

ASH YOUTH VAPING POLICY ACTION TOOLKIT

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Youth Vaping Policy Action Toolkit: Why Now?

As youth vaping in Canada increases, so does the threat of exposing a new generation of young people to nicotine addiction. This is a peer-reviewed, pilot tested, evidence-based youth vaping policy action toolkit developed by Action on Smoking & Health (ASH). The toolkit provides up-to-date information to youth and adult facilitators to equip them with the knowledge and skills they need to advocate to their respective provincial governments for increased vaping regulations. It utilizes a peer-led approach in order to engage youth throughout the entire process. By enlisting and empowering youth, we will engage with young agents of change who will play vital roles in the movement to reduce youth vaping.

The policy priorities outlined in this toolkit reflect the recommendations of the Council of Chief Medical Officers of Health in Canada (CCMOH). In a joint statement released in January 2020, the CCMOH described several policy recommendations that, if implemented, would protect many young people from vaping initiation and nicotine addiction. This toolkit contains the necessary tools required for youth to effectively advocate to their government representatives to affect policy change.



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The Value of Youth Engagement in Vaping Advocacy



Youth Are the Target

- After a decade in the Canadian market, the vaping industry recently perfected their marketing and product designs to effectively target youth.
- The combination of appealing candy flavours and unlimited nicotine content has created an environment in which youth experimentation with vaping is increasing year-over year.i

Youth Are at Risk

- The long-term health effects of vaping are not fully understood but recent evidence indicates potential risks to consumers related to respiratory and cardiovascular disease.
- Nicotine consumption (which occurs at high rates through vaping) is proven to negatively impact the developing brain.iii
- Youth deserve first class protection from vaping initiation and nicotine addiction; policies delayed is protection denied.

Cessation or Initiation?

- A recent study indicates that “for every person that quits smoking using a vaping product there are 80 youth who will begin smoking as a result of vaping”.iv
- In accordance with policy recommendations from the CCMOH and youth engagement best practices, our objective is to empower youth to advocate directly to provincial governments in order to affect policy change and effectively protect Canadian youth.

Youth Vaping Rates

- As a nicotine delivery device, vaping holds the potential to lead to nicotine dependence and tobacco use among youth and non-smokers.
- Recent evidence confirms that vaping prevalence is increasing among Canadian youth.

- Canadian youth vaping has doubled since 2016-17, resulting in 418,000 youth at a higher risk of nicotine addiction and smoking initiation.v
- 40% of these youth reported daily or almost daily use of vaping products.vi
- Experimentation: youth first experiment with vaping and then tobacco.vii
- Dual use: 44% of youth using vaping products also use (to some extent) cigarettes.viii

Youth as Influencers in Policy

- Canadian youth were instrumental in shaping tobacco regulations and have the ability to shape policies to reduce youth vaping.
- By exposing the manipulative tactics of the vaping industry, we can empower youth to advocate for their right to an addiction free future.ix
- Youth engagement recognizes the energy, innovation and determination held by young people and seeks to provide them with project ownership by including them in the entire advocacy process. It is imperative that youth engagement does not become youth participation; youth need to be the instigators behind advocating for improved policy decisions and engaging with government.x
- The benefits of youth engagement in this context is threefold: 1) the youth will help affect positive vaping policy changes, and 2) youth will develop interpersonal skills and establish connections with other young agents of change, and 3) youth will develop advocacy and leadership skills that they can use in the future.
- By investing and engaging in these youth now, we hope to see them as committed advocacy partners later in life who continue to use their voices to affect change.xi



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PROVINCIAL POLICY PRIORITIES

Vaping Product Flavourings

Flavour Fraud

- Flavours such as cotton candy, unicorn vomit, and bubble gum are expected to be in candy stores, not in products marketed as a cessation device for adults.
- Products containing nicotine should not be disguised by flavours that are proven to increase the potential for youth vaping initiation.
- Research indicates that youth who use vaping products almost always experiment with flavoured products.
- The tobacco experience underlined the dangers of flavour additives in encouraging cigarette initiation and experimentation; let this inform the governments decision-making for vaping.

Position of the CCMOH

- The CCMOH recommends a federal ban on all flavoured vaping products, followed by retroactive exemptions on flavours not appealing to youth.

