

March 18, 2019

Re: E-Cigarette Advertisements (Presentation to Council)

Mr. Mayor and Members of Town Council,

I am a secondary school student that has been vocal about the lack of response to the epidemic of e-cigarette use among adolescents. I am pleased to have been informed by the Town Clerk that I will be placed on the agenda for the meeting of Town Council occurring on March 26, 2019. I look forward to appearing before Council. As I expect my presentation to be limited in time, I have prepared this correspondence for your review, in anticipation of my presentation.

As I hope most of you are already aware, adolescent e-cigarette use, commonly referred to as ‘vaping’ has reached crisis proportions. The U.S. Surgeon General has declared youth ‘vaping’ an epidemic, and with good reason. While Health Canada’s statistics on adolescent e-cigarette use are not as current as those of the U.S. C.D.C., a 78% increase in e-cigarette use among U.S. high school students has been observed between 2017 and 2018. I have submitted a copy of the relevant CDC report in this correspondence package.

The trend observed is a startling one. As you may read in the CDC report, the substances of choice for adolescents contain nicotine, which we all know to be a highly addictive substance. You may refer to the included fact sheet provided by the Middlesex-London Health Unit, entitled “Vapour Products,” which outlines just some of the most basic consequences of nicotine use by teens. Even more troubling, however, is the CBC article enclosed, which appears to link the alarming rise in e-cigarette use among teens to an increase in cigarette smoking, which according to the article was the first such rise in three decades.

As a student of a LaSalle secondary school, I can assure you that I have personally witnessed e-cigarette use by my peers in school classrooms, hallways and washrooms. The fact that *smoking in class* is an issue in 2019 requires serious reflection. Given the epidemic that we are all faced with, I urge you to realize that every single level of government needs to play a role in combatting teen e-cigarette use, as it truly is a public health concern. We are watching as e-cigarette companies (which are often owned by tobacco companies) are addicting an entire new generation to nicotine and increasing its rate of smoking cigarettes. I submit that as local officials, you have a moral obligation to take every action in your power to attempt to prevent or mitigate the damage e-cigarettes are doing to our youth.

I quote Dr. Andrew Pipe, who is referred to as a Canadian expert on smoking cessation in the Canadian Press article included for your benefit, in saying that “we’re seeing a public health disaster unfold in front of our eyes” and that “Health Canada has been asleep at the switch” in relation to the issue. In particular, Dr. Pipe calls for more stringent regulations on advertising.

I emphasize the need for more controls on advertising in that one cannot even go to a local gas station and pump gas without being bombarded by pushy e-cigarette advertising that is *publicly displayed right on the pump*. I have enclosed a photograph I took while pumping gas locally, with a very obvious sign pushing e-cigarette use on the hose I was using. Also enclosed are some photographs and pamphlets from my various visits at convenience stores within LaSalle. It is

quite obvious that e-cigarettes, nicotine and flavours are well promoted within publicly accessible spaces in the town. Most of the locations in question are well-frequented by children, including one that elementary school students visit during their lunchtime.

I further submit that it is within your power to prevent this sort of advertising from occurring within public spaces, including within stores that are open to the public. Section 128 of the *Municipal Act, 2001*, gives you the ability to declare these publicly displayed e-cigarette advertisements as a public nuisance:

Public nuisances

128 (1) Without limiting sections 9, 10 and 11, a local municipality may prohibit and regulate with respect to public nuisances, including matters that, in the opinion of council, are or could become or cause public nuisances. 2001, c. 25, s. 128 (1); 2006, c. 32, Sched. A, s. 68.

Not subject to review

(2) The opinion of council under this section, if arrived at in good faith, is not subject to review by any court. 2001, c. 25, s. 128 (2).

Clearly, e-cigarette advertisements are contributing to and causing a massive public nuisance. These advertisements create public nuisances at an individual and societal level, and encourage youth to use e-cigarettes; furthermore, as mentioned previously, youth have no way to avoid this sort of advertising when it is *right on the pump* at the gas station, as well as right next to the check-out counter (or in the case of pamphlets, on the customer's side of the counter). I would also like to point out that Vype, the brand of e-cigarette advertised in the photograph, is owned by Imperial Tobacco Canada, which is a subsidiary of British American Tobacco.

I urge Council to take the right action, with care for the community it serves and with integrity, by proceeding to prohibit the type of nuisance advertising I have identified in this package. I further urge you to consider limiting the public display of e-cigarettes and their advertising on store counter tops or in general (excluding specialty stores), through the same mechanism in the *Municipal Act*, or a similar one. Any further action would of course be a step in the right direction, but at a minimum, I urge you to proceed in prohibiting the nuisance advertising mentioned. As I emphasized in this correspondence, every level of government and every individual must play a role in combatting this public health epidemic, and LaSalle Town Council is no exception.

Other enclosures include articles relating to my advocacy efforts at the school board level, and a petition to the Legislative Assembly of Ontario which has received over 80 signatures from students across Ontario within a mere 3-day period. I urge you to sign on to the position, calling for more severe action at the provincial level. Ms. Tracy Ramsey, M.P., has also advised me that her office will be submitting a request for research on Health Canada's action relating to e-cigarette regulations from the Library of Parliament, and she has encouraged me to share that news with you. I look forward to hearing more from her on the issue.

Lastly, I urge you to please contact me prior to the meeting of Town Council if you would like me to mention anything specifically in my presentation. I will attempt to include the most pertinent information due to my time constraints. Please do not hold back on your questions following my presentation either, as I am more than willing to answer any and all questions you could have for me. My email address is [REDACTED]

I trust that this correspondence will be of assistance to you, and I look forward to appearing before you on March 26.

