

Ontario Supplement for CATCH MY BREATH

**Teaching the E-Cigarette and JUUL Prevention
Lessons: Content for Ontario Schools.**

About This Supplement:

The Catch My Breath program was created in the state of Texas so it naturally includes statistics and laws related to the United States. This supplement is designed to provide information including statistics and laws that apply to Ontario/Canada for your teaching purposes. Also, powerpoint slides are available for you to replace in lessons that include statistics and laws. As the issue of vaping is an emerging one, this resource will be updated as needed so we recommend visiting our website to ensure you have the most recent copy.

- This supplement is designed to accompany the Catch My Breath E-Cigarette Curriculum Modules at <https://catch.org/>
- The Catch My Breath Curriculum has modules for grades 5 to 8 as well as a high school module and physical activity supplement.
- The Catch My Breath Program is free for Canadian Schools to access.
- Registration is available on the website and an access code is assigned. Some Public Health Units support registration and use of this program as well.

Self Directed Training:

- The Catch My Breath Program includes 3 online webinars about E-cigarettes and Vaping.
- Access code is required. Watch and review as needed.



Online Learning Resources for Educators:

Ontario Tobacco Research Unit: training modules including courses titled the *Tobacco Prevention Module* and the *E-Cigarette Module*. To locate these modules, visit: <https://tobaccocourse.otru.org/>

Current Evidence on E-cigarettes: A summary of potential impacts: www.publichealthontario.ca/-/media/documents/literature-review-ecigarettes.pdf?la=en

Health Canada: www.canada.ca/en/health-canada/services/smoking-tobacco/vaping.html

Ontario Lung Association Digital Learning Hub (for Adult Allies and Youth Advocates): <https://lungontario.ca/we-can-help/digital-learning-hub>

Where You Can't Smoke or Vape in Ontario:

Learn where smoking tobacco or cannabis, or vaping of any substance is banned in Ontario.

[https://www.ontario.ca/page/where-you-cant-smoke-or-vape-ontario? escaped fragment =/](https://www.ontario.ca/page/where-you-cant-smoke-or-vape-ontario?escaped_fragment=/)

How did we get here?

While there were earlier attempts to develop e-cigarettes, the device that got the industry off and running was invented in 2003 by Hon Lik, a pharmacist in China. Since then, numerous types of devices have been developed and marketed.

E-cigarettes came onto the market as nicotine delivery system products promoted as a way to reduce the harm of smoking and exposure to the known carcinogens found in tobacco cigarettes; yet there are many unknowns with these products and their use.

In Canada, like many other places, these products were widely available both online and in physical stores with very few restrictions for sales. There were no rules to control or prevent the sale of unsafe or illegal products. Also, there were no laws to stop the use of these products in public places like there was for cigarette smoking.

In May 2018, in response to various products flooding the market, the Government of Canada passed Bill S-5 which regulates the sale of e-cigarettes (vapes) and e-liquids (e-juice).

This meant that former *Tobacco Products Act* became the [Tobacco and Vaping Products Act \(TVPA\)](#) which allows e-liquids and vaping products with nicotine to be legally sold in Canada. When they became legal, many vape brands were heavily promoted in Canada. Regulations under the act have already been updated in response to the issues related to vaping and youth.

In Ontario, vaping products have also become regulated in the [Smoke-Free Ontario Act, 2017 \(SFOA 2017\)](#), which was updated in October 2018.

Ongoing concerns include product safety, nicotine levels, health claims, marketing strategies and the long-term health risks of these products.

Currently, e-cigarettes cannot be legally marketed as a cessation aid unless they have been approved by the Canadian Food and Drug Act at the federal level; there is limited evidence at this time to support the use of e-cigarettes for this purpose.



Check out these videos!

How JUUL made Nicotine Go Viral:

<http://bit.ly/2SXVhIz> (6 mins)

Is JUUL getting a new generation addicted to Nicotine?

<http://bit.ly/2DIt9d4> (2 mins) **

****Note:** This video is meant for your learning and understanding of the issue – do not show this video in class to students. Evidence from around the world shows that the more children and youth see smoking onscreen, the more likely they are to start smoking. While the evidence focuses on smoking, this is likely also the case for vaping onscreen. For more on this, visit www.smokefreemovies.ca

Marketing and Promotion of Vaping Products in Ontario:

Currently, in the Province of Ontario, it is illegal to display or promote **tobacco cigarettes and e-cigarettes (vape products including e-liquids)** in any gas stations and convenience stores. Products must be kept out of sight from customers. No promotion is allowed where these products are sold including images or videos on electronic dis-

plays, banners, posters, and product counter displays.

One exclusion for these laws is vape shops that apply and qualify and are approved as a *Specialty Vape Store*. These stores are allowed to display and promote vaping products inside their stores.

Examples of vaping promotion that was banned in Ontario as of January 1st 2020.

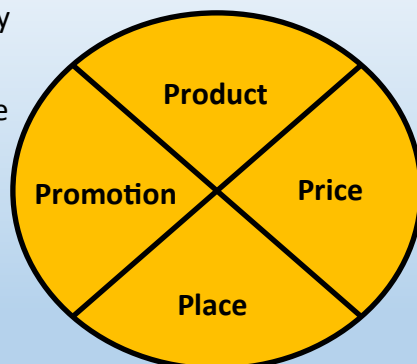


Tobacco Industry is in the Vaping Business

- ◆ **Vype** is owned by Imperial Tobacco Company
- ◆ **JUUL** 35% of it's shares are owned by Marlboro—it's parent company is owned Phillip Morris.
- ◆ **Logic** is owned by Japan International Tobacco.
- ◆ **Blu** is owned by Fontom Ventures—it's parent company is Imperial Brands, formally called Imperial Tobacco Company.
- ◆ **Mark Ten** is owned by Rothmans, Benson & Hedges - it's parent company is Phillip Morris.