Recommendation

- To protect youth from harmful products and a life of addiction we encourage governments to introduce a broad ban on flavours. Governments may consider allowing an exemption for “tobacco” flavoured vaping products since this flavour does not appeal to youth and it may help smokers quit.
- The careful design and selection of flavours by the vaping industry must be met with the same tenacity for protecting youth.
- Nova Scotia and Prince Edward Island have already implemented a broad ban on flavoured vaping products.

Nicotine Content Limit

Nicotine Negligence

- In 2018, the passage of Bill S-5 legalized vaping products containing nicotine in Canada with no limit on the nicotine potency, ignoring the fundamental health hazard shared between vaping and cigarettes: nicotine addiction.
- Vaping expanded the nicotine market to an entirely new generation of youth with the potential to encourage dual use, renormalize smoking, and increase tobacco use.
- A recent Health Canada study reveals that 90% of youth who used a vaping product in the last 30 days used one that contained nicotine.
- The rise in youth nicotine use raises concern as research identifies a number of potential risks it presents to the developing brain, such as:
 - Impeding decision making and reducing impulse control - resulting in behavioural disorders, a decreased attention span, and learning challenges.
 - In addition to these concerns, evidence indicates that continual exposure to nicotine alters the brains reward system; priming it for addiction to other drugs such as cocaine and methamphetamine.
- To date, Nova Scotia and British Columbia have both set a maximum nicotine limit of 20 mg/ml on vaping products

Position of the CCMOH

- The CCMOH encourages people seeking cessation supports to opt for proven cessation therapies and approved nicotine replacement therapies.
- The CCMOH recommends that federal and provincial governments introduce legislation to limit the nicotine content in vaping products (including pods) to a maximum of 20mg/ml and consider regulating nicotine salts.

Recommendation

- To decrease the addictive potential of vaping, we encourage provincial governments to immediately enact legislation in line with the CCMOH recommendations

Taxation

Tax Triumph

- Taxation is a proven method to reduce youth consumption of products such as tobacco.
- Implementing a vaping tax has the potential to deter youth from vaping experimentation and encourage current users to reduce or discontinue use.
- B.C. and Nova Scotia have already introduced taxes on vaping products.

Position of the CCMOH

- The CCMOH recommends that federal and provincial governments tax vaping products in a manner consistent with maximizing youth protection while maintaining preferential pricing as compared to tobacco products.

Recommendation

- To deter youth from vaping experimentation, we encourage provincial governments to introduce the following recommendations based on Nova Scotia's models:
 1. A minimum of 20% vaping tax on devices
 2. A flat tax of at least \$0.50 per millilitre for liquids
 3. A flat tax of \$0.50 per gram for solids
- The affordability of vaping products must be reduced in order to keep these products out of the hands of youth. Youth are very price sensitive.

Minimum Purchasing Age of 21

Purchasing Prohibition

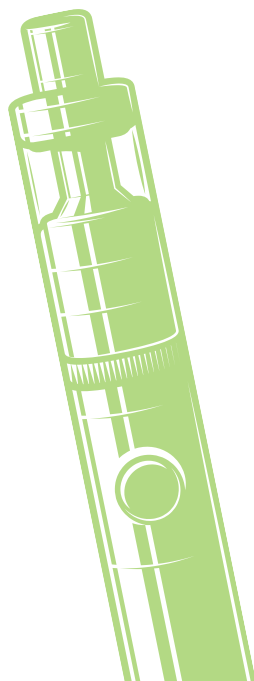
- Implementing a minimum purchasing age of 21 has the potential to effectively reduce youth consumption of vaping products and nicotine.
- Over 50% of youth using vaping products consider it easy or very easy to get them; limiting the legal age of direct access could help change this perception.

Position of the CCMOH

- The CCMOH recommends that federal and provincial governments consider increasing the minimum age to 21 years for the sale of tobacco and vaping products.

Recommendation

- To reduce the number of youth who have access to vaping products we advocate that provincial governments restrict the minimum age of sale to 21 years. Prince Edward Island and Nova Scotia have already increased the minimum age of tobacco and vaping sales to 21 years. In 2020, the United States implemented a national minimum purchase age of 21 on all tobacco and vaping products.
- It is imperative we create a strong barrier between youth and the sale of tobacco and vaping products. Increasing the age to 21 will help ensure that students in high school environments do not have direct access to the products.