Sincerely,

A handwritten signature in black ink, appearing to read 'Petar Bratic', with a stylized flourish at the end.

Petar Bratic

Enclosures

Notes from the Field

Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018

Karen A. Cullen, PhD¹; Bridget K. Ambrose, PhD¹;
 Andrea S. Gentzke, PhD²; Benjamin J. Apelberg, PhD¹;
 Ahmed Jamal, MBBS²; Brian A. King, PhD²

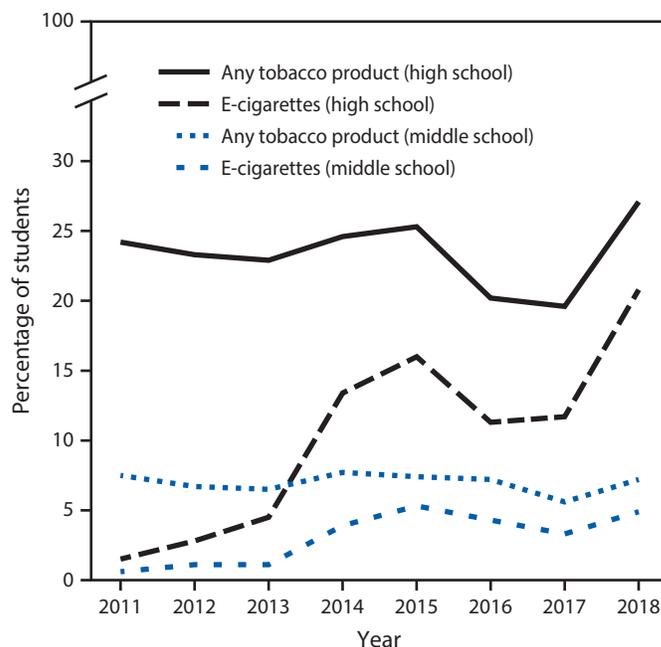
Electronic cigarettes (e-cigarettes) are battery-powered devices that provide nicotine and other additives to the user in the form of an aerosol (1). E-cigarettes entered the U.S. marketplace in 2007 (1), and by 2014, e-cigarettes were the most commonly used tobacco product among U.S. youths (2). Data from the 2011–2018 National Youth Tobacco Survey (NYTS), a cross-sectional, voluntary, school-based, self-administered, pencil-and-paper survey of U.S. middle and high school students, were analyzed to determine the prevalence of current use (≥ 1 day in past 30 days) of e-cigarettes,* current use of any tobacco product,[†] frequency of (number of days during the preceding 30 days) e-cigarette use, and current use (any time during preceding 30 days) of any flavored e-cigarettes among U.S. middle school (grades 6–8) and high school (grades 9–12) students. Logistic regression (2011–2018) and t-tests (2017–2018) were performed to determine statistically significant differences ($p < 0.05$).

Among high school students, current e-cigarette use increased from 1.5% (220,000 students) in 2011 to 20.8% (3.05 million students) in 2018 ($p < 0.001$) (Figure). During 2017–2018, current e-cigarette use increased by 78% (from 11.7% to 20.8%, $p < 0.001$). The proportion of current e-cigarette users who reported use on ≥ 20 of the past 30 days increased from 20.0% in 2017 to 27.7% in 2018 ($p = 0.008$). Among high school students, during 2017–2018, current use of any flavored e-cigarettes increased among current e-cigarette users (from 60.9% to 67.8%, $p = 0.02$); current use of menthol- or mint-flavored e-cigarettes increased among all current e-cigarette users (from 42.3% to 51.2%, $p = 0.04$) and current exclusive e-cigarette users (from 21.4% to 38.1%, $p = 0.002$).

* Current e-cigarette use was defined as a response greater than “0 days” to the question, “During the past 30 days, on how many days did you use e-cigarettes?” The e-cigarette questions were preceded by the following information: “The next 11 questions are about electronic cigarettes or e-cigarettes. E-cigarettes are battery powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled. You may know them as e-cigs, vape-pens, hookah-pens, e-hookahs, e-cigars, e-pipes, personal vaporizers, or mods. Some brand examples include NJOY, blu, Vuse, MarkTen, Logic, Vapin Plus, eGo, and Halo.”

[†] Any tobacco product use was defined as use of one or more of the following tobacco products on ≥ 1 day in the past 30 days: cigarettes, cigars (defined as cigars, cigarillos, or little cigars), smokeless tobacco (defined as chewing tobacco, snuff, or dip), e-cigarettes, hookahs, tobacco pipes, snus, dissolvable tobacco, and bidis.

FIGURE. Percentage of middle and high school students who currently use e-cigarettes* and any tobacco product[†] — National Youth Tobacco Survey, United States, 2011–2018



* Current e-cigarette use was assessed by responses to these questions during the indicated survey years: “In the past 30 days, which of the following products have you used on at least one day?” and the response option, “Electronic cigarettes or e-cigarettes such as Ruyan or NJOY” (2011–2013); “During the past 30 days, on how many days did you use e-cigarettes such as Blu, 21st Century Smoke, or NJOY?” (2014); “During the past 30 days, on how many days did you use electronic cigarettes or e-cigarettes?” (2015); and “During the past 30 days, on how many days did you use e-cigarettes?” (2016–2018). During 2015–2018, e-cigarette questions were preceded by an introductory paragraph defining the product.

[†] Any tobacco product was defined as use of one or more of the following tobacco products on ≥ 1 day in the past 30 days: cigarettes, cigars (defined as cigars, cigarillos, or little cigars), smokeless tobacco (defined as chewing tobacco, snuff, or dip), e-cigarettes, hookahs, tobacco pipes, snus, dissolvable tobacco, and bidis.

