



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

Progress Report New Brunswick Anti-Tobacco Strategy (January to December 2017)



The New Brunswick Anti-Tobacco Strategy Progress Report describes actions taken by the New Brunswick Anti-Tobacco Coalition (NBATC), as well as its stakeholders and members of its network to promote tobacco-free living in communities throughout New Brunswick, between January 1, 2017, and December 31, 2017. The actions presented in this report do not represent all activities undertaken across the province, but rather those which have been reported to the NBATC.

New Brunswick Anti-Tobacco Coalition (NBATC)

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NBATC Vision

A tobacco-free province.

NBATC Mission

To work collaboratively with stakeholders to de-normalize tobacco and tobacco-like products by changing attitudes and behaviours and creating supportive environments to build support for anti-tobacco initiatives.

Get Involved

To connect with organizations implementing initiatives contained within this report, please contact the NBATC Coordinator, Kristin Farnam, at admin@nbatc.ca or 506-381-6438.

Shown on the cover (from left to right):

- *The Collège communautaire du Nouveau-Brunswick (CCNB) Edmundston Campus became the first college campus in New Brunswick to implement a 100% smoke-free environment policy on its campus in September 2017. (Photo submitted in March 2018.)*
- *The Run to Quit program was launched in New Brunswick in April 2017. The NBATC helped to promote the program and even wrote a story about it for its Tobacco-Free Living Champions series featuring the great work the program's volunteer Quit Coaches did to ensure the success of the first in-store training programs in the province.*
- *Kelsey Nash-Solomon (St. Mary's First Nation) shared a powerful testimonial on how she quit smoking as part of an NBATC Tobacco-Free Living Champions story featuring women talking about how their journey into motherhood helped changed their lives for the better by making them quit smoking.*
- *Fundy High School's Students Working Against Tobacco (SWAT) group received a Take Action on Tobacco Use (TATU) Grant from the New Brunswick Department of Social Development (Wellness Branch). Their hard work was showcased and celebrated by the NBATC via a Tobacco-Free Living Champions story.*
- *Proud non-smokers Annik Thomas and Jonathan Richard know how important it is to have a smoke-free home for their pets, like their beautiful dog shown here, Chelsea. They shared their testimonial as part of an NBATC Tobacco-Free Living Champions story talking about the dangers of second-hand smoke and e-cigarettes in the home for domestic animals.*

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

1a) Increase the skills and knowledge of stakeholders.

Accomplishments in 2017

The NBATC,

- Launched a Facebook page called [Live Tobacco-Free in New Brunswick](#), dedicated to educating, encouraging and empowering New Brunswickers to live tobacco-free.
- Provided up-to-date resources on its [website](#) to share key information for stakeholders to support their tobacco education, prevention, control and smoking cessation programming.
- Sent out [monthly e-newsletters](#) with information and links to news, events and resources related to tobacco education, prevention, control and smoking cessation to a distribution list of over 500 email subscribers.
- Increased its followers and reach on social media through its [Twitter account](#) used as a newsfeed for stakeholders and partners as well as members of its network who are interested in promoting tobacco-free living in New Brunswick.
- Published and promoted the following [Tobacco-Free Living Champions](#) stories via its website, e-newsletter and social media channels:
 - ["Run to Quit" Helps New Brunswickers Get Active to Overcome their Nicotine Addiction.](#)
 - [Tobacco Is Harmful to Animals Too: Embracing Tobacco-Free Living Is the Best Thing Pet Owners Can Do!](#)
 - [The Journey Into Motherhood as a Catalyst for Embracing a Healthier Tobacco-Free Lifestyle: Four New Brunswick Women Share Their Story.](#)
 - [A Father and Artist's Journey to Becoming Smoke-Free: Patrick Hardy's Story.](#)

The NBATC supported the recipients of the [Take Action on Tobacco Use \(TATU\) Grant Program](#), offered by the Department of Social Development (Wellness Branch), by providing information and links to relevant resources. The following four projects were profiled in the NBATC's [Tobacco-Free Living Champions](#) story series and promoted via the NBATC's website, e-newsletter and social media channels:

- [A Group Effort at School and in the Community: the Success Story of Fundy High School.](#)
- [Stop Smoking, Start Living! at Harvest House Atlantic.](#)
- [Let the Students Choose Their Path: the Ridgeview Middle School Success Story.](#)
- [Information and Life-Skills to Prevent Smoking in Children: the Success Story of the St. Joseph's Community Health Centre.](#)

The NBATC distributed resources, shared research and connected with stakeholders at the following events:

- New Brunswick Lung Symposium Respiratory Health Symposium
- Union of the Municipalities of New Brunswick Trade Show
- Vitalité Health Network Nicotine Addiction Forum
- Horizon Health Network Clinical Smoking Cessation Education Forum
- Community smoking cessation meeting in Hampton (Get Fit to Quit)

1b) Stimulate and disseminate tobacco research that will advance the goals of the strategy.

