

# NB ANTI-TOBACCO STRATEGY PROGRESS REPORT

*November 2014 to March 2016*



*The NB Anti-Tobacco Strategy Progress Report depicts tobacco control actions taken by NBATC Stakeholders.*

*This report includes activities that took place from November 2014 to March 2016.*

*You may refer to [www.nbatc.ca](http://www.nbatc.ca) to view completed activities since October 2001.*



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

Tobacco Free. Everyone. Everywhere.

# **NB ANTI-TOBACCO STRATEGY PROGRESS REPORT**

**November 2014 to March 2016**

## **The New Brunswick Anti-Tobacco Coalition**

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### **Vision**

A tobacco-free province

### **Mission**

To work collaboratively to denormalize tobacco and tobacco-like products by changing attitudes and behaviours.

*To connect with those implementing specific tobacco control initiatives contained within the report, please contact the NBATC coordinator Christy Bigney at [admin@nbatc.ca](mailto:admin@nbatc.ca) or 506-832-3857.*

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# NB ANTI-TOBACCO STRATEGY PROGRESS REPORT

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## ACTIVITY STATUS

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

#### 1(a) Increase the skills and knowledge of stakeholders

##### ONGOING

- Develop and distribute NBATC Progress Reports.
- Maintain an up to date and relevant NBATC website to ensure that stakeholders are able to quickly and easily access important tobacco control resources.
- Attend conferences and workshops that relate to NB Anti-Tobacco Strategy and when appropriate, distribute outcomes of these events to stakeholders.
- Participate in trade shows and health fairs for the purpose of distributing tobacco control resources to advance the goals of the NB Anti-Tobacco Strategy (e.g. REACH Conference, NB Lung Health Symposium, Provincial Wellness Conference).
- Respond to stakeholder requests for information and resources to support their efforts in tobacco control and coordinate sending the required resources.
- Maintain stakeholders' database and list-servs.
- Participate as a key informant in national and provincial research initiatives.
- Increase NBATC social media presence and communication with stakeholders by updating NBATC Twitter feed with tobacco control resources, news and information.
- Contribute tobacco related content (i.e. events, new resources, webinars, statistics) for posting on our partners Facebook, Twitter and newsletters (HSFNB, CCS, Wellness Movement. etc).

##### PLANNED

- Provide a webinar on smoking cessation in vulnerable populations (Oct, 2016).
- Support Vitalité Health Network's Nicotine Addiction Forum (September, 2016).
- Identify and disseminate information related to key health indicators that are associated with tobacco use.

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## IN PROCESS

- Explore opportunities for provincial stakeholders training or regional development.
- Work with TATU Grant recipients to gather additional success stories to highlight and share via the NBATC e-newsletter.

## COMPLETE

- Develop a new template for NBATC e-newsletter in MailChimp.
- Hosted the Conference Board of Canada – Smoking Cessation and the Workplace Webinar (January, 2015).
- Hosted a webinar entitled “Electronic Cigarette Use among Quebec High School Students.” (January, 2015).
- Hosted a webinar on youth smoking susceptibility “We do not smoke but some of us are more susceptible than others: A multilevel analysis of a sample of Canadian youth in grades 9 to 12.” (February, 2015).
- Hosted a webinar entitled “Learn to Run for Smokers” program, exercise with a hidden agenda.” (May, 2015).
- Provided a presentation to Oulton College dental hygienist students which outlined tobacco use in New Brunswick and highlighted the Smokers’ Helpline. (October, 2015).

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

## ONGOING

- Distribute and promote the use of Canadian Tobacco, Alcohol and Drugs Survey (CTADS), Canadian Student Tobacco, Alcohol, and Drug Survey (CSTADS), the New Brunswick Student Wellness Survey, Canadian Community Health Survey and other related surveillance information.
- Maintain and collaborate with other tobacco control networks, provincially and nationally.
- Periodically poll New Brunswick public concerning opinions related to tobacco issues (e.g. Canadian Cancer Society public opinion polling) and provide results to stakeholders.
- Include tobacco indicators as part of New Brunswick Health Council’s “My Community at a Glance” Community Profiles.

