

# Canada's Tobacco Strategy

A Modernized and Comprehensive Approach to Reduce Tobacco-Related Death and Disease



YOUR HEALTH AND SAFETY... OUR PRIORITY.

# Why is Tobacco Control Still Critical?

**Kills 45,000**  
people each year

Leading cause of preventable **death and disease** in Canada

**4.6 million**  
Canadians still use tobacco

Annual costs of tobacco use are **\$16.2 billion**  
*and \$6.5 billion in direct health care costs*

New **technologies** present risks and potential public health opportunities for tobacco

# Some Canadians Have Higher Smoking Rates

Workers in **unskilled occupations** reported smoking 2.6 times more than workers in professional occupations

**Indigenous peoples** smoke 2 to 5 more than non-Indigenous Canadians

22% of **young males** aged 20-24 are smokers vs. 14% of young females

24% to 45% of **LGBTQ+ persons** across different sexual orientation and gender identity groups are smokers

# Canada Needs a More Ambitious Tobacco Strategy

Current regulatory efforts have been successful and more are in the queue

We can do more to save lives

Collaboration is key

• We have set the ambitious prevalence target to:

• Help mobilize partners to accelerate the reduction of tobacco-related death and disease

• Re-establish Canada's leadership in tobacco control

The long-term objective:

Reduce the rate of tobacco use in Canada to less than 5% by 2035

# So... What is changing in tobacco control?

TVPA

EXPANDING RESEARCH

HARM REDUCTION

- Using a harm reduction approach in our policies, programs and regulations
- Moving from a purely regulatory program to a more comprehensive program with a focus on research
- Regulating vaping products through the *Tobacco and Vaping Products Act (TVPA)*

Flexibility to address emerging products

# Canada's Tobacco Strategy



Help  
Canadians  
**Quit Using  
Tobacco**

Protect  
Youth and  
Non-Tobacco  
Users from  
**Nicotine  
Addiction**

Co-Develop  
Distinct  
Approaches  
by and for  
**Indigenous  
Peoples**

**Strengthen our Foundations**  
in Science, Surveillance and  
Partnerships



# Help Canadians Quit Using Tobacco



**Quit**  
services

**Funding**  
programs



**High**  
prevalence  
populations

**Public**  
Education  
Resources



**Social**  
Marketing

**Harm**  
Reduction



# Protect Youth and Non-Tobacco Users from Nicotine Addiction



Prevention  
campaign for  
**vaping**



**Plain and  
Standardized  
Appearance**

**Regulations,  
Compliance  
and  
Enforcement**





# Protect Youth and Non-Tobacco Users from Nicotine Addiction

Excise  
**Duty**  
Program



**Combat  
Contraband  
Tobacco**



# Co-Develop Distinct Approaches by and for Indigenous Peoples



Continue to  
Expand Existing  
**Tobacco**  
Projects



Engage with  
**Indigenous  
Organizations  
on Tobacco  
Programming**



# Strengthen our Foundations in Science, Surveillance and Partnerships



**International  
Engagement**



**Emerging  
Product**  
Research and  
Surveillance



**SUAP  
G&C  
Program**

**Release  
Industry Reports  
to Assist  
Stakeholder  
Research**



# Goal: Less than 5% tobacco use by 2035

Vision: Eliminating tobacco-related death and disease in Canada

The Government is committed to **aggressively reducing tobacco-related deaths and diseases** and to drive down tobacco use to less than 5% by 2035

**All Canadians** will benefit from the results of this strategy. We will see more Canadians quitting smoking, fewer Canadians dying because of tobacco use, and a new generation of Canadians with a greater awareness of the dangers of tobacco and nicotine addiction

# Annex A – Detailed Activities

- Policy research activities
  - Advancing harm reduction policy options
  - Investigating addictiveness and nicotine reduction options
- Outreach and program activities
  - Advancing a national media and awareness campaigns on vaping products and tobacco
  - Expanding existing and developing new prevention and cessation programs (e.g. PHAC, HC and ISC G&C programs with public health organizations, modernizing or replacing quit-lines with Provinces and Territories, targeting high prevalence groups (Trades, LGBTQ+))
  - Co-developing new outreach programs with Indigenous organizations (ISC)
- Compliance activities around the roll-out of the *Tobacco and Vaping Products Act*
  - Inspector training
  - Industry compliance promotion

# Annex A – Detailed Activities

- **Regulatory activities**
  - Promotion restrictions related to vaping products
  - Labelling and reporting requirements related to both tobacco and vaping products
  - Advancing plain and standardized appearance measures for tobacco products
- **Surveillance activities**
  - Introducing on-line panel surveys on cessation, harm reduction and e-cigarette use patterns
  - Developing a new population health survey on tobacco, vaping and nicotine products to be in the field in 2020
- **Scientific research activities**
  - Laboratory testing of vaping liquids or heated tobacco material, their emissions, and device parameters
  - Measuring chemical exposure and short-term health effects (e.g. lung function) in Canadian nicotine product users and how they change when smokers switch to vaping or heated tobacco products
  - Comparing toxicity of vaping and heated products to cigarettes to understand longer term health effects