Accomplishments in 2017

The NBATC and its stakeholders shared and promoted the results of the [Canadian Tobacco, Alcohol and Drugs Survey](#), [Canadian Student Tobacco, Alcohol and Drugs Survey](#), [New Brunswick Student Wellness Survey](#), [Canadian Community Health Survey](#) and other related surveillance information.

The New Brunswick Department of Social Development (Wellness Branch) shared results, provided by the New Brunswick Health Council, of the [2016-2017 New Brunswick Elementary Student \(K-5\) Wellness Survey](#) with stakeholders.

The New Brunswick Health Council included tobacco indicators as part of its [My Community at a Glance community profiles](#).

The NBATC developed and distributed an infographic highlighting research on the effects on second-hand and third-hand smoke as well as the dangers of e-cigarettes in the home for domestic animals: [“Second-Hand Smoke Affects Them Too. Your Beloved Pet Is Another Reason to Live Tobacco-Free!”](#)

The NBATC shared testimonials from pet owners who quit smoking or consciously choose not to smoke because of their pets via a story in its [Tobacco-Free Living Champions](#) series: [“Tobacco Is Harmful to Animals Too: Embracing Tobacco-Free Living Is the Best Thing Pet Owners Can Do!”](#)

The NBATC participated as a key informant in national and provincial research initiatives.

The Department of Social Development (Wellness Branch) consulted with NBATC Steering Committee members to identify opportunities to collect information and engage in research related to the relationship between food insecurity and tobacco use.

1c) Engage diverse populations by providing opportunities for active leadership (e.g. Aboriginals, youth, seniors).

Accomplishments in 2017

The NBATC conducted an on-line survey of over 80 youth and young adult serving organizations in New Brunswick to determine the status of tobacco education and prevention programs and explore the potential of supporting prevention activities.

NBATC and members of its Steering Committee promoted the [Break It Off](#) campaign within New Brunswick. *Break it Off*, supported by Health Canada and the Canadian Cancer Society, is a national campaign to encourage young adult smokers aged 20-24 to quit smoking and stay smoke-free. In addition to its social media channels, *Break it Off* conducts cross-country tours of experiential events designed to engage young adult smokers in a conversation about breaking up with smoking. In 2017, *Break it Off* events were hosted at the following colleges in New Brunswick:

- October 31, 2017- Eastern College, Fredericton
- November 1, 2017 - New Brunswick Community College (NBCC), Saint John
- November 2, 2017 - New Brunswick Community College (NBCC), Moncton

1d) Encourage comprehensive tobacco-free policies, practices and activities by workplaces, organizations and facilities.

Accomplishments in 2017

Collège communautaire du Nouveau-Brunswick (CCNB) Edmundston Campus became the first college campus in New Brunswick to implement a 100% smoke-free environment policy in September 2017.

The two Regional Health Authorities continued to promote and enforce their 100% smoke-free environment policies and initiatives started in 2016

- Horizon Health Network - [Smoke-Free Together](#)
- Vitalité Health Network - [Smoke-Free Together](#)

The Canadian Cancer Society continued to advocate for healthier public policies related to tobacco use.

1e) Work to align tobacco-free initiatives with other strategies and networks to help advance the New Brunswick Anti-Tobacco Strategy.

Accomplishments in 2017

The NBATC carried out strategic outreach as well as engaged current and new stakeholders for the purpose of building capacity for actions that support the [New Brunswick Anti-Tobacco Strategy](#).

The NBATC maintained relationships and developed linkages with provincial and [national tobacco control coalitions and health-related coalitions and organizations](#) (e.g. Canadian Council for Tobacco Control and all provincial tobacco-control coalitions, Non-Smoker's Rights Association, Canadian Smoke-Free Housing Coalition, Healthy Eating and Physical Activity Coalition, etc.).