The Tobacco industry has used all methods of marketing to drive sales of their deadly products. Similar tactics are being used to promote vape brands. This includes product design, packaging design, promotion through advertising and contests, price incentives and discounts, and point of sale.

4 P's of Marketing



Ontario Facts and Figures for CATCH lessons

The majority of the information in the Catch My Breath modules fits well with the goals of the Ontario Curriculum for grades 5, 6, 7, and 8. Below are the lessons where powerpoint slides with Ontario information should be inserted into session as needed. Modules in each grade are similar but become more advanced as grade increases.

Where to Insert Ontario Information

Tobacco and Vaping Laws

Some modules includes information about Tobacco and Vaping Laws in the United States.

The Catch Slide on laws gives a website link to access youth vaping rates in various states.

Insert slides 2-9 from "Ontario Supplement Slides- Ontario Law" instead of slide with U.S map (titled "All states have restrictions around the sale, purchase, or use of E-cigarettes or nicotine containers to a minor.")

These slides include information about:

- Sacred Tobacco and the law
- Ontario laws and fines for tobacco and vaping
- School Policies

Note: these extra slides may take approximately 10 minutes to cover.

Dispelling Youth Vaping Rates

Modules for some grades discuss rates of youth vaping to dispel the myth that "everyone is vaping". Statistics given are based on American youth.

Insert slides 2-3 from "Ontario Supplement Slides Youth Vaping Rates" and discuss as per instructions on slide.

Nicotine Poisonings

Modules provide information about reports of Nicotine Poisonings and give statistics on U.S reports.

No current central information for Canada is available. Use curriculum as is until Ontario/ Canada stats are available.

School Board Policies and The Law

Educators play an important role in creating and ensuring healthy school environments. Creating tobacco and vape free environments support students in making healthy choices and in limiting access to these products. It is important to be aware of policies and your role.

School and School Bus Policy:

In addition to the laws and regulations of the Smoke-Free Ontario Act 2017, school boards have policies that outline rules and discipline for substance misuse on school property or at school sanctioned events.

Blue Water District School Board

Refer to this section of policies: [www.bwdsb.on.ca/director/Policies Procedures Index](http://www.bwdsb.on.ca/director/Policies_Procedures_Index)

Alcohol, Tobacco, Vaping, Cannabis, and Drug Free Environment http://www.bwdsb.on.ca/director/Procedures/AP_3810-D.pdf

Drug, Cannabis, Alcohol, and Tobacco - Standards and Education http://www.bwdsb.on.ca/director/Procedures/AP_6806-D.pdf

Bruce Grey Catholic District School Board: http://www.bgcdsb.org/UserFiles/Servers/Server_5912063/File/Policies%20under%20review/2018%202019/BP%206-28%20Smoke%20&%20Alcohol-Free%20Environment.pdf

Where is Smoking and Vaping Banned?

- School properties + 20 metres beyond perimeter
- Enclosed workplaces (including workplace vehicles)
- Some government office buildings
- Playgrounds and publicly owned sports areas+ 20 metres beyond perimeter
- Sheltered areas (bus shelters)
- Restaurant and bar patios + 9 metres beyond perimeter
- Hospitals and other health care facilities
- Vehicles and boats
- Residential care facilities
- Child care facilities
- Common indoor areas of multi-unit residences
- Reserved outdoor seating venues
- Hotels, motels (unless designated for smoking/vaping)
- Community recreational facilities + 20 metres from perimeter



For more information, visit <https://www.ontario.ca/page/where-you-cant-smoke-or-vape-ontario>

Law in Province of Ontario (Smoke-free Ontario Act, 2017)

The legal age to purchase e-cigarettes/vapes, e-liquid and other vaping products is 19.

It is not illegal for people under the age of 19 to have tobacco and vapour products in their possession (unless it contravenes school policies).

No person can smoke or vape on school property or within 20 metres of school property

The fine for vaping or smoking on school property is \$305. This includes cannabis smoking.

It is against the law in Ontario to smoke or vape in a vehicle with anyone under the age of 16 inside or in a workplace vehicle (school bus).

The fine is \$305.

Adults and youth can be fined for sharing or selling vapour products or tobacco products to youth under 19.

The fine is \$490 for selling or supplying vapour products or tobacco products to someone under 19 years of age.

A few examples:

- It is illegal to share a vapour product with a youth under 19 years of age.
- It is illegal to refill e-liquids for a youth under 19 years of age.
- It is illegal for adults including parents to purchase vapour products for their child or teen if they are under 19 years of age.
- It is illegal for a principal or teacher to return vapour products to students who are under the age of 19. School staff should be aware of school board policy on the process for confiscating, reporting and disposing of vapour and tobacco products.

It is illegal for “Specialty Vape Stores” to allow anyone under the age of 19 to enter their store. They must I.D anyone they believe is under the age of 25. (*Specialty Vape Stores* are those who have applied to their health unit for this designation and meet certain criteria.)

In Ontario, it is illegal to display or promote vape and tobacco products in convenience stores. Vapour products can be displayed and promoted in *Specialty Vape Shops*.

Government of Canada

[Tobacco and Vaping Products Act \(TVPA\)](#), regulates the sale of nicotine, vape products, tobacco products and their promotion in Canada.

- Bans advertising that promotes Vaping Products by promoting it as a lifestyle.
- Bans sponsorship of sporting and entertainment events.
- Bans the promotion of flavours that fall into categories such as cannabis, soft drinks, energy drinks, dessert (ie crème brulee), and confectionary.

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