Among middle school students, current e-cigarette use increased from 0.6% in 2011 (60,000 students) to 4.9% (570,000 students) in 2018 ($p < 0.001$) (Figure). During 2017–2018, current e-cigarette use increased by 48% (from 3.3% to 4.9%, $p = 0.001$); the proportion of current e-cigarette users who reported use on ≥ 20 days of the past 30 days did not significantly change (from 12.9% to 16.2%, $p = 0.26$).

Current use of any tobacco product among high school students was 24.2% (3.69 million students) in 2011 and 27.1% (4.04 million students) in 2018 ($p > 0.05$) (Figure). Current use of any tobacco product among middle school students was 7.5% (870,000 students) in 2011 and 7.2% (840,000 students) in 2018 ($p > 0.05$). During 2017–2018, overall tobacco

product use increased by 38% among high school students (from 19.6% to 27.1%, $p < 0.001$) and by 29% among middle school students (from 5.6% to 7.2%, $p = 0.008$).

Current e-cigarette use increased considerably among U.S. middle and high school students during 2017–2018, reversing a decline observed in recent years and increasing overall tobacco product use (3). Moreover, during 2017–2018, frequent e-cigarette use increased among high school students. Although e-cigarettes have the potential to benefit adult smokers if used as a complete substitute for combustible tobacco smoking, the use of any form of tobacco product among youths, including e-cigarettes, is unsafe (1). The Surgeon General has concluded that e-cigarette use among youths and young adults is of public health concern; exposure to nicotine during adolescence can cause addiction and can harm the developing adolescent brain (1).

The rise in e-cigarette use during 2017–2018 is likely because of the recent popularity of e-cigarettes shaped like a USB flash drive, such as JUUL; these products can be used discreetly, have a high nicotine content, and come in flavors that appeal to youths (4). In September 2018, the Food and Drug Administration (FDA) issued more than 1,300 warning letters and civil money penalty fines to retailers who illegally sold e-cigarette products to minors, the majority of which were blu, JUUL, Logic, MarkTen XL, and Vuse; this was the largest coordinated enforcement effort in FDA's history (5). Sustained implementation of proven population-based strategies, in coordination with the regulation of tobacco products by FDA, is key to reducing all forms of tobacco product use and initiation, including e-cigarettes, among U.S. youths (1).

Corresponding author: Karen A. Cullen, karen.cullen@fda.hhs.gov, 240-402-4513.

¹Center for Tobacco Products, Food and Drug Administration, Silver Spring, Maryland; ²Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, CDC.

All authors have completed and submitted the ICMJE form for disclosure of potential conflicts of interest. No potential conflicts of interest were disclosed.

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Vapour Products (Electronic Cigarettes)

What are vapour products?

- Vapour products (also known as e-cigarettes, e-cigs, mods, tank systems, vaporizers or vapes) are battery operated devices that are designed to heat a solution into a vapour when activated. Vapour products can also be used to vapourize cannabis or tobacco.
- E-cigarettes generally have three parts: an atomizer (contains the heating element); a battery; a chamber or “tank” containing the solution to be heated. Sometimes they may only have a cartomizer and a battery.
- The solution (also known as e-liquid, juice, e-juice or vape juice) can consist of nicotine, water, added flavours, and propylene glycol or vegetable glycerin.
- Vaping devices can be made from plastic or steel. Sometimes they resemble a real cigarette, but they are constantly being revamped and can even resemble pens or USB sticks.
- E-cigarette companies are being bought by tobacco companies and promoting to youth with sleek packaging and savvy marketing strategies (media, slogans, advertising etc.).

What is vaping?

“Vaping” is the act of using an e-cigarette:

- An individual sucks on the mouthpiece or pushes a button to activate the heating element.
- The solution in the cartridge heats up, turning it into a vapour to be inhaled.
- Vapour is **only** released when the e-cigarette is activated.

Is vaping legal?

- In Canada, it is now legal for an e-cigarette to contain nicotine, unless the vaping product makes a health claim.
- In Ontario, under the *Smoke-Free Ontario Act, 2017* it is illegal to:
 - Use an e-cigarette to vape any substance anywhere that smoking tobacco is not allowed
 - Sell or supply e-cigarettes to anyone under the age of 19

OVER →

www.healthunit.com

Are vapour products safer than cigarettes?

While e-cigarettes may be safer than regular cigarettes, less harmful doesn't mean safe.

- E-cigarettes have not been completely tested for safety and the short and long-term risks of use are currently unknown.
- Vapour produced from an e-cigarette can contain toxic chemicals and heavy metals. Even without nicotine or cannabis it is not harmless water vapour. The health effects of the second-hand vapour are also unknown.
- At this time, standards do not exist for how and where e-cigarettes (and the solutions) are made, packaged or labelled. This means that there may be no consistency in how devices are made or the chemicals that get added.
- The solution may not be properly packaged or even childproofed. Nicotine in solutions, even in small amounts, can be harmful if swallowed or if it comes into contact with the skin.
- Flavours added to e-cigarettes may not be safe for breathing into your lungs.
- E-cigarettes have not been proven to help people quit smoking. Those wanting to quit should use methods approved by Health Canada such as nicotine replacement therapy (NRT) or medications like Champix or Zyban.

What if you don't smoke, should you vape?

- E-cigarettes and solutions could contain nicotine even if not labelled and it could expose others to harmful chemicals. Those who do not smoke especially youth, young adults, pregnant women and those planning to become pregnant should not use an e-cigarette and avoid exposure to second-hand vapour.
- Studies are showing that youth who use e-cigarettes may be more likely to start smoking cigarettes or use other tobacco products
- Nicotine and cannabis in vapes can change the way to young brains develop, making it harder to quit.
- Nicotine and cannabis in vapes can harm the parts of the brain that help people focus and learn.