The NBATC collaborated and networked with partners of the [Wellness Movement](#) to promote various health and well-being initiatives, such as [Wellness Week](#) 2017 and [Parks & Trails Day](#) 2017.

The NBATC participated in the [New Brunswick Family Plan](#) Summit on Promoting Wellness to ensure tobacco-free living was included in the Provincial strategy aimed at improving the health and well-being of New Brunswickers at every stage of life.

Goal 2: Increase the number of New Brunswickers who remain tobacco-free.

2a) Increase effective tobacco-free initiatives by school-community partnerships.

Accomplishments in 2017

The [Healthy Learners Program](#), a Public Health program of the Regional Health Authorities, supported schools to successfully implement tobacco-free school plans using a comprehensive school health approach.

New Brunswick schools were encouraged to access the tobacco module found in the Joint Consortium for School Health (JCSH) [Healthy School Planner](#), an on-line tool designed to help individual schools create healthier environments.

The New Brunswick Department of Social Development (Wellness Branch) provided [School Wellness Grants](#) (K-12), which enable schools to choose a priority area of focus, including tobacco or mental fitness and shared best practices from these grants.

Two school-based projects, supported by the [Take Action on Tobacco Use \(TATU\) Grant Program](#) were profiled in the NBATC's [Tobacco-Free Living Champions](#) story series and promoted via the NBATC's website, e-newsletter and social media channels:

- Ridgeview Middle School: [“Let the Students Choose Their Path: the Ridgeview Middle School Success Story.”](#)
- Fundy High School: [“A Group Effort at School and in the Community: the Success Story of Fundy High School.”](#)

2b) Reduce youth access to tobacco and tobacco-like products by supporting and implementing policies, bylaws, legislation or activities.

Accomplishments in 2017

The Department of Justice and Public Safety continued to enforce New Brunswick's [Tobacco and Electronic Cigarette Sales Act](#) which regulates where, how and to whom tobacco products and electronic cigarettes can be sold in the province.

The Contraband Enforcement Unit of the Department of Justice and Public Safety led anti-contraband measures to reduce the health and affordability of tobacco products for youth.

The Office of the Chief Medical Officer of Health (Public Health) continued to consider opportunities for future amendments to New Brunswick's [Tobacco and Electronic Cigarette Sales Act](#).

2c) Expose tobacco practices that promote the use of tobacco or tobacco-like products.

Accomplishments in 2017

The NBATC developed and distributed an infographic, [“Social Media Influences on Tobacco Use in Adolescents.”](#)

The NBATC developed and distributed an infographic, [“Movie Influences on Tobacco Use in Adolescents.”](#)

As a member of the conference organizing committee, the NBATC facilitated the inclusion of a plenary session entitled “A Tobacco End Game - What Might It Look Like?” at the Provincial Wellness Conference.

Goal 3: Increase the number of tobacco users who quit and remain tobacco-free.

3a) Increase reach of a comprehensive, coordinated, accessible network of cessation supports and services.

Accomplishments 2017

The Canadian Cancer Society continued to partner with the Department of Social Development (Wellness Branch) to offer smoking cessation services to smokers through the Smokers' Helpline and [Smokers' Helpline Online](#). 646 New Brunswick citizens received help and guidance on quitting smoking through delivery of this free, bilingual and confidential service provided by trained quit specialists by phone and on the web.

The Canadian Cancer Society continued to educate the public on tobacco as well as smoking cessation via a toll-free cancer information service as well as resources and information on www.cancer.ca and print materials. 491 cancer patients in New Brunswick were provided with information/support through the toll-free cancer information service.

The Canadian Cancer Society, in partnership with the Running Room, launched their [Run to Quit](#) smoking cessation in-store programs in Moncton and Fredericton. The NBATC promoted the [Run to Quit](#) smoking cessation program with a story featured in its [Tobacco-Free Living Champions](#) series: "[Run to Quit](#)" [Helps New Brunswickers Get Active to Overcome their Nicotine Addiction](#).

The NBATC completed a literature review on smoking cessation among vulnerable populations in New Brunswick.

Vitalité Health Network continued to implement and strengthen the [Ottawa Model for Smoking Cessation](#) program in all services (hospitals, Extra-Mural Program, Health Centres, Community Health Centres, Mental Health and Addiction services) in order to provide more opportunities for patients to receive the support needed for smoking cessation.

Vitalité Health Network produced a new brochure to be used in its obstetrics clinics with tips and strategies for smoking cessation counsellors to help pregnant women dealing with a nicotine addiction.