Restrictions on public vaping

Pitfalls of Public Vaping

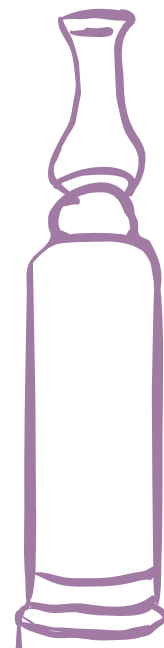
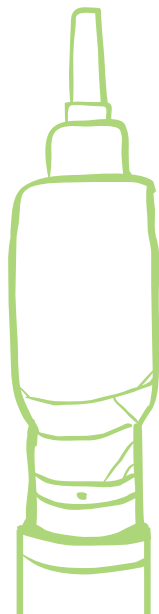
- The use of vaping products in public spaces raises concern over the dangers of second-hand vapour as evidence indicates it leads to nicotine and chemical exposure.
- The renormalization of smoking by modelling behaviour to youth is a potential harm stemming from the use of vaping in public spaces.

Position of the CCMOH

- The CCMOH recommends that federal and provincial/territorial governments include vaping as part of their smoke-free restrictions.

Recommendation

- To limit exposure to second-hand vapour and youth behaviour modelling we encourage all levels of government to align their vaping regulations with their tobacco smoking regulations.
- Governments can go further by aligning restrictions on tobacco and vaping with existing restrictions on the public consumption of cannabis to provide maximum protection for youth. Alberta recently aligned restrictions on smoking and vaping with restrictions on cannabis consumption.



Plain and Standardized Packaging

Packaging Problems

- The packaging of vaping and vaping related products to appeal to youth is an intentional marketing tactic adopted by the vaping industry from Big Tobacco.
- Canada has the best plain packaging regulations in the world for tobacco; this standard should be maintained when it comes to vaping product packaging.
- British Columbia has passed legislation requiring plain and standardized packaging for vaping products with strong health warnings.

Position of the CCMOH

- The CCMOH recommends that the federal government requires plain and standardized packaging along with health risk warnings for all vaping products.

Recommendation

- To lessen the visual appeal of vaping products to youth, we suggest that provincial governments enact plain and standardized packaging legislation that includes health risks and warnings for each product.

A large, stylized graphic of a cloud or smoke plume, rendered in a dark red color, occupies the left side of the page. It features thick, curved lines that create a sense of movement and volume.

3

MOBILIZATION

Establishing an Action Team

- Within every youth is an activist and instigator of change waiting to be awoken; we value engaging with youth from diverse backgrounds and experiences. We encourage the involvement of youth from the ages of 12-24 who form a team or are involved with an existing group that is passionate to work together to tackle the issue of youth vaping in Canada.
- Through thoughtful collaboration we hope to affect enduring change in every province to protect all Canadian youth from the harms of vaping products

Developing a Shared Vision

- It is important to develop a shared vision with your group regarding the policy issues that are most important to you. The six provincial priorities identified in this toolkit is an excellent place to start.
- The first step is finding out what issues are important to the youth and why they care about them (see Appendix A).
- The next step is to collaboratively review the provincial vaping policy guide that explains the current policies in place in each province (see Appendix B).
- Once you have identified the gaps in your provinces regulations you can identify as a group the key issue that you want to focus on.
- Each group member should write down and share why each selected issue is important to them. It is imperative to understand what motivates each other.

Creative Collaboration

- Creative and authentic ideas are what push movements forward and garner the attention of the media and key actors. By referencing the sample key messages guide (see Appendix B) the group can work together to develop simple and memorable phrases that can easily be shared on social media and through traditional media.

The Power of Publicity

- Once the group has a shared vision and key messaging, it is time to go public. There are many effective ways to launch a campaign, here are a few proven methods:
 1. Host a media announcement. Invite all of the local media to an event where youth will give speeches highlighting the key messages and issues.
 2. Send a news release to traditional media outlets that highlights the demands the group is making towards the provincial government; it should emphasize the motivation for these demands: to protect youth (see Appendix D).
 3. Host an event with Members of the Legislative Assembly (MLA's) such as a luncheon where youth can present the issues directly to the legislators.
- it is important to note that all events must meet provincial requirements regarding Covid-19 protocols.





4

PUBLIC OPINION ON VAPING

Restrictions on public vaping

57%
of Canadians support a broad ban on all vaping flavours.

60%
of Canadian's agree that banning flavoured vaping products is a good idea

91%
of Canadians want vaping products that contain nicotine to display a warning, similar to the one used for tobacco products.

76%
of Canadians want vaping product regulations to align with current smoke-free restrictions used for tobacco.

86%
of Canadian's want to align advertising rules for vaping products to those that currently exist for tobacco products.