If you don't smoke, don't vape.

www.healthunit.com/e-cigarettes

For more information, contact the Middlesex-London Health Unit's Smoke-Free Information Line at 519-663-5317 ext. 2673 or smokefreeinfo@mlhu.on.ca.

SECOND OPINION

Teen vaping in Canada has taken a 'worrisome' turn



New data suggests **teen smoking rates in Canada are also rising**

Kelly Crowe · CBC News · Posted: Dec 08, 2018 4:00 AM ET | Last Updated: December 8, 2018



Using data gathered in the last six months, University of Waterloo professor David Hammond found a disturbing trend in Canadian teen vaping rates. (Craig Chivers/CBC)

As he tallied his latest data on vaping rates among Canadian teens, University of Waterloo Prof. David Hammond tried to find reasons not to believe his own research.

That's because the results were troubling.

According to his numbers, **Canadian teenage vaping rates have increased substantially, similar to the dramatic increase in the U.S. where rates shot up by 80 per cent in one year, a trend the FDA called "epidemic."**

“We all want these findings not to be true.”

— David Hammond, University of Waterloo

"We have been trying to find ways why this data isn't robust. We have not been able to find any reason," said Hammond, a public health professor.

"All signs are very worrisome."

And even more disturbing — cigarette smoking in teenagers appeared to be rising for the first time in 30 years.

"There are also troubling findings on smoking rates and signs that progress in reducing youth smoking may have stalled," he said, adding that there's a need for more research to confirm his results.

"We all want these findings not to be true."

First snapshot since Juul came to Canada

Hammond's data is the first evidence of what has happened since Canada's vaping landscape changed dramatically in May. That's when the new federal law made it legal to sell nicotine vaping products.

A second major change happened a few months later when the vape juggernaut **Juul** officially entered the Canadian market. The slick Juul vaping device is designed to deliver a rapid nicotine hit to the brain just the way a cigarette would. **And teenagers love it.**





Students outside West Carleton Secondary School in Ontario hold e-cigarettes. (Hallie Cotnam/CBC)

Once Hammond saw the disturbing trends from the last six months he decided he couldn't hold the data until it was published in a scientific journal months from now.

Instead, he presented his findings at a meeting of the federal [Scientific Advisory Board on Vaping Products](#) when it met on Nov. 19. There were six or seven Health Canada officials in the room.

"Part of my job as an expert is to speak to the evidence that I know and as I understand it, and we have that evidence."

- [Vaping 'guinea pigs': E-cigarette health risks you may not be aware of](#)
- [SECOND OPINION: What exactly are you inhaling when you vape?](#)

He knew Health Canada would not see any new data emerging from the ongoing [Canadian Tobacco, Alcohol and Drugs Survey](#) for another year. He wanted the policy experts to be aware of the new and potentially alarming trend.

"If your job is to regulate vaping, I don't know how someone wouldn't be concerned about some of the market trends we've seen."

Yet when Health Minister Ginette Petitpas Taylor was asked Wednesday about teen vaping rates, she said Canadian rates did not match the U.S. trends.

"The numbers that are coming out of the States are not the same numbers as Canada," Petitpas Taylor told reporters.

- [Health Canada to review strategy as smoking rate spikes](#)

Citing data gathered a year and a half ago, she said, "At this point in time we don't see an alarming increase. However, we continue to look at the situation. If anything happens we certainly will address it."

Health Canada officials told CBC News in an email that the minister hadn't seen Hammond's research when she made those comments.

On Thursday Hammond sent his entire paper to Health Canada, at the same time as he submitted it for publication.

"Any new and emerging data that suggests an increase in youth vaping or tobacco use would be a concern to the minister," said Sean Burgess, Health Canada media relations officer, in an email.

Health Canada will 'assess' actions

"Upon review of the recently provided data, Health Canada will assess what additional actions are warranted, and leverage additional authorities in the [Tobacco and Vaping Products Act](#)."

But Hammond's data is not the only sign that teenage vaping has taken off in Canada.

[Last week](#) a North Vancouver high school shut down almost all of its student bathrooms to stop kids vaping at school.

In Ontario, the Durham Region Health Department said local data from the area around Oshawa, Ont., shows 17 per cent of high school students are vaping. "That's five students in

every class of 30!" the department [tweeted](#) this week.



Dante Caloia risked the wrath of his classmates by publishing an article warning about teen vaping at his Ottawa high school. (Hallie Cotnam/CBC)

On Nov. 27, Dante Caloia risked the wrath of his high school classmates by publishing a dispatch from the vaping front lines, in a column [published](#) by CBC News Ottawa.

"I found many many times I've walked into bathrooms and seen tons of kids vaping," Caloia said. "I actually have a few friends who literally can't go a few minutes without having to hit their Juul or their Vape."

So far Health Canada's primary method of controlling teen vaping is through restrictions on how vape products are promoted. As of Nov. 19, there can be no candy labels and no commercials appealing to youth by using celebrities or animal characters. Candy flavours can still be sold, just not advertised.

In the meantime vape fans are advertising to each other on [YouTube](#) and social media, posting videos blowing vaping rings and performing other dazzling tricks.

- [U.S. officials call teen vaping 'epidemic'](#)

- [The product is ahead of the science': Doctor fears future 'epidemic'](#)
- [SECOND OPINION: The effects of Big Vape won't be known for decades](#)

All of that as health officials repeat their mantra — if you don't already smoke, don't vape.

"What we don't want to see is a new generation of people who were not going to be smokers become long-term vapers or worse yet, moving through into tobacco," said James Van Loon, director general of the Tobacco Control Directorate at Health Canada.