Vitalité Health Network collaborated with the Elsipogtog Health Centre to educate employees about nicotine addiction and providing better patient care in this area.

Vitalité Health Network and local wellness partners delivered the 1st Edition of the Smokers' Walk / Run Program in the Greater Moncton region with 24 participants. 35 persons took part in the 5 km run.

Vitalité Health Network and local wellness partners delivered the 1st edition of the Smokers' Walk / Run Program in Bouctouche with 20 participants. Over 70 persons took part in the 5 km run.

Vitalité Health Network presented its [Nicotine Addiction Forum](#) in collaboration with the Restigouche Wellness Network – Take Action on Tobacco Use Committee.

Horizon Health Network continued to expand and strengthen the [Ottawa Model for Smoking Cessation](#) program in its hospitals, outpatient, ambulatory and community practice settings in an effort to increase access to clinical smoking cessation support.

Horizon Health Network, in collaboration with the University of Ottawa Heart Institute, developed a resource for surgery patients with information on the importance of quitting smoking prior to surgery.

Horizon Health Network presented its 3rd annual [Clinical Smoking Cessation Education Forum](#).

The New Brunswick Cancer Network partnered with Horizon Health Network's Centre of Excellence for Clinical Smoking Cessation to embed smoking cessation into routine clinical practice within outpatient cancer care settings across the organization, using the evidence-based [Ottawa Model for Smoking Cessation](#). Clinics in Saint John and Moncton have now implemented programming, with planning underway for future spread across all outpatient cancer care areas in Horizon Health Network.

Two projects featuring smoking cessation programs, supported by the [Take Action on Tobacco Use \(TATU\) Grant Program](#) were profiled in the NBATC's [Tobacco-Free Living Champions](#) story series and promoted via the NBATC's website, e-newsletter and social media channels:

- Harvest House Atlantic – [“Stop Smoking, Start Living!” Life-Skills Class](#)
- St Joseph's Community Health Centre - ["Smoking Prevention / Life Skills" Program](#)

The Restigouche Wellness Network – Take Action on Tobacco Use Committee delivered a Smokers' Walk / Run Program in Campbellton with 10 participants.

The Coalition antitabac de la Péninsule acadienne delivered a Smokers' Walk / Run Program in Shippagan with 19 participants.

The Coalition antitabac de la Péninsule acadienne delivered a smoking cessation program, “Défi Qui Cesse Gagne”, via radio promotion with community radios CKLE and CKRO (live broadcast from Tazza Café Shippagan). 152 participants (including 23 from the school system – 11 students and 9 parents) took a pledge towards tobacco-free living.

3b) Promote an understanding of the impact of social influences within home, school, community and workplace settings.

Accomplishments in 2017

The NBATC held a “Our Momentum, Your Momentum” Twitter contest during National Non-Smoking Week to celebrate the reduction in tobacco use rates reported in the [2015 Canadian Tobacco, Alcohol and Drugs survey](#) and encourage New Brunswickers to share how they will be tobacco-free in 2017.

The NBATC featured testimonials from smokers sharing their quit smoking journey in two [Tobacco-Free Living Champions](#) stories to make more New Brunswickers aware of the social influences which contribute to making people start smoking as well as how a person can overcome their nicotine addiction with the right help and support.

- [The Journey Into Motherhood as a Catalyst for Embracing a Healthier Tobacco-Free Lifestyle: Four New Brunswick Women Share Their Story.](#)
- [A Father and Artist's Journey to Becoming Smoke-Free: Patrick Hardy's Story.](#)

3c) Incorporate youth cessation within comprehensive school health initiatives.

Accomplishments in 2017

Health Canada's [Quit4Life](#) program was promoted among New Brunswick school health intermediaries.

Goal 4: Increase the number of 100% tobacco-free spaces.

4a) Support increased number of 100% tobacco-free policies in all indoor and outdoor spaces including public, private and workplace environments.

Accomplishments in 2017

The NBATC and its stakeholders exchanged information and resources related to public and professional health benefits of tobacco-free outdoor spaces, supported the formation of tobacco-free policies in outdoor environments and sought opportunities to promote tobacco-free outdoor spaces.

The Department of Justice and Public Safety and Work SafeNB enforced New Brunswick's [Smoke-Free Places Act](#) which prohibits smoking and vaping in enclosed public places and indoor workplaces as well as a variety of outdoor public spaces. A toll-free number is provided to report violations of the *Smoke-Free Places Act* and to obtain additional information on this legislation: 1-866-234-4234.