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## IN PROCESS

- Implement the elementary student wellness survey in the 2016-17 school year.
- Analyze and share results of the grade 6-12 student wellness survey with schools and districts.

## PLANNED

- Explore research opportunities to better understand the association between food insecurity and tobacco use in New Brunswick.

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

## ONGOING

- Explore opportunities to support and link tobacco control opportunities through active membership on First Nation/Aboriginal Peoples Network.

## PLANNED

- Work with Aboriginal Sport and Recreation New Brunswick to revitalize and re-launch the Tobacco-Free Sport program.
- Identify organizations or groups that work with youth and young adults and explore the potential of supporting prevention activities. I.e. YMCA, FJFNB, Boys & Girls Club etc.
- Provide new, relevant and up to date youth tobacco control content on NBATC website through links with appropriate youth organizations.

## COMPLETE

- Promote and support the Health Canada young adult campaign “Break it Off.”
- Participate in a Sharing Circle at Metepenagiag Mi’kmaq First Nation to discuss smoke-free outdoor spaces and events. (March, 2015).
- Attend Eel Ground First Nation’s health day to share messaging around commercial tobacco use. (May, 2015).

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

### **ONGOING**

- Provide materials related to tobacco-free workplaces to the NB Workplace Wellness Community of Practice for inclusion in their resource library.
- Support the promotion and education of the public and employees of Horizon Health Network and Vitalité Health networks regarding their smoke-free policies.

### **COMPLETE**

- Reprint and distribute Workplace Wellness Tool Kits which include a tobacco-free living module.
- Offer webinar(s) on the Conference Board of Canada's 3 part series on Smoking Cessation and the Workplace in partnership with the New Brunswick Workplace Wellness Community of Practice.

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

### **ONGOING**

- Carry out strategic outreach, which aims to engage current and new stakeholders for the purpose of building capacity for action that supports the New Brunswick Anti-Tobacco Strategy.
- Meet with stakeholders and identify ways their strategies can support tobacco-free living.
- Provide links to key national and provincial tobacco control organizations on NBATC website (e.g. Physicians for a Smoke-Free Canada, National Non-Smokers' Rights Association, Newfoundland and Labrador Alliance for the Control of Tobacco).
- Enhance knowledge, by Regional Wellness Consultants, on how to incorporate tobacco control initiatives as part of their efforts.

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## COMPLETE

- Welcome the New Brunswick Medical Society as a member of the NBATC steering committee.
- Attend the New Brunswick Environmental Network Workshop “Spaces and Places That Keep Kids Well” to highlight the importance of smoke-free outdoor spaces. (March, 2015).
- Collaborate with the New Brunswick Nurse’s Association to assist in developing their position statement on e-cigarettes and flavoured tobacco. (June, 2015).

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

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

## ONGOING

- Support schools, districts and Healthy Learners Program Public Health Nurses to successfully implement tobacco-free schools plans using a comprehensive school health approach.
- Promote use of the tobacco module found in the Joint Consortium for School Health (JCSH) “Healthy School Planner” which is an online tool designed to help individual schools create healthier environments.
- Provide School Wellness Grants (K-12) which enable schools to choose a priority area of focus including tobacco or mental fitness.
- Share best practices from School Wellness Grants and Student Wellness Survey data with schools to support planning school/district wellness strategies, including promotion of mental fitness initiatives as an approach to prevent tobacco use.
- Support community capacity and youth engagement to take action on tobacco-free living through the provision of The Take Action on Tobacco Use (TATU) grant program.

## PLANNED

- Webinar or other forum to share TATU Grant recipient success stories from the school setting.
- Share success story from Harcourt School via NBATC e-newsletter entitled “Harcourt School Empowers Its Young Students to Say No to Smoking and Second-Hand Smoke.” (May, 2016).



