

# **Tobacco-Free Living... Reasons to Act!**

## *New Brunswick Anti-Tobacco Strategy*

**NB anti-tobacco  
COALITION  
antitabac du N.-B.**

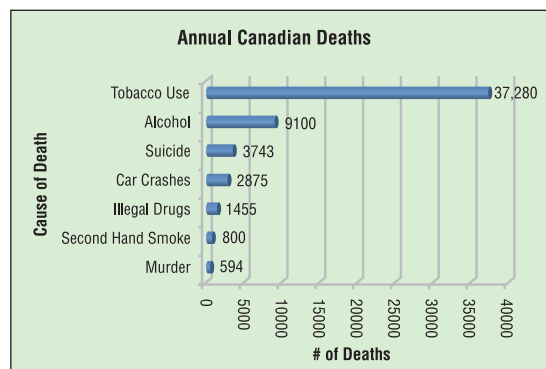
**Vision - A tobacco-free province.**

**Mission - To work collaboratively to change attitudes and behaviours towards tobacco products and tobacco use in order to build support for anti-tobacco measures.**

## Reasons to Act

Progress in reducing overall prevalence of tobacco use has stalled in New Brunswick and across the country. This is an alarming trend because tobacco use remains the number one cause of preventable death and disease. Annually, tobacco kills approximately 1,100<sup>i</sup> New Brunswick Citizens . It contributes to the development of all major chronic diseases<sup>ii</sup> and is the only consumer product that causes disease, disability and death when used exactly as intended. Nationally, more than 37,000<sup>iii</sup> Canadians die from tobacco use each year. Tobacco use kills more people each year than alcohol<sup>iv</sup>, suicide<sup>v</sup>, car crashes<sup>vi</sup>, illegal drugs<sup>vii</sup>, second hand smoke<sup>viii</sup> and murder combined<sup>ix</sup>.

Tobacco use is not only a provincial and national crisis but it is referred to as a global pandemic<sup>x</sup>. Addiction to nicotine is the most common addiction and worldwide nearly 100,000 children and adolescents become addicted each day<sup>xi</sup>. The consequence of this addiction is a global toll of premature, often painful death, preceded by sometimes years of chronic disability<sup>xii</sup>. The World Health Organization estimates that if tobacco use trends continue through to the year 2030 tobacco will kill more than 8 million annually<sup>xiii</sup>.



The US Surgeon General's Report on Smoking and Tobacco Use identifies that there is no risk free level of exposure to second-hand smoke. Recently, third-hand smoke was identified as another source of harm caused by tobacco smoke. Furthermore, the production and eventual disposal of tobacco products have detrimental effects on the environment<sup>xiv</sup>.

The consequences of tobacco use also reach beyond disease, disability and death. For example, tobacco use has also been associated with decreases in student academic achievement and motivation. Students that use tobacco are at increased risk of dropping out of school. Tobacco use is more predictive of dropping out than marijuana use or alcohol use. Other risk behaviours have also been associated with using tobacco at an early age.<sup>xv</sup>

New Brunswick can make a positive difference and reduce the detrimental effects of tobacco use. Tobacco-free living plays a key role in developing a better stronger and more prosperous province. However, the greatest impact will only be realized once every stakeholder identifies a role to play and takes action!

## Take a Role, Take Action!

Tobacco use is a universal concern regardless of the context in which you live, work or play. It is a pervasive public health problem that requires action on all fronts. We must work together, become partners and build synergy to increase the number of New Brunswickers living free of tobacco exposure and tobacco use. Together we can develop and implement coordinated actions that contribute to the vision and mission of the NBATC and partner organizations. Coordinated actions will contribute to the development of resilient youth, healthier communities, workplaces, schools, homes and individuals. By pooling resources, expertise, knowledge and experience, New Brunswick will make positive changes in the tobacco use issue.

You can play a role, there are many reasons to act! You are encouraged to review the Goals and Objectives of the NB Anti-Tobacco Strategy and identify an area of interest. The NBATC can help you to identify ways to incorporate Tobacco-free living actions into your work or into efforts already underway.

