

From: Population and Public Health HLTH:EX
Sent: May 28, 2019 8:54 AM
To: s.22
Subject: Ministry of Health Response - 1133276

1133276

s.22

Dear^{s.22}

Thank you for your email of April 25, 2019, inquiring about vapour product advertising at the Granville Skytrain station. I am responding on behalf of the Honourable Adrian Dix, Minister of Health. My apology for the delay in responding.

The Ministry of Health is responsible for the *Tobacco and Vapour Products Control Act* and Regulation (TVPCA/R). The legislative reach for the TVPCA/R is within a retail establishment for the sale, advertising and promotion of tobacco and vapour products. Advertising and promotion that is outside of a business or in a public space is captured by federal legislation through the *Tobacco and Vaping Products Act*.

Federal legislation related to vaping products is less restrictive than tobacco product advertising. Health Canada currently only restricts advertising that makes any health benefit claim, is directed towards youth or flavours that would appeal to youth, or have 'celebrity' endorsements.

Over this past nine months, Health Canada has been engaged in three public consultations to inform the development of proposed regulatory measures to reduce youth access and appeal of vaping products, including advertising and promotion. Until new measures are in place, the advertising in question appears to be compliant. If you would like to inquire further, Health Canada has a public enquiry email and phone number:

Tobacco and Vaping Enquiries: hc.tcp.questions-plt.sc@canada.ca

Toll free phone: 1-866-318-1116

I appreciate the opportunity to respond and address your concerns.

Sincerely,

Timothy Lambert, PhD
Executive Director
Health Protection Branch
Ministry of Health

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From:s.22

Sent: Thursday, April 25, 2019 12:37 PM

To: Dix.MLA, Adrian <Adrian.Dix.MLA@leg.bc.ca>

Subject: Vape advertising

The honourable Minister Dix

Currently in the Granville Skytrain station we are assaulted by several wall-size ads for a brand of e- cigarette or vape product. Along the bottom of each ad is text staying that CMBC / SKYTRAIN did not endorse the use of, and that nicotine is harmful etc etc.

I was under the impression that these devices and their noxious output would fall under current legislation prohibiting cigarette and tobacco promotion. Evidently not.

Will the Minister introduce such legislation?

Bad enough I have to walk through clouds of various perfumed vapour, the off- gassing of potheads and the last few die-hard cigarette smokers, without being subject to ads encouraging their use.

Sincerely

s.22

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s.22

Mobile/Text: s.22

Skype: s.22

Furmek, Maria A HLTH:EX

From: s.22
Sent: September 19, 2019 9:14 AM
To: Minister, HLTH HLTH:EX
Subject: Fwd: Vape advertising

Categories: FYI

HLTH MO fyi to PPH – ss – Add as Reply to MoH Response to CLIFF 1133276

I sent this to the constituency office by mistake. s.22

----- Forwarded message -----

From: s.22
Date: Thu, 19 Sep 2019 at 09:11
Subject: Re: Vape advertising
To: adrian.dix.MLA@leg.bc.ca <adrian.dix.MLA@leg.bc.ca>

In April I wrote your office the email below; a response later came from the Ministry of Health. But recent news of vaping-related respiratory illness in Canada and the U.S., and the concerns of many that young people are taking up vaping without understanding the health effects, make a banning of vape advertising, as I suggested in my earlier email, a more pressing issue. That vaping ads have, in small print, warnings about nicotine addiction, are not sufficient. Ads impress, ads reinforce, ads encourage. It is time to ban vaping advertising, just as we banned ads for guns and for cigarettes.

s.22

On Thu, 25 Apr 2019 at 12:36, s.22

wrote:

The honourable Minister Dix

Currently in the Granville Skytrain station we are assaulted by several wall-size ads for a brand of e- cigarette or vape product. Along the bottom of each ad is text stating that CMBC / SKYTRAIN did not endorse the use of, and that nicotine is harmful etc etc.

I was under the impression that these devices and their noxious output would fall under current legislation prohibiting cigarette and tobacco promotion. Evidently not.

