



MEDIA RELEASE

For Immediate Release:
October 18 2018

IGNORING EVIDENCE OF HEALTH RISKS TO YOUTH AND PUBLIC CONCERN, FORD GOVERNMENT ALLOWS WIDESPREAD PROMOTION OF VAPING PRODUCTS IN RETAIL STORES

Toronto – Despite hearing evidence from experts and health charities that allowing retail vaping displays and promotion will put thousands of Ontario kids at risk of nicotine addiction, the Ford government has approved legislation and regulations that will permit widespread promotion of vaping products in convenience stores, gas bars and other retail locations across Ontario.

Founding Agencies

Canadian Cancer Society
Ontario Division

Heart and Stroke
Foundation of Ontario

Non-Smokers'
Rights Association

Ontario Medical Association

As a result of Bill 36 adopted yesterday and regulations adopted under the bill, Ontario requirements will only ban actual vaping product displays at retail, but not restrict other types of retail promotion for vaping products.

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

This means that current promotional items such as freestanding brand promotions now located inside and outside retail locations like gas bars, posters including pictures of products, video product promotion, and many other types of promotion including those featuring actual vaping products, would all be allowed.

At Social Policy Committee hearings last week, the Ontario Campaign for Action on Tobacco's member agencies and many other health representatives presented evidence of the dangers of nicotine exposure to the adolescent brain. Evidence that respiratory health impacts have already been identified in young vapers was part of presentations to the Committee and was included in submissions to a brief government consultation on the regulations under Bill 36, but to no avail.

Hundreds of appeals to individual MPPs to protect kids from vaping displays and promotion were also sent by concerned Ontario residents, again to no avail.

“We thought the government would base its decision on evidence, facts and public concern. We also thought the government would protect the health and welfare of the thousands of Ontario kids who are now exposed to a growing number of retail vaping promotions. Of special concern are Imperial tobacco's Vype products, which are prominently promoted both inside and outside retail stores. As well, the high-nicotine JUUL device, which has created an “epidemic” of vaping and nicotine addiction among US teenagers according to the US Food and Drug Administration, is now for sale and being promoted in Ontario,” said Michael Perley, Director of the Ontario Campaign for Action on Tobacco.

JUUL announced on August 30 that it would be entering the Canadian market. The company has an agreement with Shell to market its products in the company's gas bars,

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among other locations. Posters advertising JUUL are already appearing in Shell gas stations and other retail locations, along with freestanding promotions for Imperial Tobacco's Vype products.

"The government has put the interests of the tobacco industry and its vaping products, such as Vype, ahead of the health of our kids. Many kids now vape, will become addicted to nicotine, and will go on to cigarette smoking in later life," Perley said.

"Why this government would be more concerned with the health of the tobacco industry over the health of our kids, is a mystery to us. The Ontario Government should have followed the approach of the seven other provinces that have banned promotion of vaping products at retail, with exceptions for specialty vape stores," Perley concluded.

The Ontario Campaign for Action on Tobacco was founded in 1992 by the Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario, the Non-Smokers' Rights Association, and the Ontario Medical Association to promote comprehensive tobacco control in Ontario.

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