69%
of Canadian's support urgent intervention by the government to fight young people's use of vaping products.



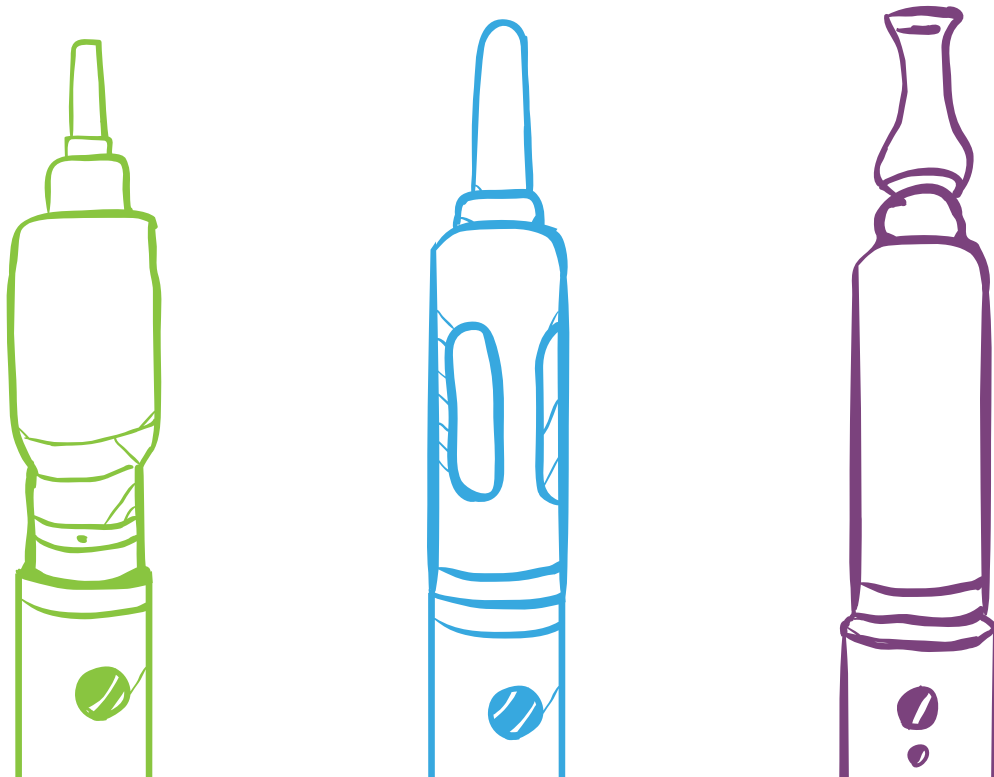
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ENGAGING WITH KEY ACTORS

Making the Connection

- Who are the key actors in your province? It is important to focus your efforts in the right places and on the right people.
- Key actors to connect with in your province
 1. Chief Medical Officer of Health
 2. Regional Medical Officer of Health
 3. Minister of Health
 4. Deputy Minister of Health
 5. MLAs who have voiced support for stricter regulations on vaping products and or tobacco products.
 6. Mayors who are supportive of stricter vaping regulations and can help establish provincial connections.
- Media outlets that have previously given positive press towards tobacco control efforts.

It is important to write out an action plan for connecting with key actors (see Appendix E).
- the vaping industry must be met with the same tenacity for protecting youth.
- Nova Scotia and Prince Edward Island have already implemented a broad ban on flavoured vaping products.





6

**COMMUNICATION
MATERIALS**

Vaping FAQ

1. WHAT ARE VAPING DEVICES?

- Vaping products are battery-powered devices that heat a liquid solution and act as a delivery system for nicotine, flavourings, and other chemicals in the form of an aerosol inhaled by users.
- Vaping devices go by many names: vape pens, vapes, e-cigarettes, e-cigs, e-tanks, hookahs, mods, boof.

2. WHAT IS IN E-JUICE?

- **Nicotine (sometimes):** The addictive ingredient in vaping products; stimulates the central nervous system and raises blood pressure, respiration, and heart rate.
- **Diacetyl and Acetoin:** Have been linked to obstructive lung disease when inhaled.
- **Acetyl propionyl:** A solvent for paints, inks and lacquers, as well as a starting material for dyes, pesticides and drugs.
- **Propylene glycol (PG):** Used to make artificial smoke or fog and antifreeze. Can irritate the lungs and eyes. It is not proven to be safe when heated and inhaled.
- **Toluene:** Is used in paint thinners
- **Acrolein:** Is formed by heating glycerine. It can damage the lungs and contribute to heart disease.
- **Lead & other metals:** are found in the vapour due to the heating process

3. ARE VAPING PRODUCTS LESS HARMFUL THAN CIGARETTES?

- Vaping products may be considered a less harmful alternative to individuals who currently smoke cigarettes.
- Due to the unknown long-term health effects of vaping products, people who do not smoke cigarettes should not experiment with vaping.