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Sincerely
s.22

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s.22

Mobile/Text: s.22
Skype: s.22

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Cell/Text: s.22
Website: s.22
"Don't explain your philosophy. Embody it."
~ Epictetus, a former slave; Stoic philosopher

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Cell/Text: s.22
Website: s.22
"Don't explain your philosophy. Embody it."
~ Epictetus, a former slave; Stoic philosopher

Furmek, Maria A HLTH:EX

From: Population and Public Health HLTH:EX
Sent: October 11, 2019 3:01 PM
To: s.22
Subject: Ministry of Health Response - 1144098

s.22

Dear s.22

Thank you for your email of Sept. 11, 2019, regarding the Province's response to concerns about vaping and the emergence of linked pulmonary illness. Your most recent email responded to our previous correspondence from July, and at this time there is little to add to my response provided at that time.

You have asked for information about the Province's planned response to vaping concerns, and its perspective on the development of vaping related illness. Currently the Province is developing a response and details will be announced publicly when appropriate, using the usual channels for doing so, such as the provincial website. Given the details of the provincial action plan are still being set out, you will appreciate that I am not yet able provide information about our response.

Sincerely,

Gerald Thomas
Director, Legal Substances & Problem Gambling Policy & Prevention
Population and Public Health Division
BC Ministry of Health

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From: s.22
Sent: September 11, 2019 12:19 PM
To: Population and Public Health HLTH:EX <hlth.pph@gov.bc.ca>
Subject: 1144098 s.22 Incoming Re: Ministry of Health Response - 1138958

Dear Mr. Thomas,

Just a quick follow up on our previous emails.

As I am sure you are aware of the recent outburst of illness and death in the United States as related to vaping, I wanted to send a follow up to see if and what steps are being made to ensure Canadians are safe and protected?

I see that today the USA has announced a ban on flavoured e-cigarettes as a response to recent events, and as a means to make these products less attractive to youth and the public. I was curious if this was something to be considered for our province? Or is that a federal matter?

Would love to know how our provincial government is viewing the recent developments down south, and what we will do to be preventative as opposed to reactionary.

Kindest regards,

s.22

On Jul 23, 2019, 2:54 PM -0700, Population and Public Health HLTH:EX <hlth.pph@gov.bc.ca>, wrote:

s.22

Dear s.22

Thank you for your email of June 28, 2019, to the Honourable Adrian Dix, Minister of Health, regarding the advertising of vaping products and concerns about their use, especially by young people. I have been asked to respond on behalf of the Minister.

Your letter highlights the vaping industry's advertising and promotion activities that are occurring in public places, such as those at or near transit sites. The Province is aware of these activities, has reviewed them, and consider that they do comply with current provincial legislation for vaping products.

The *Tobacco and Vapour Products Control Act* and regulation is designed to enable legal access to vaping products by adults while restricting access by youth. The restrictions on display and advertising in the retail settings where minors have access is the same as for tobacco products, with the result that the products themselves must not be on display, nor advertised. What is permitted in these locations is general information, such as price ranges of products, but these must follow regulated guidelines including no brand advertising (colours, logos and slogans). In adult-only retail locations, advertising and product display is permitted so long as the advertising and products cannot be seen from outside. The provincial requirements apply to the exterior windows and interior of the businesses only.

As you may be aware, the federal government also has legislation governing vaping products. Health Canada has recently completed a series of public consultations on its regulatory regime, including proposals for more restrictions on vaping advertising (print, radio, TV), along with updated rules regarding display, nicotine content, flavours, labelling and packaging. We are monitoring these developments closely and the BC Health Minister has said publicly that we will intervene provincially if the federal government does not act in a timely manner.

In recent years, the use of vaping products has increased, as your letter suggests. The most recent data for B.C. youth does indicate widespread experimentation and use, with as many as one in five in-school youth in Grades 7-12 reporting they vaped nicotine in 2018. Researchers indicate that further data is required to understand whether this increase will be sustained. For more information on youth use, please see the McCreary Centre Adolescent Youth Survey report [here](#), or the Propel Center for Population Health impact regional reports [here](#).

We also share the concerns of the school system in responding to the rise of vaping by young people. It is essential that the entire community, including teachers and schools, find ways to effectively connect with young

people to educate them about vaping, and about the known and as-yet unknown long-term health impacts. We are working with our colleagues in education and health agencies to support teachers with the right resources. In the meantime, the federal government has initiated its “Consider the Consequences” campaign, which has been promoted in schools and via the government’s social media channels.

We are also concerned that by exposure to the nicotine in some vaping products, users may be at risk to become dependent on nicotine or even switch to smoking cigarettes. The scientific evidence in this area continues to develop, and currently it indicates that while vaping is less harmful than smoking, it is not harmless. Adult smokers who want to try vaping as an approach to quitting smoking are advised to switch completely, and then quit vaping.