"We really think that no young people should be using electronic cigarettes because of the health risks that we know and possibly more important the health risks that we don't know."

Limited evidence that vaping helps smokers quit

The underlying vaping philosophy is based on the theory that smokers will give up cigarettes for vaping, and then eventually stop vaping and shake their nicotine addiction altogether.

But there's little good evidence of that.

"By far most smokers who try vaping don't succeed in quitting, and they either become dual users or they revert to smoking cigarettes exclusively," said Robert Schwartz, executive director of the Ontario Tobacco Research Unit.

While they wait for adult smokers to switch, health officials appear prepared to risk exposing an entire generation to a nicotine addiction.

That's because, unlike other smoking cessation products, vaping did not sit quietly on the shelf beside the nicotine gum and the patches.





A vape trick video has over eight million views on YouTube. (Posted to youtube by vAustinL)

Instead, a powerful vaping industry is amassing as the world's tobacco companies introduce new vape products and invest in successful startups.

This week there were [reports](#) that tobacco giant Altria, the parent company of Marlboro cigarette maker Philip Morris, is considering buying a piece of Juul, which dominates the multibillion-dollar e-cigarette market.

“The product is nicotine.”

— Tobacco industry scientist William Dunn in 1972

It's a product revolution that tobacco industry tried, and failed, to launch decades ago.

Stanford University historian Stephan Risi [discovered](#) documents revealing how tobacco companies began secret research programs aimed at designing a smoke-free cigarette in the 1960s.

"It was also the moment when a lot of tobacco companies began to come around to the idea that what they're selling is not so much tobacco, it's really individual doses of nicotine," Risi said, pointing to evidence from industry archives.

"The cigarette should be conceived not as a product but as a package. The product is nicotine," Philip Morris scientist William Dunn, wrote in a [confidential memo](#) in 1972.

The same year, R.J. Reynolds research executive Claude Teague wrote in a [confidential planning report](#) "A tobacco product is, in essence, a vehicle for delivery of nicotine, designed to deliver nicotine in a generally acceptable and attractive form."

Now that Juul and others have solved that problem, the tobacco industry is on the front lines, marketing a new device that, when used as intended, will create a nicotine dependence in the user.

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A top Canadian doctor says Health Canada is 'asleep at the switch' when it comes to the teen vaping epidemic

The Canadian Press

Published Wednesday, January 9, 2019 5:27PM EST

Last Updated Wednesday, January 9, 2019 5:32PM EST

An Ottawa doctor who is a Canadian expert on smoking cessation says Health Canada is doing little to stop the teen vaping epidemic.

"This is an issue that's screaming for attention," says Dr. Andrew Pipe, "we're seeing a public health disaster unfold in front of our eyes. And quite frankly Health Canada has been asleep at the switch."

Dr. Pipe has spent decades in the smoking cessation field, through his work at the Ottawa Heart Institute, has helped Canadians kick their cigarette smoking habit. He calls the new teen vaping trend in Canada "disturbing".

"I talk to my colleagues across the country they're telling me about entire teenage hockey teams vaping between periods in the dressing rooms." Dr. Pipe adds, "These devices are the most sophisticated and concentrated form of nicotine on the market so within 48 to 72-hours teenagers become addicted. And thereafter, their brain is hard-wired to crave nicotine in a variety of forms throughout the course of their days. So we're spawning a whole new generation of smokers which is sadly ironic."

In November 2018, Health Canada added [new restrictions to Canada's Tobacco and Vaping Products Act \(TVPA\)](#) in hopes of cracking down on e-cigarette advertising appealing to youth. The bans include:

- the sale and promotion of vaping products that make the product appealing to youth, such as interesting shapes or sounds;
- the promotion of certain flavours—like candy, desserts, or soft drinks—that may be appealing to youth; and
- product promotion by testimonials or endorsements.

Dr. Pipe calls those restrictions "naïve" going on to say, "Health Canada is standing by and as far as I'm concerned doing nothing about an issue that mandates immediate action on the part of the minister and Health Canada."

"I want to see them regulate the product; I want to see them regulate the marketing, the advertising, and the displays, all of the same kind of principals that we use to regulate the marketing of tobacco products."

In a statement to CTV Ottawa, a Health Canada spokesperson says:

"The Minister of Health and Health Canada are deeply concerned about youth vaping in Canada as increasing rates have been observed in the United States. The vaping market is rapidly evolving, with the regular introduction of new products into Canada. We are aware of both anecdotal information and unpublished research showing increases in the rate at which Canadian youth are trying and using vaping products.

Health Canada has the authority to implement further measures to address the potential harms of vaping. The Department will not hesitate to propose further restrictions, should they prove necessary in light of the emerging data on youth vaping.

Canada has already established a strong regulatory framework for vaping products, with a focus on preventing uptake by youth and non-smokers. The Act includes significant restrictions to prevent uptake of vaping products by youth, including prohibiting the sale of non-prescription vaping products to persons under 18, whether or not these products contain nicotine. Online sales to youth are also prohibited. The Tobacco and Vaping Products Act (TVPA) has comprehensive restrictions in place on the promotion of vaping products, especially advertising appealing to youth. Some information and brand-preference advertising is permitted, as long as it is not contravention of the TVPA.

Health Canada is developing proposals for further protection measures, which would be set out in regulations. The Department also continues to work with its provincial and territorial counterparts in areas of shared jurisdiction, such as sales to youth and controls on the retail environment.

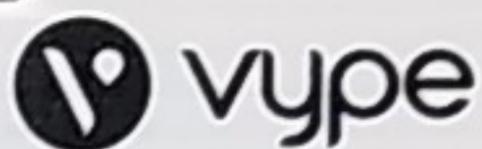
Additionally, the Government of Canada is in the early stages of launching a youth-oriented public education campaign to increase awareness about the harms and risks associated with vaping product use for youth aged 13-18. The campaign will also equip parents and other trusted adults with tools and resources to support conversations and discussions about the health risks of vaping products for this age group.