4. WHAT IS THE HEALTH IMPACT OF USING VAPING PRODUCTS?

- Vaping products are not harmless and do present potential negative health impacts.
- Short-term risks include respiratory and cardiovascular disease.
- The long-term health effects require more research, but current evidence indicates that chemicals in the vapour may cause cancer.

5. IS SECOND-HAND VAPOUR HARMFUL?

- Vaping products are not harmless and do present potential negative health impacts.
- Short-term risks include respiratory and cardiovascular disease.
- The long-term health effects require more research, but current evidence indicates that chemicals in the vapour may cause cancer.

6. WHAT ARE OTHER RISKS OF USING VAPING PRODUCTS?

- The high nicotine content available in many vaping products presents the risk of “nicking-out” – becoming violently sick due to overconsumption and reliance on nicotine.
- Vaping devices have the potential to explode and cause fires.

7. HOW ADDICTIVE IS NICOTINE?

- According to the World Health Organization nicotine is physiologically and psychologically addictive; as addictive as cocaine and heroin, while also presenting risks due to its paradoxical position as both a stimulant and a depressant.

8. WHY ARE VAPING PRODUCTS POPULAR AMONG YOUTH?

- The candy and fruit flavoured additives are appealing to youth.
- There is a belief that vaping products cause little to no harm.
- Vaping companies have used lifestyle marketing to attract youth.

9. CAN VAPING LEAD TO SMOKING?

- Youth who vape are four times as likely to become smokers. The addictive properties of nicotine put youth at greater risk of becoming smokers.

10. DO VAPING PRODUCTS IMPACT BRAIN DEVELOPMENT?

- Vaping products that contain nicotine can harm brain development as nicotine exposure during adolescence is proven to negatively impact the developing brain.
- Nicotine is proven to prime the adolescent brain for addiction to other drugs by altering the reward system as well as impede decision making and reduce impulse control - resulting in behavioural disorders, a decreased attention span, and learning challenges.

Communication Strategy:

- It is critical to develop an effective communications strategy to counter the influence of pro-vaping publicity. Publicity will help to get your issue on the “public agenda” or on the radar of policy makers, the media and the general public.
- Youth provide credible and valuable voices to community members, news media, and politicians. They can use their influence to generate interest in the issue, resulting in media exposure and meetings with government.
- It is important that youth undergo brief publicity and media literacy training to prepare them to engage effectively with both the media and government representatives.
- The CDC Best Practices Guide for Youth Engagement indicates the efficacy of involving youth in the design and conduction of communication campaigns.





7

DIGITAL AND SOCIAL MEDIA MATERIALS

CDC Best Practices for Youth Engagement Recommendations:

- Co-ordinate social media posts with partner organizations.
- Connect with local “influencers” to share your messaging.
- Develop project specific hashtags.
- Social media posts should be:
 1. Casual but with a professional tone
 2. Brief, straightforward, and digestible
 3. Include no more than one link, photo, or video per post
 4. Ask a simple question to encourage engagement
 5. Direct people to other sites where they can get more information
- Facebook, Instagram, and Twitter are the most effective social media platforms to share messaging