### Action Highlights Undertaken by NBATC Members

- *Supported legislation on Smoke Free Public Places and Workplaces. New Brunswick became one of the first provinces in Canada to ban smoking in all enclosed public places and indoor work places in 2004. In 2009 the Smoke Free Public Places Act was amended to ban smoking in vehicles with children under the age of 16, this will become effective January 1, 2010.*
- *Supported amendments to Tobacco Sales Act. In 2009 retail displays were banned.*
- *Commissioned "Economic Impact of Smoke-Free Places: An Assessment for New Brunswick" and "The Cost of Smoking in NB and the Economics of Tobacco Control".*
- *Promoted enhanced tobacco-free sport program which encourages the adoption of tobacco-free policies by sport organizations.*
- *Encouraged adoption of an integrated cessation continuum and additional services such as Smokers' Helpline.*
- *Carried out New Brunswick Student Wellness Survey which includes data collection on knowledge attitudes and behaviours regarding tobacco use in NB youth In the context of overall wellness.*
- *Implemented Workplace Wellness Awards Program which includes a Tobacco-Free Living component.*
- *Hosted annual forums for stakeholder skills and knowledge development.*
- *Developed linkages with other national and provincial health related coalitions and organizations to promote alignment of efforts (e.g. Healthy Eating Physical Activity Coalition)*
- *Support implementation of comprehensive school health actions through Tobacco Free Schools grant program to high schools.*

### **New Brunswick Anti-Tobacco Strategy: Goals and Objectives**

#### **GOAL 1: Increase the number of individuals taking action to support anti-tobacco activities.**

- a. Increase the skills and knowledge of stakeholders.
- b. Stimulate and disseminate tobacco research that will advance the goals of the strategy.
- c. Engage diverse populations by providing opportunities for active leadership (e.g. Aboriginal, youth, seniors).
- d. Encourage comprehensive tobacco-free policies, practices and activities by workplaces, organizations and facilities.
- e. Work to align tobacco-free initiatives with other strategies and networks to help advance the New Brunswick Anti-Tobacco Strategy.

#### **GOAL 2: Increase the number of New Brunswickers who remain tobacco free.**

- a. Increase the quality and quantity of tobacco-free initiatives by school-community partnerships.
- b. Reduce youth access to tobacco products by supporting and implementing policies, bylaws, legislation or activities.
- c. Expose tobacco industry practices that promote the use of tobacco products.

#### **GOAL 3: Increase the number of tobacco users who quit and remain tobacco free.**

- a. Increase reach of a comprehensive, coordinated and accessible network of cessation supports and services.
- b. Promote and understanding of the impact of social influences within home, school, community and workplace settings.
- c. Incorporate youth cessation within comprehensive tobacco-free school initiatives.

*Become a member of the coalition, and contribute to making your community and province better, safer, and stronger.*

#### **GOAL 4: Increase the number of 100% tobacco-free spaces.**

- a. Support increased number of 100% tobacco-free policies in all indoor and outdoor spaces including public, private and workplace environments.
- b. Increase public awareness, active support and adoption of 100% tobacco-free indoor and outdoor spaces.

## Did you know?

- *Not only will tobacco kill millions, "it also seriously erodes the quality of life for millions who live, sometimes for many years, with tobacco-caused diseases before they die."*<sup>1</sup>
- *Third-hand smoke refers to the toxic chemicals in smoke that remain trapped in such things as hair, skin, fabric, carpet, furniture and toys long after a cigarette, cigar or pipe has been extinguished. These toxic chemicals pollute the air and get into people's lungs and bodies.*<sup>2</sup>
- *Symptoms of nicotine addiction can appear within weeks or only days after occasional smoking first begins.*<sup>3</sup>
- *Students who have a family member who smokes are almost twice as likely to report smoking.*
- *More than 20% of New Brunswick Students who have never smoked a cigarette have low-confidence in their ability to remain smoke-free in the future.*<sup>4</sup>
- *Smoking and the workplace: between 1997 and 2006 "the cost of smoker absenteeism has increased from \$230 to \$323, and the cost of decreased productivity due to smoke breaks has gone from \$2,175 to \$3,053."*<sup>5</sup>
- *Tobacco use costs the New Brunswick economy \$338 million annually.*<sup>6</sup>
- *Cigarette butts are the most littered item worldwide; they are not biodegradable and can take decades to decompose.*<sup>7</sup>
- *"It may take only one cigarette to initiate a life-long dependence on tobacco."*<sup>8</sup>
- *If two parents each smoke half a pack of cigarettes daily in the home, in one year a child may be exposed to the smoke from over 7,000 cigarettes.*<sup>9</sup>