If you are a smoker, vaping is a much less harmful source of nicotine than smoking, but the Government of Canada's position is clear: if you don't smoke, don't vape."

Dr. Pipe's greatest concern, these teens who are now vaping will be so addicted to nicotine their bodies will crave more, and eventually evolve into smoking cigarettes. An addiction he says, Health Canada must stop before it starts, "47,000 Canadians die every year as a consequence of tobacco addiction and if 47,000 Canadians died in air crashes every year we'd be doing something about it."

MOST WATCHED

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Hits the Spot.



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Vype products may be harmful to health and contain nicotine which is addictive. VYPE PRODUCTS ARE NOT SUITABLE FOR USE BY: persons who are not adults; persons who are under the legal age to purchase vaping products; persons who are allergic/sensitive to nicotine; pregnant or breast-feeding women; persons who have been advised to avoid using tobacco or nicotine products for medical reasons; persons with reduced physical, sensory, mental capabilities or lack of experience/knowledge unless they are under supervision or have been given instructions concerning the use of the product by a person responsible for their safety; and persons with an unstable heart condition, severe hypertension or diabetes. Keep Vype products out of reach of children.

19+

ASP1-7B



WARNING: This product contains nicotine. Nicotine is an addictive chemical.

JUUL

JUUL STARTER KIT

STLTH
NICOTINE DELIVERY SYSTEM

STLTH
NICOTINE DELIVERY SYSTEM

STLTH \$24.99

STLTH \$14.99

VAPING

WORMS SOLD HERE

19

UNDER 25

3-PACK \$10.20

2-PACK \$12.40

BEATRICE **MILK**

19+

vype

LOOKS SMALL

HITS BIG

THE NEW VYPE LINE

GOVPELCA

JUUL

MAKE THE SWITCH

1% AND 5% NICOTINE STRENGTHS NOW AVAILABLE

Nicotine is addictive.

NOT FOR SALE TO MINORS.

5

LOTTO

MONOPOLY

5

BIG





VYPE ePEN 3

The click and
vape system with
flavours that hit
the spot.



BLUE GOLD RED BLACK WHITE SILVER

0 mg/ml 12 mg/ml 18 mg/ml	0 mg/ml 12 mg/ml 18 mg/ml	0 mg/ml 12 mg/ml 18 mg/ml
INFUSED VANILLA	CRISP MINT	DARK CHERRY

0 mg/ml 12 mg/ml 18 mg/ml	0 mg/ml 12 mg/ml 18 mg/ml	0 mg/ml 6 mg/ml 12 mg/ml 18 mg/ml
BLENDED TOBACCO	FRESH APPLE	GOLDEN TOBACCO

0 mg/ml 12 mg/ml	0 mg/ml 12 mg/ml	0 mg/ml 12 mg/ml	0 mg/ml 12 mg/ml
SCARLET KICK	GREEN SNAP	INDIGO DIVE	PEACH WHIRL

0 mg/ml 12 mg/ml 18 mg/ml	0 mg/ml 12 mg/ml 18 mg/ml	12 mg/ml 18 mg/ml
STRAWBERRY SMASH	MASTER BLEND TOBACCO	CRUSH MINT

VYPE eTANK PRO 2

The open vape
system that's flexible.

0 mg/ml 6 mg/ml 12 mg/ml	0 mg/ml 6 mg/ml 12 mg/ml 18 mg/ml	0 mg/ml 6 mg/ml 12 mg/ml
STRAWBERRY SMASH	BLENDED TOBACCO	DARK CHERRY

0 mg/ml 6 mg/ml 12 mg/ml 18 mg/ml	0 mg/ml 6 mg/ml 12 mg/ml	0 mg/ml 6 mg/ml 12 mg/ml
GOLDEN TOBACCO	CRISP MINT	INFUSED VANILLA

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VYPE eSTICK

Sleek.
Familiar.
On-The-Go.

Easy-to-use device.
Compact and lightweight.

TOASTED
TOBACCO



18

COOL
SPEARMINT



18

MORE CHOICE. AUTHENTIC TASTE. HIGH QUALITY.

Discover all the options at
govype.ca



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**THE
NEWEST
MEMBER**
OF THE VYPE FAMILY.

ePOD



ePOD

ePEN 3

eTANK PRO 2

eSTICK

**SWITCHING
HAS NEVER
BEEN EASIER.**

VYPE PRODUCTS ARE NOT MEDICALLY LICENSED SMOKING CESSATION DEVICES.

Vype products may be harmful to health and contain nicotine which is addictive. **VYPE PRODUCTS ARE NOT SUITABLE FOR USE BY:** persons who are not adults; persons who are under the legal age to purchase vaping products; persons who are allergic/sensitive to nicotine; pregnant or breast-feeding women; persons who have been advised to avoid using tobacco or nicotine products for medical reasons; persons with reduced physical, sensory, mental capabilities or lack of experience/knowledge unless they are under supervision or have been given instructions concerning the use of the product by a person responsible for their safety; and persons with an unstable heart condition, severe hypertension or diabetes. Keep Vype products out of reach of children.