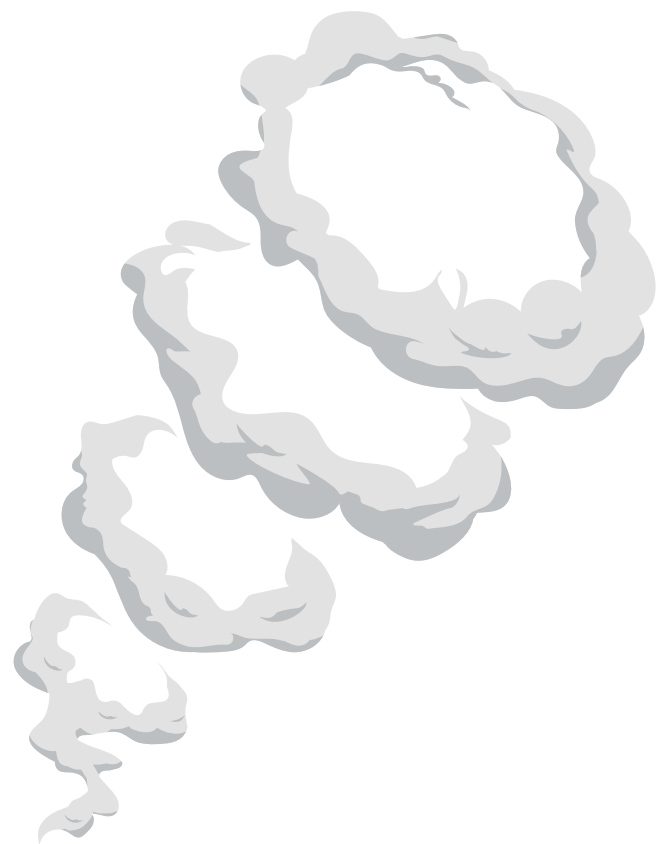
Tips for Engaging with the News Media

- Prepare strong key messages and sound bites in advance (See Appendix C)
- Anticipate the questions they might ask
 1. Refer to the media FAQ guide (see Appendix G)
- Prepare reliable answers
 1. Prepare answers for the anticipated questions
 2. Conduct a mock interview with a partner
- Unexpected questions
 1. Take your time answering questions. A moment of silence is nothing to fear. Collect your thoughts and answer the question when you feel comfortable.
 2. If you are not prepared to answer a question, be honest and say, “that is a great question. I don’t have an answer at this moment, but I would love to look into this further and discuss this question again with you soon”.

- Guide the interview
 1. Repeatedly reference key messages in your answers
- Keep it simple
 1. Avoid technical terms and keep your answers concise and focused
- Filmed interviews
 1. Look at the reporter, not the camera.
 2. Focus on key messages.
 3. Rehearse the key messages in a mirror.
 4. Wear clothing that looks professional but makes you feel comfortable; avoid bright patterns or clothing that requires constant readjustments.

Promotional Videos

- Many tobacco and vaping control initiatives have been complemented by promotional videos developed by youth; it is a great way to spread awareness in a quick and engaging manner.
- Youth can create a video that explores the facts about vaping, the vaping industries marketing, and includes a call to action (see Appendix H).



APPENDIX A

Establishing the 'What', the 'Why', and the 'How'

How do you see vaping products used in your world?
What would you like to see changed?

Which of these policy priorities are most important to you? Please explain why each of these policy options are (or are not) a priority for you.