## The Website

The NBATC website ([www.nbatc.ca](http://www.nbatc.ca)) has been designed as a tool where you can learn about the NBATC, read about current activities, view new reports or documents and network with stakeholders via the web portal. It is an information tool for use by NBATC stakeholders or potential stakeholders. Website updates are coordinated by the Implementation Committee and we encourage stakeholders to contact the NBATC if they have activities or information that they wish to share on-line.

## Visit our website for specific ideas on what you can do to encourage tobacco-free living.

Click on "about us" for more information concerning:

- Structure
- Annual progress reports
- FAQs

## 3rd Printed Edition - Revised 2009

The 3rd printed edition and revisions of the New Brunswick Anti-Tobacco Strategy was prepared by the Implementation Committee of the New Brunswick Anti-Tobacco Coalition (NBATC) and reviewed by stakeholders. The Implementation Committee revisits the goals and objectives periodically and necessary changes are noted in progress reports.

This document does not represent the official policy of the Provincial Government of New Brunswick

*This document does not necessarily represent the official policy of the Provincial Government of New Brunswick*

### New Brunswick Anti-Tobacco Coalition

[www.nbatc.ca](http://www.nbatc.ca)

[admin@nbatc.ca](mailto:admin@nbatc.ca)

## Endnotes

- i Rehm, Jürgen, et al. The Costs of Substance Abuse in Canada 2002 : Highlights [online]. 2006. Canadian Centre on Substance Abuse. 24 Sept. 2009. < <http://www.ccsa.ca/2006%20CCSA%20Documents/ccsa-011332-2006.pdf>>
- ii Ministerial Council on Drug Strategy. National Tobacco Strategy, 2004-2009: The Strategy. [online]. 2005. Commonwealth of Australia. 24 Sept. 2009. < [http://www.health.gov.au/internet/main/publishing.nsf/Content/E955EA2B5D178432CA256FD30017A522/\\$File/tobccstrat2.pdf](http://www.health.gov.au/internet/main/publishing.nsf/Content/E955EA2B5D178432CA256FD30017A522/$File/tobccstrat2.pdf)>
- iii Rehm, Jürgen, et al. The Costs of Substance Abuse in Canada 2002: Highlights [online]. 2006. Canadian Centre on Substance Abuse. 24 Sept. 2009. < <http://www.ccsa.ca/2006%20CCSA%20Documents/ccsa-011332-2006.pdf>>
- iv Rehm, Jürgen, et al. The Costs of Substance Abuse in Canada 2002: Highlights [online]. 2006. Canadian Centre on Substance Abuse. 24 Sept. 2009. < <http://www.ccsa.ca/2006%20CCSA%20Documents/ccsa-011332-2006.pdf>>
- v Statistics Canada. "Suicides and suicide rate, by sex and age group." [online]. 2005. Statistics Canada. 15 Apr. 2009. <<http://www40.statcan.gc.ca/l01/cst01/hlth66a-eng.htm>>
- vi Ramage-Morin, Pamela L. "Motor vehicle accident deaths, 1979-2004." [online]. 2008. Statistics Canada. 15 avr. 2009. <<http://www.statcan.gc.ca/pub/82-003-x/2008003/article/10648-eng.htm>>
- vii Rehm, Jürgen, et al. The Costs of Substance Abuse in Canada 2002 : Highlights [online]. 2006. Canadian Centre on Substance Abuse. 24 Sept. 2009. < <http://www.ccsa.ca/2006%20CCSA%20Documents/ccsa-011332-2006.pdf>>
- viii Health Canada. "It's Your Health: Second-Hand Smoke" [online] 2006. Health Canada. 15 Apr. 2009 < [http://www.hc-sc.gc.ca/hl-vs/alt\\_formats/pacrb-dgapcr/pdf/iyh-vsv/life-vie/shs-fs-eng.pdf](http://www.hc-sc.gc.ca/hl-vs/alt_formats/pacrb-dgapcr/pdf/iyh-vsv/life-vie/shs-fs-eng.pdf)
- ix Li, Geoffrey. "Homicide in Canada." [online]. 2008. Statistics Canada. 24 sept. 2009 <<http://www.statcan.gc.ca/pub/85-002-x/2008009/article/10671-eng.htm>>
- x Mackay, J., Eriksen M., Shafey O. The Tobacco Atlas. 2nd ed. Brighton: Myriad Editions Limited, 2006
- xi Mackay, J., Eriksen M., Shafey O. The Tobacco Atlas. 2nd ed. Brighton: Myriad Editions Limited, 2006
- xii Chapman, S. Public Health Advocacy and Tobacco Control: Making Smoking History. Blackwell Publishing Ltd., 2007.
- xiii "Tobacco Key Facts." [online]. World Health Organization. 24 Sept. 2009.< [www.who.int/topics/tobacco/facts/en/](http://www.who.int/topics/tobacco/facts/en/)>
- xiv City of Berkeley Public Health Division. "Tobacco Facts and the Environment." [online]. City of Berkeley. 24 Sept. 2009. < <http://www.ci.berkeley.ca.us/ContentDisplay.aspx?id=21648> >
- xv Morrison, W., Kirby, P., Allain, M., & Duffley, L. (2008). (Co-Investigator). Wellness Fact Sheets for New Brunswick School Wellness Surveillance. Knowledge exchange product commissioned by the NB Department of Wellness, Culture and Sport.

