

alPHa's members are  
the public health  
units in Ontario.

**alPHa Sections:**

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Section

Council of Ontario  
Medical Officers of  
Health (COMOH)

**Affiliate  
Organizations:**

Association of Ontario  
Public Health Business  
Administrators

Association of  
Public Health  
Epidemiologists  
in Ontario

Association of  
Supervisors of Public  
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Ontario

Health Promotion  
Ontario

Ontario Association of  
Public Health Dentistry

Ontario Association of  
Public Health Nursing  
Leaders

Ontario Dietitians in  
Public Health

Manager, Regulations Division  
Tobacco Products Regulatory Office  
Tobacco Control Directorate  
CSCB, Health Canada  
0301A-150 Tunney's Pasture Drwy  
Ottawa, ON K1A 0K9

Via E-Mail

**Re: Health Canada Proposals: Vaping Products Advertising**

On behalf of the Association of Local Public Health Agencies (alPHa) and its member Medical Officers of Health, Boards of Health and Affiliate organizations, I am writing today to provide our feedback on the federal proposals to reduce the impact of vaping products advertising on youth and non-users of tobacco products.

We have expressed our strong support to the Ontario Government for harmonizing the rules that govern the sale, promotion, display and consumption of tobacco, vape products and combustible cannabis in public places. We believe that this is sound public health policy that reduces public confusion, allows for consistent public health messaging and simplifies compliance and enforcement activities.

With the recent proliferation of billboards, point-of-sale promotions and displays for vapour products visible to children and youth in our communities, it is clear that this harmonization has not been achieved and that the existing provincial and federal restrictions on display and promotion of these products have fallen demonstrably short of their intentions.

Use of vape products among youth has risen sharply over the past two years and will continue to do so without stricter prohibitions on their promotion and marketing. The predatory marketing tactics of tobacco companies – especially as they relate to enticing young people - were recognized decades ago and the effectiveness of banning their display and promotion has been clearly demonstrated. Allowing the manufacturers of vapour products (many of which are also tobacco companies) to engage in those same predatory tactics is a leap backwards for public health in general and a threat to children, in particular.

We are therefore supportive of the regulatory measures that are under consideration and agree with the rationale behind them. The proposals appear to be well-aligned with Ontario's existing restrictions on tobacco product advertising, promotion and display, which is in keeping with our desire for consistency.

The proposed restrictions on point-of-sale promotion, display and advertising in public places would certainly stem the tide of vaping product promotion that is causing us the most concern, but we would submit that the rules governing broadcast media and publications should be strengthened.

In both cases, restriction of vaping product ads would only apply to children- and youth-oriented programming and publications. We would argue that this is the wrong approach

because of the difficulties in defining children- and youth- oriented media (which would make enforcement difficult and almost certainly lead to court challenges) and because of the absolute certainty that adult-oriented mass-media marketing would reach children anyway. We need look no further than past experience with tobacco marketing for validation of these concerns and we therefore urge you to consider revising these proposals to prohibit vape promotion in mass media of any kind.

The popularity of these products among children and youth are well established, and we are in favour of strengthening the statutory provisions aimed at minimizing their appeal. We look forward to examining and commenting more specifically on the draft legislation that we hope will be introduced soon.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'R. Kyle', written in a cursive style.

Dr. Robert Kyle,

**COPY:** Hon. Ginette Petitpas Taylor, Minister of Health (Canada)  
Hon. Christine Elliott, Deputy Premier and Minister of Health and Long-Term Care (Ontario)  
Dr. Theresa Tam, Chief Public Health Officer of Canada  
Dr. David Williams, Chief Medical Officer of Health (Ontario)