We are committed to addressing the concerns raised by yourself and many others, including youth themselves. Thank you for sharing your input.

Sincerely,

Gerald Thomas

Director, Legal Substances & Problem Gambling Policy & Prevention

Population and Public Health Division

BC Ministry of Health

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From: s.22

Sent: Friday, June 28, 2019 10:16 AM

To: Dix.MLA, Adrian <Adrian.Dix.MLA@leg.bc.ca>

Subject: Re: Vape Products

Apologies. My email signature was not present.

Let’s try that again.

Kindest regards,

s.22

On Jun 28, 2019, 9:28 AM -0700, s.22

, wrote:

Dear Hon. Adrian Dix,

Attached is a photo of an advertisement for Vape products on the Canada line. These advertisements extend through all train lines, with a huge sticker on the wall at Granville Station. Lately a Vape company has had a big truck outside Olympic village station where you can easily step inside, get ID'd and have a free trial sent to your house.

We do not see ads like these for cigarettes, so the question becomes, how is this okay? What, as the minister of health, can you do about this? These advertisements are exciting, engaging, and clearly geared to young people. I'm positive if we had more statistics available we would see young people are starting to Vape at alarming rates.

s.22 I am told first hand the issue in schools is tremendous, and teachers/schools do not know how to deal with it. They've had to restrict bathroom access as kids are sneaking off at class to Vape. So many kids are getting access to these products, and they are clearly being enticed by the way the Vape industry advertises. "Look at all the cool devices you can own, how about a lightsaber?", "mmm, so many yummy flavours!". Studies are showing these flavours additives are terrible for the lungs and stomach, let alone the nicotine intake.

I know these Vape products can be helpful for existing smokers, but they are not being advertised to them as a way to cut out smoking. They are being advertised to entice kids, and people my age (I am s.22 to start vaping, because it's so fun and cool. It truly feels as if this is the start of the same cycle we had with cigarettes and their popularity among young people many moons ago.

Perhaps this is a federal issue? Perhaps this is provincial? All I know is we are at the the start of a new health crisis among young people, and hopefully BC can become the leader in education and prevention of this newer industry. If we allow this to get further out of hand it will just end up costing tax payers more and more money as these young people age and their health deteriorates.

I hope to hear back from you, I would love to know how we can make changes.

Kindest regards,

Furmek, Maria A HLTH:EX

From: s.22
Sent: January 23, 2020 7:22 PM
To: Vaping Info HLTH:EX
Subject: Electronic Cigarettes

Categories: Orange category

"To whom it may concern,
s.22

Considering that smoking costs the BC taxpayer \$1billion dollars every year, I find it horrifying that your government is deliberately destroying tobacco harm reduction. That said, it is understandable given the pervasive and complete dissemination of misinformation about vaping from health authorities, nonprofits, media, governments and NGOs. By oppressing the effective utilization of vaping, you are, in fact, promoting smoking, smoking-related diseases and the associated costs to the taxpayer.

I understand that you are just repeating the false narrative and in doing so, you will shut down an industry comprised of hundreds of small businesses and completely consumer driven market by adult smokers seeking harm reduction. Once you have accomplished that, you will see smoking rates rise in adults and youth. Then, you will hand harm reduction over to the tobacco and pharmaceutical companies who profit from continued smoking and smoking-related diseases. Needless to say, they will not provide the variety of eliquid and vape gear that has successfully lead to approximately 700,000 Canadian smokers quitting smoking. On the chance that you think critically and care about the health of British Columbians, I invite you to visit our website for self-education.

<https://vaepworld.com/basic-info>

VAEP is a Canadian nonprofit dedicated to helping people learn about vaping as a harm reduction strategy for smokers. We review the scientific evidence and make free learning resources that are easy to understand. We are run by health professionals and are qualified to teach the public about harm reduction.

You are being manipulated into promoting smoking, suffering and death. I challenge you to seek the truth and do the right thing."