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CLOSED SYSTEM WITH CARTRIDGES

ePEN 3

DEVICE AND
CARTRIDGES



CONVENIENT

CHOOSE AND INSERT - READY TO VAPE



INSERT
CARTRIDGE

CLICK 3 TIMES
TO TURN ON

PRESS BUTTON
WHILE INHALING

OPEN SYSTEM WITH BOTTLES

eTANK PRO 2

DEVICE AND
eLIQUIDS

10ML BOTTLES



FLEXIBLE

ADD A FLAVOUR OR MIX TO MAKE YOUR OWN



FILL WITH
eLIQUID



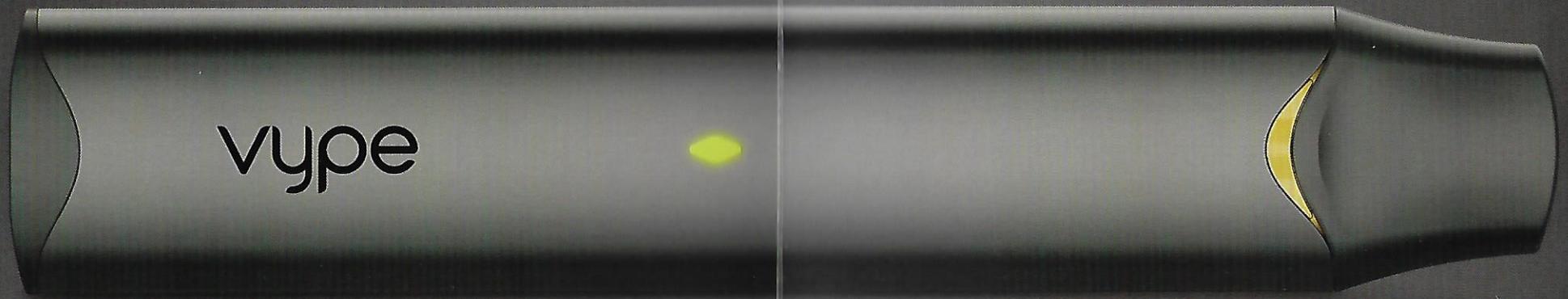
CLICK 3 TIMES
TO TURN ON



PRESS BUTTON
WHILE INHALING

THE PERFECT PUFF IS HERE.

REAL TASTE. REAL DRAW. REAL SATISFACTION.



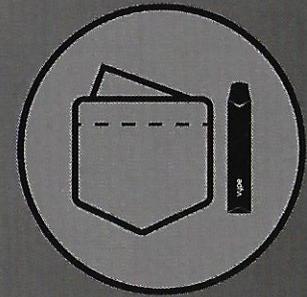
PUFF ACTIVATED



APPROXIMATELY 300 PUFFS
PER CARTRIDGE



STYLISH & COMPACT



Vype products may be harmful to health and contain nicotine which is addictive. **VYPE PRODUCTS ARE NOT SUITABLE FOR USE BY:** persons who are not adults; persons who are under the legal age to purchase vaping products; persons who are allergic/sensitive to nicotine; pregnant or breast-feeding women; persons who have been advised to avoid using tobacco or nicotine products for medical reasons; persons with reduced physical, sensory, mental capabilities or lack of experience/knowledge unless they are under supervision or have been given instructions concerning the use of the product by a person responsible for their safety; and persons with an unstable heart condition, severe hypertension or diabetes. Keep Vype products out of reach of children.



INTRODUCING OUR
VPRO
NICOTINE SALT LINE



57 mg/ml NICOTINE STRENGTH

BOLD FLAVOUR SATISFATION

GOVYPE.CA

ePOD CARTRIDGES
FLAVOURS WITH A TWIST



WITH VYPE'S CLOSED SYSTEMS YOU'RE READY TO VAPE

ePOD



INSERT
CARTRIDGE

PUFF ACTIVATED,
THEY ARE READY
TO VAPE

ePEN 3

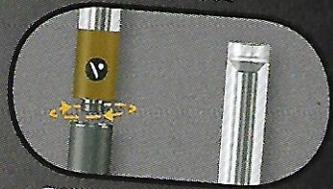


INSERT
CARTRIDGE

CLICK 3 TIMES
TO TURN ON

PRESS THE
BUTTON WHILE
INHALING

eSTICK



TWIST ON
CARTRIDGE

PUFF ACTIVATED,
THEY ARE READY
TO VAPE

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WITH VYPE'S OPEN SYSTEM MIX AND MATCH YOUR FAVORITE FLAVOURS

eTANK PRO 2



DISASSEMBLE
CLEAROMIZER &
REMOVE ATOMIZER



INSERT NEW ATOMIZER
&
REASSEMBLE



TWIST OFF
MOUTH-PIECE



FILL RESERVOIR
WITH eLIQUID



CLICK 3 TIMES TO TURN
ON & HOLD BUTTON
WHILE INHALING

If you require further information please visit govype.ca or contact one of our Vype Care Agents:
Phone: **1-8447GO-VYPE** (1-844-746-8973) | Email: support@govype.ca

FEATURED



With a name like Precious Angel Baby, who wouldn't want to take this 1-year-old friendly cat home?



Fiery council meetings easily shrugged off thanks to old hobby for former Essex mayor Ron McDermott



Area fliers share their heightened anxiety of flights on Boeing 737 Max aircraft



Local Mediterranean restaurant owner pushes back against an angry review

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Concerns over more students vaping at high schools



In this April 11, 2018, file photo, an unidentified 15-year-old high school student uses a vaping device near the school's campus in Cambridge, Mass. (AP Photo/Steven Senne, File)

CTV Windsor

Published Thursday, January 17, 2019 4:52PM EST

Last Updated Friday, January 18, 2019 11:03AM EST

A drastic increase in the number of students vaping is causing concern at high schools across Windsor-Essex.

Trustees of the Greater Essex County District School Board were made aware of a student research project this week that reveals one in five teenagers are vaping.

Trustee Ron LeClair claims vaping is happening in bathrooms, hallways and even classrooms.