---

## Did you Know?

1. Chapman, S. Public Health Advocacy and Tobacco Control: Making Smoking History. Blackwell Publishing Ltd., 2007.
2. Canadian Lung Association. "Third Hand Smoke." [online]. 2008. Canadian Lung Association. 24 Sept. 2009 < [http://www.lung.ca/protect-protegez/tobacco-tabagisme/second-secondeaire/thirdhand-tertiaire\\_e.php](http://www.lung.ca/protect-protegez/tobacco-tabagisme/second-secondeaire/thirdhand-tertiaire_e.php)>
3. Campaign for Tobacco Free Kids. "The Path to Smoking Addiction Starts at Very Young Ages." [online]. 24 Sept., 2009 < <http://www.tobaccofreekids.org/research/factsheets/pdf/0127.pdf>>
4. Morrison, W., Kirby, P., Allain, M., & Duffley, L. (2008). (Co-Investigator). Wellness Fact Sheets for New Brunswick School Wellness Surveillance. Knowledge exchange product commissioned by the NB Department of Wellness, Culture and Sport.
5. Hallamore, C. Smoking and the Bottom Line: Updating the Costs of Smoking in the Workplace. [online]. Conference Board of Canada. 2006. 24 Sept. 2009 < <http://sso.conferenceboard.ca/e-Library/temp/BoardWis e2EOJPDPDHMOGBBMPJGLG AJMN2009102885541/006-07%20Smokin g%20and%20the%20Bottom%20Line-Briefing.pdf>>
6. Coleman, R., et al. The Cost of Smoking in New Brunswick and the Economics of Tobacco Control : Executive Summary. [online]. GPI Atlantic. 2003. 24 Sept. 2009 < <http://www.nbatc.ca/documents/CostofSmokinginNBExecSummary-Eng.pdf>>
7. "Cigarette Litter" [online]. CigaretteLitter.org. 24 Sept. 2009. < <http://www.cigarettelitter.org>>
8. DiFranza JR, et al. Innital Symptoms of Nicotine Dependence in Adolescents. Tobacco Control 9:313-319, 2000.
9. Health Canada. "Make Your Home and Car Smoke Free: A Guide to Protecting Your Family From Second-Hand Smoke. [online]. Health Canada. 2006. 24 Sept. 2009 < [http://www.hc-sc.gc.ca/hc-ps/alt\\_formats/hecs-sesc/pdf/pubs/tobac-tabac/second-guide/second-guide-eng.pdf](http://www.hc-sc.gc.ca/hc-ps/alt_formats/hecs-sesc/pdf/pubs/tobac-tabac/second-guide/second-guide-eng.pdf)>