



For Immediate Release: Interviews available today and Wednesday
'Vaping in Ontario' Backgrounder follows release

HEALTH GROUPS ALARMED AT GOVERNMENT PROPOSAL TO ALLOW DISPLAY OF VAPING PRODUCTS IN THOUSANDS OF RETAIL OUTLETS

Canadian Cancer Society and Heart & Stroke among groups calling on the Ontario Government to implement restrictions to safeguard kids' health.

Photos: <https://photos.app.goo.gl/c9YD3JTGx2sj3q8q6>

Founding Agencies

Canadian Cancer Society Ontario
Division

Heart and Stroke
Foundation of Ontario

Non-Smokers'
Rights Association

Ontario Medical Association

Supporting Agencies

Association of Local
Public Health Agencies

Cancer Care Ontario

Ontario Association of
Children's Aid Societies

Ontario Association of
Naturopathic Doctors

Ontario Federation of Home
and School Associations

Ontario Physical and Health
Education Association

Ontario Public Health Association

Physicians for a
Smoke-Free Canada

Registered Nurses
Association of Ontario

The Ontario College
of Family Physicians

TORONTO (Canada), October 2, 2018 – A coalition of health charities is issuing a strong warning to the Ontario Government that continued displays and promotion of vaping products in convenience stores and gas bars will increase kids' risk of negative health impacts, nicotine addiction and subsequent cigarette smoking. Proposed regulations under Bill 36 were posted by the government on Thursday (see <https://www.ontariocanada.com/registry/view.do?language=en&postingId=27806>).

"This generation of kids can't be the guinea pigs for vaping products," said Dr. Robert Schwartz, Director of the Ontario Tobacco Research Unit (OTRU) at the University of Toronto. "Vaping by non-smoking youth in Ontario is already very substantial, with a 46 per cent increase among grade 10-12 youth in two years. Displaying vaping products in convenience stores, particularly those with flavours such as Frosty Sprinkles, S'mores and Swedish Candy only leads to greater use."

Research from the highly respected US National Academies of Science, Engineering and Medicine found substantial evidence that vapers develop dependence on e-cigarettes and that e-cigarette use increases risk of using combustible tobacco cigarettes among youth and young adults. The public is growing more aware of these risks, with a September Angus Reid poll finding that 69% of Ontarians support restrictions on promotion and marketing of vaping products.

"We are hearing it across the province; parents, teachers, doctors are all concerned about young people using vapes," said Avril Goffredo, CEO of Heart & Stroke, Ontario. "Recent studies are showing daily use doubles the risk of heart attack. It's much better

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to keep vapes away from kids now than to deal with the impact on their health down the road.”

“The dramatic increase in youth use of vaping products in Ontario is alarming,” says Kelly Gorman, Senior Manager, Public Issues, Canadian Cancer Society. “Ontario Government action is needed to protect youth and prevent another generation from being addicted to nicotine, including banning promotions and displays in convenience stores. Seven other provinces already have such legislation in place, with exceptions for specialty vape stores.”

“While vaping is not as toxic as cigarette smoking, it is harmful, especially to non-smokers,” said Michael Perley, Director of the Ontario Campaign for Action on Tobacco. “There is broad scientific consensus that non-smokers should not vape. Some studies have found risks of cardiovascular and respiratory disease in vapers. Other studies have identified carcinogens in e-cigarette aerosol. There is also evidence for increased cough and wheeze in adolescents who use e-cigarettes. We must stop young people vaping before they develop long-term health problems and nicotine addiction: we urge the Government to join with us in that effort,” Perley said.

The risk of more kids addicted to nicotine will increase even more as US-based JUUL products begin to be marketed in Canada. A single JUUL vaping device – which is about the size of a USB flash drive – contains as much nicotine as a pack of cigarettes, and they are often used by kids in schools. The company’s products are now for sale in Ontario retail outlets.

Perley also noted that in the US, JUULs now face enforcement action by the Food and Drug Administration: in mid-September, the FDA told the company (and 4 other manufacturers) that they had 60 days to develop a plan to stop kids’ access to their products, or risk having the latter taken off the market. The coalition believes that unrestricted marketing of JUULs here – which are already popular with Ontario kids – will make an already serious problem worse.

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Vaping in Ontario Backgrounder

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