All Heart & Stroke Foundation of New Brunswick events are promoted as smoke-free since 2016. A smoke-free banner is used at all events. A Heart Healthy Events policy was put in place in 2016, which includes a tobacco-free environment section with links to the NBATC's [Making My Outdoor Event Smoke-Free Guide](#). This policy continued to be respected in 2017 for all events.

The New Brunswick Government put into effect [new regulations](#) to strengthen enforcement of New Brunswick's [Smoke-Free Places Act](#). Peace officers and inspectors are now able to issue tickets to individuals who smoke in public places where smoking is banned.

Collège communautaire du Nouveau-Brunswick (CCNB) Edmundston Campus launched their 100% smoke-free environment policy for their campus grounds.

4b) Increase public awareness, active support and adoption of 100% tobacco-free indoor and outdoor spaces.

Accomplishments in 2017

The NBATC partnered with the Healthy Eating and Physical Activity Coalition (HEPAC) and several other organizations to produce an event planning guide to assist municipalities and other stakeholders in organizing events to celebrate [Parks & Trails Day](#) on June 3, 2017. The NBATC contributed information regarding the amendments to New Brunswick's [Smoke-Free Places Act](#) to include many public outdoor spaces and reminded event organizers that tips for making their events smoke-free are offered in its [Making My Outdoor Event Smoke-Free Guide](#).

The NBATC explored new opportunities to increase public support for smoke-free spaces, including homes and multi-unit dwellings. A webpage entitled [Tobacco-Free Environments: Multi-Unit Dwellings](#) was added to NBATC's website and the Coalition was able to shine a spotlight on statistics and research concerning second-hand smoke during [Smoke-Free Housing Month](#).

The NBATC distributed its [Making My Outdoor Event Smoke-Free Guide](#) and made New Brunswick municipalities and towns aware of their responsibilities regarding smoke-free outdoor public spaces via an information booth at Union of the Municipalities of New Brunswick Trade Show.

Provincial legislation and programs that support the New Brunswick Anti-Tobacco Strategy

New Brunswick Smoke-Free Places Act:

- Peace officers and inspectors can issue tickets to individuals who smoke in public places where smoking is banned. (Effective September 15, 2017)
- Smoking prohibited on hospital grounds. (Effective December 16, 2016)
- The definition of “smoking” broadened to include “any substance that is smoked and that creates smoke or second-hand smoke, including marijuana”. (Effective November 17, 2016)
- Where smoking is prohibited, the use of electronic cigarettes and hookahs are also prohibited. (Effective July 1, 2015)
- Smoking prohibited in many outdoor settings, including patios, entrances to buildings, playgrounds, beaches, provincial parks, beaches, sports areas and walking trails. (Effective July 1, 2015)
- Smoking prohibited in enclosed workplaces and public places. (Effective October 1, 2014)
- Smoking prohibited in vehicles with children under the age of 16. (Effective January 1, 2010)

New Brunswick Tobacco and Electronic Cigarette Sales Act:

- The sale of all flavoured tobacco is prohibited, with no exceptions. (Effective January 1, 2016)
- The sale of electronic cigarettes and e-juices to minors is prohibited. (Effective July 1, 2015)
- Tobacco retail displays banned. (Effective January 1, 2009)

New Brunswick Tobacco Tax Act:

- Tobacco tax increased to 3.26 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective February 1, 2017)
- Tobacco tax increased to 3.26 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective February 2, 2016)
- Tobacco tax increased 2.00 cents per cigarette and 5.26 cents on tobacco sticks and per gram on all other tobacco products, except cigars. (Effective March 27, 2013)
- Tobacco retail licence fees were changed. The fee for a new licence is \$100 with an annual renewal fee of \$50. (Effective April 1, 2012)
- Tobacco tax increased to 5.25 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective March 23, 2011)

New Brunswick Tobacco Prescription Drug Program and New Brunswick Drug Plan:

- Two nicotine replacement therapies (nicotine gum and nicotine patch) in addition to Bupropion and Varenicline added as benefits on the New Brunswick Drug Plans Formulary. These therapies are now covered by the New Brunswick Prescription Drug Program and the New Brunswick Drug Plan. To be eligible, patients must obtain a prescription from their doctor, a registered nurse or a pharmacist. (Effective November 24, 2015)