Sincerely,

s.22

Furmek, Maria A HLTH:EX

From: Rob Cunningham <rcunning@cancer.ca>
Sent: February 18, 2020 4:37 AM
To: Rob Cunningham
Subject: Massachusetts lawsuit says vape giant Juul targeted kids with ads on Cartoon Network and Nickelodeon

<https://www.cbc.ca/radio/day6/a-new-lawsuit-says-vape-giant-juul-targeted-kids-with-ads-on-cartoon-network-and-nickelodeon-1.5463044>

CBC

Day 6

A new lawsuit says vape giant Juul targeted kids with ads on Cartoon Network and Nickelodeon

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A lawsuit was filed this week against Juul Labs by the attorney general of Massachusetts

CBC Radio · Posted: Feb 14, 2020 6:38 PM ET | Last Updated: February 14
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From: Rob Cunningham <rcunning@cancer.ca>
Sent: March 17, 2020 5:07 AM
To: Rob Cunningham
Subject: How Juul Created a Teen Vaping Epidemic

<https://www.drugwatch.com/featured/juul-created-teen-vaping-epidemic/>

○ Featured Articles
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Latest Feature

How Juul Created a Teen Vaping Epidemic

March 10, 2020, drugwatch.com

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How Juul Created a Teen Vaping Epidemic

Written by [Terry Turner](#), Published March 10, 2020

[Learn About the Experts Featured in this Article](#)

Featured Experts

Chris Bostic, Action on Smoking and Health

Stanton Glantz, UCSF Center for Tobacco Control Research and Education

Dr. Robert Jackler, Stanford Research into the Impact of Tobacco Advertising

Robin Koval, Truth Initiative

Dr. Joshua Mansour, Kaiser Permanente and City of Hope

Erika Sward, American Lung Association

Read their full bios below the article.

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From: Rob Cunningham <rcunning@cancer.ca>
Sent: May 29, 2020 2:35 PM
To: Rob Cunningham
Subject: Health organizations challenge Juul and Rona Ambrose to ban flavours and reduce nicotine content in all of its vaping products

Below is a news release from Action on Smoking and Health, Ontario Campaign for Action on Tobacco, Physicians for a Smoke-Free Canada and the Quebec Coalition for Tobacco Control.

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<http://www.globenewswire.com/news-release/2020/05/29/2040888/0/en/HEALTH-ORGANIZATIONS-CHALLENGE-JUUL-AND-RONA-AMBROSE-TO-BAN-FLAVOURS-AND-REDUCE-NICOTINE-CONTENT-IN-ALL-OF-ITS-VAPING-PRODUCTS.html>

HEALTH ORGANIZATIONS CHALLENGE JUUL AND RONA AMBROSE TO BAN FLAVOURS AND REDUCE NICOTINE CONTENT IN ALL OF ITS VAPING PRODUCTS

May 29, 2020 08:00 ET |

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ASH Canada (Edmonton)
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hagen@ash.ca

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514-515-6780
fdoucas@cqct.qc.ca

Cynthia Callard
Physicians for a Smoke-Free Canada (Ottawa)
613-297-3590
ccallard@smoke-free.ca

From: Rob Cunningham <rcunning@cancer.ca>
Sent: May 6, 2020 7:25 AM
To: Rob Cunningham
Subject: Vaping among Canadian teens doubles in 2 years, new research shows

<https://www.cbc.ca/news/health/teen-vaping-canada-rise-regulations-1.5555982>

Vaping among Canadian teens doubles in 2 years, new research shows

Higher nicotine content in Canada compared with U.K. is blamed for rising use

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Adam Miller · CBC News · Posted: May 05, 2020 5:54 PM ET | Last Updated: May 5
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ABOUT THE AUTHOR

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Adam Miller

Senior Writer

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From: [Rob Cunningham](#)
To: [Rob Cunningham](#)
Subject: study finds youth vaping more than doubled in Canada in just two years
Date: May 4, 2020 9:26:00 AM

A study measuring youth vaping trends in Canada was published today in *Journal of the American Medical Association – Pediatrics (JAMA Pediatrics)*. The study was led by Professor David Hammond of the University of Waterloo.

- The study found that youth vaping among 16-19 year-olds in Canada more than doubled over a two year period, from 2017 to 2019. Youth vaping increased from 8.4% in 2017 to 17.8% in 2019, a 112% increase.
- The dramatic increase in youth vaping is of tremendous concern. Federal and provincial governments should respond on a pressing basis with a comprehensive series of measures to reduce youth vaping.
- Youth vaping increased dramatically after tobacco companies entered the Canadian market following legalization of e-cigarettes with nicotine in May 2018.
- The study also measured youth vaping trends in the US and in England. The US trend found a very significant increase, from 11.1% in 2017 to 18.5% in 2019. England saw a smaller increase, from 8.7% in 2017 to 12.6% in 2019, and a lower youth vaping prevalence (12.6%) compared with Canada (17.8%) and the US (18.5%). England has greater e-cigarette advertising restrictions than Canada or the US, and England and the European Union have a maximum nicotine concentration of 20 mg/ml that exists in neither Canada nor the US. Some nicotine levels in Juul, Vype and Logic e-cigarette products in Canada are 59 mg/ml, or 57 mg/ml, almost triple the EU maximum.
- The study does not report any new information regarding trends in youth smoking prevalence. The study benchmarked youth smoking trends with the trend of the Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS).
- The figures indicated in the notes above for youth vaping prevalence are for past 30 day use, which is what is most commonly used for youth smoking prevalence. The study also found a significant increase in frequent vaping by youth.