RELATED STORIES

[Health Canada launches campaign to educate teens on the health risks of vaping](#)

[Health groups warn against vaping advertising in Ontario convenience stores](#)

LeClair tells CTV Windsor the vapour is nearly odourless, and other than the physical evidence, it is hard for teachers to catch students in the act.

He hopes parents talk to their children about vaping.

"My hope is the parents will help be vigilant and engage their children regarding the concerns about vaping, not only in school, but at all," says LeClair. "It's a health hazard."

Vaping in school is still a prohibited activity, and health officials say while vaping is less harmful than smoking, it is still bad for your health and highly addictive.

MOST WATCHED



'Bomb cyclone' leads to 100-vehicle pileup

MORE STORIES FROM WINDSOR



Grounded Boeing 737 MAX planes showing up in Windsor

Windsor International Airport is serving as a parking lot for grounded Boeing 737 MAX aircraft.



Windsor man sentenced to life, ineligible for parole for 15 years in 'brutal killing'



Windsor cannabis dispensary attracts police presence again



Ontario education announcement expected, could include class size update

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Concerned Ontario high schooler wants stricter consequences for students who vape



In Chatham-Kent, seven students are facing fines for vaping on school property

Flora Pan · CBC News · Posted: Jan 25, 2019 6:00 AM ET | Last Updated: January 25



Health units in Windsor-Essex and Chatham-Kent have reported a higher volume of calls from schools in the area about students vaping. (CBC)



A LaSalle 12th Grader is applauding the Chatham-Kent Public Health Unit for issuing tickets to seven students caught vaping on school properties.

Petar Bratic, who goes to Sandwich Secondary School, said the use of e-cigarettes have become increasingly common over the last year.

"Every type of student does it, even the good students," said Bratic, like his friend who "has a 98 in calculus."

His observations led him to make a presentation at the last Board of Trustees meeting at the school board, about the issue of vaping among students.

- [7 students fined for vaping on school property in Chatham-Kent](#)

Some places students use e-cigarettes include washrooms and even in classrooms with the teacher present, according to Bratic.

Superintendent of education with the Greater Essex County District School Board Sharon Pyke said it's becoming "more and more difficult to detect" who's vaping and who isn't, and the devices have become much smaller and more easily concealable.

"And well, if you asked me that a year ago, I'd say we don't have a problem with it. But this year looks different," she said.





Sharon Pyke uses her fingers to show just how small vaping devices have gotten in recent years. (Katerina Georgieva/CBC)

According to Eric Nadalin, manager of chronic disease and injury prevention at Windsor-Essex County Health Unit, they're concerned about youth drawn to the use of e-cigarettes, because "many of these products can contain nicotine."

"So it's possible that kids are becoming addicted to these products, and are becoming dependent on them," he said.

According to Bratic, schools need to become stricter when it comes to enforcing the guidelines around vaping.

He was glad to see that schools in Chatham-Kent called in the public health unit to issue those fines to students violating the Smoke-Free Ontario Act.

For Bratic, this increase in vaping behaviour is affecting his days at school because it's distracting for him -- with some students blowing smoke rings when the teacher isn't looking, and the various scents from e-cigarettes that linger in his surroundings.



Not only that, he's worried about "second-hand vape."

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- [So your teenager is vaping. Here's what you can do](#)
- [Exploding e-cigarette 'lit my kid's face on fire,' warns Alberta father](#)

In the long term, Bratic thinks there needs to be more talk about the harmful consequences of vaping "that's right in their face."

"Sit them down and talk about the issue. Give them the hard facts," he said. One example he gave was a teen whose father said an e-cigarette exploded while his son was using it.

Bratic said he has the photo of the teen saved on his phone to show his peers when the topic comes up.

"We need more education," he said.

With files from Katerina Georgieva

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Intentionally left blank

Vaping doubles risk of smoking cigarettes for teens

MONDAY, SEPTEMBER 18, 2017

Teenagers who try e-cigarettes double their risk for smoking tobacco cigarettes, according to a new study. The study — from the University of Waterloo and the Wake Forest School of Medicine — found that students in grades seven to 12 who had tried an e-cigarette are 2.16 times more likely to be susceptible to cigarette smoking.

“Since e-cigarettes came on the market there has been a debate about whether their use may lead to cigarette smoking,” said Bruce Baskerville, co-author on the study and a researcher at the Propel Centre for Population Health Impact at the University of Waterloo. “The answer among adolescents is yes.”

Using data from the Canadian Student Tobacco, Alcohol and Drugs Survey, the study found almost 10 per cent of students in grades seven to 12 reported ever having used e-cigarettes.

E-cigarettes can contain nicotine but not many of the harmful substances produced by smoking tobacco, such as tar or carbon monoxide. These products work through an inhalation-activated system that heats a solution to create an inhalable aerosol, often known as vapor.

“While preliminary evidence suggests that e-cigarettes contain fewer toxic chemicals than traditional cigarettes, our findings suggest that a potential increase in harmful cigarette use may follow as e-cigarette use continues to rise among adolescent populations,” said Baskerville.

Provincial regulations for e-cigarettes vary across the country. In Ontario, the Electronic Cigarettes Act came into place on January 1, 2016 and prohibits the sale of e-cigarettes to anyone under 19 years of age.

“This study supports the restricting of e-cigarette access to minors, which have been shown to have heightened risk to initiate smoking,” said Baskerville. “More research is needed in Canada on additional contributing risk factors as well as longitudinal data to evaluate the complex relationship between e-cigarette use and tobacco cigarette use in adolescence.”

Tobacco remains the leading cause of preventable death in Canada.

The study is published in [Preventive Medicine](#).

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-30-

Media Contact

[Matthew Grant](#)

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