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## COMPLETE

- Provide the “Tobacco - The Hidden Realities” presentation during a professional development session to all Saint John High School teaching faculty. (November 2014).
- Highlight and share a success story from Caledonia Regional High School via the NBATC e-newsletter entitled ““Smart Choices Centre” Is the Place to Be for Students at Caledonia Regional High School - Reinforcing Healthy Tobacco-Free Habits.” (March, 2016).
- Conducted a needs assessment among TATU grant recipients in the school setting.

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

### ONGOING

- Enforce the *NB Tobacco and Electronic Cigarette Sales Act* which regulates where, how and to whom tobacco products and electronic cigarettes can be sold in NB; enforcement is conducted by Department of Public Safety compliance officers.
- Consider opportunities for future amendments to the *NB Tobacco and Electronic Cigarette Sales Act*.
- Support anti-contraband measures such as the implementation of the Contraband Enforcement Unit by the Department of Public Safety which will reduce the affordability of tobacco products for youth.

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

### IN PROCESS

- Develop a new presentation to re-engage stakeholders in tobacco control by exploring the “end game” for tobacco use.

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

#### ***3(a) Increased reach of a comprehensive, coordinated, accessible network of cessation supports and services.***

##### **ONGOING**

- Maintain “Key Cessation Resources for New Brunswick” document on NBATC website.
- Promote adoption of an integrated cessation continuum, which includes the Smokers’ Helpline, Smokers’ Helpline Fax Referral (Ask, Advise, Refer), Smokers’ Helpline Online and the Clinical Tobacco Intervention (CTI) Ask Advise Assist program by all health/helping professionals and organizations.
- Provide and promote Smokers’ Helpline and Smokers’ Helpline Online services (including dissemination of resources).
- Integrate Smokers’ Helpline services with Integrated Voice Recognition (IVR) service used by Ottawa Model in Horizon Health Network.
- Expand and support the Ottawa Model for Smoking Cessation to hospitals, outpatient, ambulatory and community practice settings in Horizon Health Network and Vitalité Health Network through training, facilitation, and building infrastructure to support sustainable change (policy development, standardized tools, key performance indicators providing measures for process improvement etc).
- Implement a 15 month project to integrate smoking cessation as a standard of care within outpatient oncology settings in Horizon Health Network by using the Ottawa Model. Project funded by the Canadian Partnership Against Cancer.
- Expand coverage of smoking cessation therapies within the New Brunswick Drug Plans to include nicotine replacement therapies in addition to Bupropion and Varenicline (Nov, 2015).

##### **IN PROCESS**

- Review the literature regarding cessation in vulnerable populations and explore dissemination of relevant information.
- Educate staff working within mental health facilities in Vitalité Health Network to better understand the importance of offering OMSC support and nicotine withdrawal prevention for patients.

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## **COMPLETE**

- Offer a smoking cessation challenge “Défi Qui Cesse Gagne” to the communities of Dieppe, Richibouctou and Shediac via radio promotion.
- Provide presentations to dental hygienists to engage them in cessation efforts and specifically how the Smokers’ Helpline can be a resource to them.
- Update the NBATC cessation inventory “Key Cessation Resources for New Brunswick.” (July, 2015).

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

## **IN PROCESS**

- Develop a fact sheet to explore the social influences of tobacco use in youth.

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

## **ONGOING**

- Support youth cessation through School Wellness Grants.

## **PLANNED**

- Promote Quit 4 Life Program with school health intermediaries.

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

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

Note: for additional information on amendments to the *Smoke-free Places Act* which include outdoor public spaces please refer to page 15 of this report.

#### **ONGOING**

- Enforce the *NB Smoke-free Places Act* which prohibits smoking and vaping in enclosed public places and indoor workplaces as well as in a variety of outdoor public spaces; enforcement is conducted by Public Health inspectors, Public Safety compliance officers and Work Safe inspectors.
- Exchange information and resources, increase public and professional awareness of the health benefits of tobacco-free outdoor spaces, support the formation of tobacco-free policies in outdoor environments and seek opportunities to promote tobacco-free outdoor spaces with traditional and non-traditional partners.