Banning vaping product flavourings

Introducing a limit on nicotine

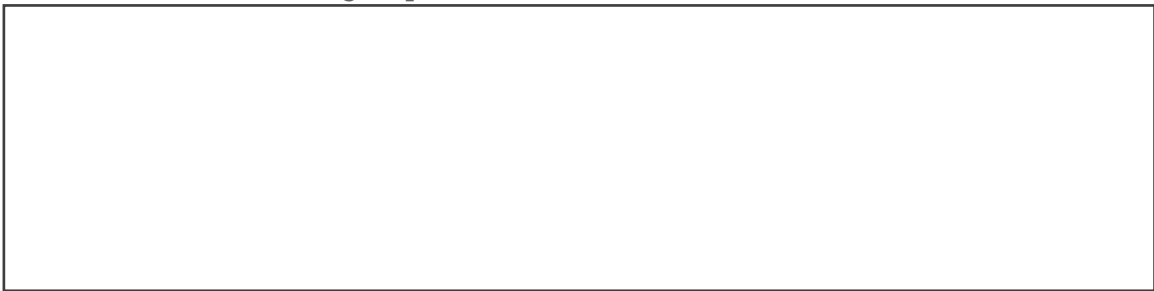
Introducing taxes on vaping products



Increasing the minimum purchasing age to 21



*Aligning vaping in public restrictions with
restrictions on smoking in public*




Enforcing plain and standardized packaging




APPENDIX B

Provincial Vaping Policy Guide

REGULATORY MEASURES TO PROTECT YOUTH FROM INITIATING VAPING	REC	CA	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NFLD
PRICE AND TAX												
Tax on Vaping Device/Liquid	✓											
Minimum Price												
Manufacturer's Licence Fee												
RETAIL												
Retail Licensing/Registration	✓											
Age 21	✓											
Proof of age if under 25				TBD								
Reduced Retail Density	✓											
Ban on Ads in Stores (Excl. adult)	✓			TBD								
Display Ban (Excl. adult stores)	✓			TBD								
Ban on Internet Sales												
CONTROLS ON NON-TOBACCO FLAVOURS												
19+ Vape Stores for Flavoured												
19+ Vape Stores Except Menthol												
No Flavours Allowed	✓										2021	
ADVERTISING AND SALE												
Ban on Broadcast Advertising	✓											
Ban on Billboards & Outdoor Signs	✓			TBD								
Ban on Lifestyle Ads	✓											
Ban on Sponsorships	✓											
Ban on Youth-appealing ads	✓											
PRODUCT CONTROLS												
Max Nicotine Levels (Mg/ML)	✓											
Higher Nicotine in Vape Shops Only												
Ban on Nicotine Salts	✓											
Health Warnings	✓											
Plain Packaging	✓											

 Legislation Passed; date shown when measure comes into force

 Federal Measures Apply

 Stated Intention to Implement

 Measure recommended by the Council of Chief Medical Officers

APPENDIX C

Sample Key Messages Guide

General Key Messages

- Youth deserve first class protection from vaping and tobacco products.
- Protection delayed is protection denied.
- Don't let our youth become the vaping generation.
- Youth who vape are four times more likely to start smoking.
- We can't let kids become Juul's fools.

Provincial Priorities Key Messaging

Vaping Product Flavourings

- 9 in 10 young people cited flavours as an important reason they started vaping.
- Stop the flavour fraud.
-

Nicotine Content Limit

- 90% of Canadian youth who are active vapers use products that contain nicotine.
- Nicotine exposure during adolescence has the potential to harm the developing brain.
- Nicotine is one of the most addictive substances in the world.

Taxation

- Youth are price sensitive; taxation is a proven method to keep harmful products out of the hands of youth.

Minimum Purchasing Age of 21

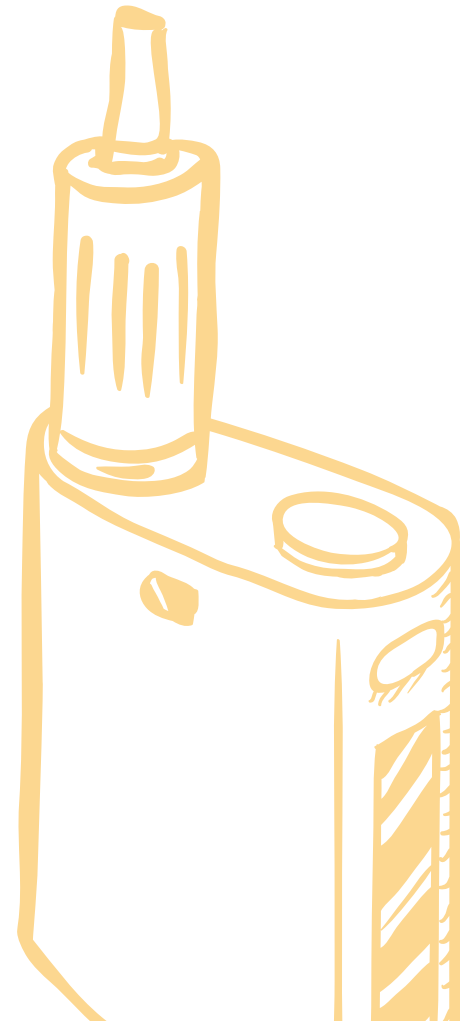
- Increasing the age to 21 will help ensure that students in high school environments do not have direct access to vaping products.

Restrictions on public vaping

- Vaping in public has the potential to renormalize smoking.
- Vaping in public increases risk of exposure to second-hand vapour which contains harmful chemicals.

Plain and Standardized Packaging

- Canada has the best plain packaging regulations in the world for tobacco; this standard should be maintained when it comes to vaping product packaging.
- We must remove the visual appeal of vaping products to youth. The package is the most influential promotional medium. Every package is a small billboard.
-



Sample News Release #1

The Canadian Lung Association is gravely concerned about the continued increase in vaping rates among Canadian youth. A recently published study in JAMA Pediatrics Journal has shown that Canadian youth continue to reach for e-cigarettes at alarming rates.

“These results are very worrisome. It shows that we collectively need to do much more to protect our youth. And the time is now,” says Terry Dean, President and CEO of the Canadian Lung Association.

