

Protecting Youth from the Dangers of Vaping

Ontario Banning the Promotion of Vaping Products Outside of Specialty Stores

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Ontario is taking urgent action to address the issue of youth vaping by banning the promotion of vapour products in convenience stores and gas stations. Starting January 1, 2020, the promotion of vapour products in retail stores will only be permitted in specialty vape stores and cannabis retail stores, which are only open to people aged 19 and over.

"Restricting the promotion of vapour products in retail stores will help prevent youth from being exposed and influenced by promotion in retail settings," said Christine Elliott, Deputy Premier and Minister of Health. "This is just one way our government is taking action to protect young people in Ontario."

These changes follow consultations with stakeholders - including experts, communities and families concerned with youth vaping and the promotion of vapour products - as well as new and emerging research from health experts that indicate vaping among Ontario's youth is on the rise.

"Vaping is not without risk, and the potential long-term effects of vaping remain uncertain," said Elliott. "As we continue to engage with experts and families to identify further action we can take to protect our youth, this first step will help begin to curb the alarming increase in young people vaping."

The regulatory amendment will align rules for in-store promotion of vapour products with those for tobacco under the *Smoke-Free Ontario Act, 2017*, bringing Ontario in line with seven other Canadian provinces with similar restrictions.

QUICK FACTS

- Under the *Smoke-Free Ontario Act, 2017* (SFOA, 2017), retail stores that are not specialty vape stores ("non-specialty stores") like convenience stores and gas stations currently can promote vapour products, if the promotion complies with the *Tobacco and Vaping Products Act* (Canada).
- Vaping has become increasingly popular, particularly with youth. In just one year, from 2017 to 2018, there has been a 74 per cent increase in vaping among Canadian youth aged 16-19 (Hammond et al, 2019).
- Of concern, two thirds of students who vape are using products with nicotine (Canadian Student Alcohol and Drugs Survey, 2017).

LEARN MORE

- [Learn more about the risks of vaping](#)
- [Statement by Deputy Premier and Minister of Health Christine Elliott](#)

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Vaping in Ontario

Vapes should only be used by existing smokers - not Ontario's youth and young adult non-smokers. There is broad scientific consensus that IF YOU DON'T SMOKE, DON'T VAPE.

- Nicotine (including nicotine found in vaping juice) is known to alter adolescent brain development and can affect memory and concentration.ⁱ
- Vaping by kids – especially high-nicotine products like JUUL, which are now marketed in Ontario – increases the risk of nicotine addiction.
- Each JUUL pod contains as much nicotine as a pack of cigarettes.
- E-cigarette vapers are likely to also vape cannabis. Among grade 9 to 12 students in Ontario, 32% of past 30 day e-cigarette vapers had also vaped cannabis.
- Symptoms of respiratory disease have been observed in young vapers, including coughing, wheezing, and worsening of asthma.ⁱⁱ
- Use of vaping devices increases the risk of heart disease. Using e-cigarettes every day almost doubles the risk for heart attack.ⁱⁱⁱ
- Vaping is associated with increased risk of ever smoking, and among youth and young adults, with increased frequency and intensity of subsequent smoking.^{iv}
- There is substantial evidence that vaping results in symptoms of dependence on vaping devices^v
- Vaping aerosol contains a number of chemicals with known toxicity^{vi}

The US Food and Drug Administration says vaping among youth is 'reaching epidemic proportions.'

- On September 13/18, the US Food and Drug Administration gave vaping manufacturers, including JUUL, 60 days to come up with plans to stop kids accessing their products, or face removal of their products from the marketplace.

Vaping is increasing rapidly among young people in Ontario

- In 2016/17, 10% of grade 10-12 youth (9.9%) were past 30-day e-cigarette users, a 46% increase from 2014/15.^{vii}

Ontario's proposed regulations of September 27, 2018 under the new Smoke-Free Ontario Act 2017 will allow children and youth to continue to be exposed to retail display and promotion of vaping products in up to 10,000 retail outlets across the province.

- The marketing of vaping products is being targeted to youth, particularly through countertop displays in convenience stores near candy displays, and with flavours such as 'Banana Cream,' 'S'mores' and 'Sour Skittles.' JUUL promotions will soon make the existing situation worse.

Opinion research demonstrates that Ontarians are concerned about vaping among young people.

- A September Angus Reid poll found that 69% of Ontarians support restrictions on the promotion and marketing of vaping products. Sixty-one percent supported banning fruit, bubble gum and other flavours that may appeal to youth.^{viii}

ⁱ U.S. Department of Health and Human Services. *E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

ⁱⁱ National Academies of Sciences, Engineering, and Medicine. 2018. *Public Health Consequences of E-Cigarettes*. Washington National Academies Press.

ⁱⁱⁱ Alzahrani, T, et al. Association Between Electronic Cigarette Use and Myocardial Infarction. *American Journal of Preventive Medicine* 2018;000(000):1-7.

^{iv} National Academies of Sciences, Engineering, and Medicine. 2018. *Public Health Consequences of E-Cigarettes*. Washington National Academies Press.

^v Ibid

^{vi} Vaping [Internet]. Ottawa, ON: Government of Canada; 2018 [updated 2016 Jun 27; cited 2018 Jul 31]. Available from: <https://www.canada.ca/en/health-canada/services/smoking-tobacco/vaping.html#a1>

^{vii} Propel Centre for Population Healthy Impact, University of Waterloo. Canadian Student Tobacco, Alcohol and Drugs Survey Overview of Results, 1994-2016/17; 20018

^{viii} Angus Reid Institute. Vexed over vaping: Kids are top concern amid Canadian uncertainty about effects of e-cigarettes. September 17, 2018

⁹ Davis B, Williams M, and Talbot P. iQOS: evidence of pyrolysis and release of a toxicant from plastic. *Tobacco Control*, March 13, 2018 (online first).

¹⁰ Glantz, Stan. PMI's own in vivo clinical data on biomarkers of potential harm in Americans show that iQOS is not detectably different from conventional cigarettes. *Tobacco Control* 2018;0:1-4