#### **IN PROCESS**

- Consider opportunities for future amendments to the *Smoke-Free Places Act*.

#### **COMPLETE**

- Launch Horizon Health Network's Smoke Free Environment policy at the Saint John Regional Hospital in September 2015 with all remaining hospitals going smoke free by October 2016.
- Launch Vitalité Health Network's smoke-free policy "Environnement sans fume" on January 1<sup>st</sup>, 2016 in all Vitalité properties.

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

### ONGOING

- Monitor public attitudes and behaviours related to smoke-free spaces through available research and surveillance efforts.
- Explore new opportunities to increase public support for smoke-free spaces, including, homes and multi-unit dwellings.

### PLANNED

- Work with Ontario and British Columbia to develop messaging to promote smoke free housing month (June 2016).
- Work with municipalities via stakeholders (public health/public safety) to promote the "Making my Outdoor Event Smoke-Free" guide and resources related to smoke-free events. Develop and deliver a presentation for stakeholders regarding the guide.

### COMPLETE

- Develop and disseminate a guide/toolkit for event planners to assist them in hosting smoke-free outdoor events. (January, 2015).
- Launched a twitter based social media contest during National Non-Smoking Week 2016 to encourage New Brunswickers to show their support for outdoor smoke-free spaces by posting photos of smoke-free signage in their communities.

## Activities that Provide Support to All Goals and Objectives

### ONGOING

- Ensure funding is optimized to support priority activities of the NBATC.
- Secure NBATC administrative support and coordination (currently identified under the *Partnership and Collaboration* strategic direction in New Brunswick Wellness Strategy).
- Maintain and develop linkages with other health-related coalitions and organizations, provincially and nationally (e.g. Canadian Council for Tobacco Control, Chronic Disease Prevention Alliance of Canada, Healthy Eating Physical Activity Coalition of NB, Provincial Coalitions and Councils Network, Non-Smokers' Rights Association, Canadian Smoke Free Housing Coalition).
- Ensure linkages are made between tobacco control and province-wide wellness, healthy living and chronic disease prevention and management initiatives.

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- Promote NBATC Tobacco-Free Living Champions Success Stories through the Wellness Movement via the “Start Your Story” theme as well as on their Twitter feed and Facebook page.

## IN PROCESS

- Consider opportunities to promote mental fitness as a strategy for reducing tobacco use.

## PLANNED

- Encourage stakeholders to host tobacco-free living activities during New Brunswick’s Wellness Week, October 1-7, 2016

## COMPLETE

- Encourage stakeholders to host tobacco-free living activities during New Brunswick’s Wellness Week, October 1-7, 2015.
- Encourage stakeholders to make tobacco free living commitments as part of **Join the Wellness Movement** (Wellness Strategy social marketing initiative).
- Hosted an NBATC strategic planning day to identify key work priorities. (September, 2015).
- Revised and Updated the NB Anti-Tobacco Coalition Strategy (October, 2015).

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## **Provincial Legislation that supports the NB Anti-Tobacco Strategy**

### ***New Brunswick Smoke-free Places Act***

- Smoking prohibited in enclosed workplaces and public places (effective October 1, 2004).
- Smoking prohibited in vehicles with children under the age of 16 (effective January 1, 2010).
- Smoking prohibited in many outdoor settings (Effective July 1<sup>st</sup> 2015), including: patios, entrances to buildings, playgrounds, beaches, provincial parks, sports areas and walking trails.
- Where smoking is prohibited, the use of electronic cigarettes and hookahs are also prohibited (regardless of what product is being used). (Effective July 1st 2015).

### ***New Brunswick Tobacco and Electronic Cigarette Sales Act***

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

### ***New Brunswick Tobacco Tax Act***

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