing provisions are not appropriate (e.g. promotion)
Canada Consumer Product Safety Act (CCPSA)	Addresses risks such as the electrical, mechanical, and toxicological hazards posed by vaping products that do not make a therapeutic claim (post-market requirements)
Food and Drugs Act (FDA)	Products with therapeutic claims continue to be addressed under the FDA (pre- and post-market requirements). * No vaping products have received authorization under the FDA to be sold as therapeutic products in Canada
Non-smokers Health Act (NSHA)	Subjects the use of vaping products to the same prohibitions as tobacco products in federally-regulated workplaces

# Annex : Populations with High Prevalence



# Annex: Canada's Tobacco Strategy

