

September 27, 2019

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The Honourable Christine Elliott, Deputy Premier
Minister of Health
Hepburn Block 10th Floor
80 Grosvenor Street
Toronto, ON M7A 1E9

Dear Minister Elliott:

Recent reports of severe pulmonary illness associated with vaping in the United States and Ontario give rise to concerns about the use of these products, especially among youth. As such, at the September 25, 2019 meeting of the KFL&A Board of Health, the following motion was passed:

THAT the KFL&A Board of Health urge the Provincial Government to immediately remove Regulation 268 of the Smoke-Free Ontario Act, 2017, so that retailers of vaping products will not be allowed to promote them and so that the promotion and display of vape products are subject to the same prohibition as tobacco products.

Vaping rates among youth have been rising in Canada. In 2017, almost one in four Canadian youth (aged 15-19) reported having tried an e-cigarette. Rising youth use of e-cigarettes is especially concerning given the impact of nicotine on the developing brain.

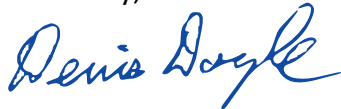
Youth and young adults in Ontario are frequently exposed to vaping advertising on the internet, in convenience stores and gas stations, as well as on television, magazines, billboards, and public transit. Exposure to e-cigarette marketing and advertising has been associated with lower harm perceptions and increased odds of trying e-cigarettes.

Immediate action is needed to curb the impacts of vaping given the increasing vaping rates among youth, widespread promotion of vaping products, and emerging concerns about vaping-related pulmonary illness. Display and promotion of vaping products should align with current restrictions on tobacco products.

Provincially, section 4.1 of the Smoke Free Ontario Act, 2017, prohibits both the display and promotion of vapour products in any place where vapour products are sold or offered for sale (2018, c. 12, Sched 4, s.3). However, regulation 268 outlines exemptions which allow for promotion of vapour products in speciality vape stores and in retail locations that sell vapour products (O. Reg 439/18, s.4).

The KFL&A Board of Health strongly urges the provincial government to remove Regulation 268 of the Smoke-Free Ontario Act, 2017 to restrict the marketing of vapour products to align with the advertisement of tobacco products. Such urgent action is needed to protect the health of youth in Ontario.

Sincerely,



Denis Doyle, Chair
KFL&A Board of Health

*Copy to: Ian Arthur, MPP Kingston and the Islands
 Randy Hillier, MPP Lanark-Frontenac-Kingston
 Daryl Kramp, MPP Hastings-Lennox and Addington
 Mark Gerretsen, MP Kingston and the Islands
 Scott Reid, MP Lanark-Frontenac-Kingston
 Mike Bossio, MP Hastings-Lennox and Addington
 Ginette Petitpas Taylor, Minister, Health Canada
 Dr. David Williams, Chief Medical Officer of Health, Ministry of Health
 Dr. Theresa Tam, The Chief Public Health Officer
 Loretta Ryan, Association of Local Public Health Agencies
 Ontario Boards of Health*