The study is: David Hammond, Vicki L. Rynard, Jessica L. Reid "Changes in Prevalence of Vaping Among Youths in the United States, Canada, and England from 2017 to 2019" *JAMA Pediatrics*, published online May 4, 2020. doi:10.1001/jamapediatrics.2020.0901

Codner, Tamara A HLTH:EX

From: Rob Cunningham <rcunning@cancer.ca>
Sent: March 16, 2020 7:28 AM
To: Rob Cunningham
Subject: Health Canada departmental plan - tobacco

Below are extracts from Health Canada's Departmental Plan for 2020-21.

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<https://www.canada.ca/en/health-canada/corporate/transparency/corporate-management-reporting/report-plans-priorities/2020-2021-report-plans-priorities.html>

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<https://www.canada.ca/fr/sante-canada/organisation/transparence/rapports-gestion/rapport-plans-priorites/2020-2021-rapport-plans-priorites.html>

From: Rob Cunningham <rcunning@cancer.ca>
Sent: March 11, 2020 5:41 AM
To: Rob Cunningham
Subject: Juul Labs sought to court AGs as teen vaping surged

<https://apnews.com/c148a2866cd4e2948552402c8d3b62cc>

Juul Labs sought to court AGs as teen vaping surged

By MATTHEW PERRONE and RICHARD LARDNER March 9, 2020 GMT

1 of 6

FILE - In this July 25, 2019, file photo, Juul Labs co-founder and Chief Product Officer James Monsees testifies before a House Oversight and Government Reform subcommittee on Capitol Hill in Washington, during a hearing on the youth nicotine epidemic. Vaping giant Juul Labs has donated thousands of dollars to court state attorneys general. But the lobbying strategy may be backfiring. (AP Photo/Susan Walsh, file)

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From: Rob Cunningham <rcunning@cancer.ca>
Sent: February 28, 2020 6:12 AM
To: Rob Cunningham
Subject: 'A world of hurt': 39 states to investigate Juul's marketing

<https://apnews.com/bc0ebafd2c6604e2ac26c6ee219c35b4>

'A world of hurt': 39 states to investigate Juul's marketing

By DAVE COLLINS and MATTHEW PERRONE February 25, 2020 GMT

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Perrone reported from Washington.

From: Rob Cunningham <rcunning@cancer.ca>
Sent: February 25, 2020 4:42 AM
To: Rob Cunningham
Subject: Alberta - Health Coalition Urging Albertans to Contact Their MLA in Support of Strong Measures to Protect Youth from Tobacco and Nicotine

Below is a news release from the Campaign for a Smoke-Free Alberta and some news items.

An e-advocacy site has been set up at

ProtectAlbertaKids.ca

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Campaign for a Smoke-Free Alberta

February 24, 2020

HEALTH COALITION URGING ALBERTANS TO CONTACT THEIR MLA IN SUPPORT OF STRONG MEASURES TO PROTECT YOUTH FROM TOBACCO AND NICOTINE

New survey reveals that 50,000 Alberta adolescents are now vaping and risking nicotine addiction

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Angeline Webb @ 780-239-5295
Les Hagen @ 780-919-5546
Kristyn Berry @ 780-229-7017

-----/

Reducing youth vaping requires stronger legislation: health coalition

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Kelsey Dyer CTV News Edmonton
@KelseyCTV Contact

Published Monday, February 24, 2020 12:52PM MST

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<https://www.nugget.ca/health/family-child/anti-vaping-campaign/wcm/ef118eef-e75b-4cc2-98dc-a0aaf599f5dc>

‘Wild west on vaping products’: 50,000 Alberta teens used it within 30 days shows health survey

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Jeff Labine

Published on: February 24, 2020 | Last Updated: February 24, 2020 4:53 PM EST

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