“At a time when the lung health of Canadians, and indeed the world, is at the forefront, it is incumbent on all of us to take the vaping epidemic seriously.”

The Canadian Lung Association has been consistently raising the alarm on this issue, including collaborating with like-minded organizations to speak to Parliamentary decision makers and co-developing a national campaign with Heart & Stroke that shed light on the dangers of youth-friendly flavours in vaping products. In addition to inadequate flavour restrictions, the current levels of nicotine allowed in vaping products are three times those allowed in Europe.

Despite collective public health education efforts, the new study has shown that the number of Canadians aged 16 to 19 who reported having vaped in the previous month had more than doubled since 2017, from 8.4 per cent to 17.8 per cent in 2019. The study further shows that the number of young people who have ever tried vaping also rose significantly to 40.6 per cent from 29.3 per cent in 2017. This translates to more than four out of 10 youth experimenting with vaping.

“These results are alarming, but sadly not surprising,” adds Dean. “This data simply reinforces that our work is far from finished and education is not enough. We need stricter measures to restrict youth access, including a more comprehensive flavour ban, limiting promotion and reducing maximum nicotine limits.”



HEALTH GROUPS WANT ALBERTA YOUTH TO BE PROTECTED FROM FLAVOURED VAPING PRODUCTS

A coalition of prominent health organizations is extending a hand to help the Alberta government develop new regulations to ban flavoured vaping products as soon as possible. Last night, the Legislative Assembly passed Bill 19—the Tobacco and Smoking Reduction Amendment Act.

“We applaud the Alberta government for regulating the sale and marketing of vaping products including the authority to ban flavoured vaping products” said Les Hagen of Action on Smoking & Health. “We advise the government to enact regulations as soon as possible to adequately protect Alberta youth from the predatory marketing practices of tobacco and nicotine companies. Alberta youth deserve first-class protection from nicotine vaping products and a flavour ban would help to provide such protection”.

The Minister of Health has indicated that it was not possible to introduce the regulation along with Bill 19 because of COVID-19 related activities.

“Published evidence confirms that the majority of youth who try and continue to use vaping products do so because the products are flavoured” said Angeline Webb of the Canadian Cancer Society. “Flavourings increase the likelihood that youth will experiment and use vaping products. Given the strong link between the appeal of flavours and youth consumption of vaping products, a comprehensive flavour ban with the exception of ‘tobacco’ flavour will be key to preventing and reducing youth vaping”.

Restrictions on flavors are also important for protecting the health of smokers who are using vaping products to quit smoking. Many of the chemical flavourings have not been demonstrated to be safe for inhalation, and there is a growing body of evidence related to their toxicity.

Last week, the State of Montana became the latest jurisdiction to announce its intention to ban flavoured vaping products in addition to existing bans in Nova Scotia, Prince Edward Island, Washington state, Massachusetts and Rhode Island. Canada’s Chief Medical Health Officers also urged the provincial

government to ban flavoured tobacco products in a national consensus statement issued earlier this year.

“Alberta was one of the first jurisdictions in the world to ban flavoured tobacco products” said Les Hagen. “One of the Alberta government’s stated intentions of Bill 19 is to align restrictions on tobacco products with those on vaping products. In order to achieve this alignment and to better protect Alberta youth, the government needs to use its new regulatory authority to ban flavoured vaping products. As Canada’s Chief Medical Health Officers indicated, it is important that all Canadian governments take every possible step to curb the youth vaping epidemic. Protection delayed is protection denied.”

Bill 19 aligns most restrictions on the sale and retail promotion of vaping products with existing restrictions on tobacco products. However, this alignment does not currently extend to Alberta’s celebrated ban on the sale of flavoured tobacco.

Youth vaping has soared in Alberta over the past few years with 50,000 Alberta youth in grades 6 to 12 reporting vaping in the past 30 days in the 2018/2019 school year. This increase coincided with the introduction of sleek, flavoured, high nicotine “stealth” vaping products like Juul, Vype and Logic into the Canadian market.

Youth who vape are four times as likely to start smoking. Vaping and smoking share the same fundamental health hazard – nicotine addiction. Tobacco kills over 4,000 Albertans annually representing the single largest cause of preventable premature death in the province

APPENDIX E

Sample Action Plan for Connecting with Key Actors

Please use this sheet to inform your action plan for connecting with key actors. This can be done collaboratively as a group or individuals can fill out a form and then come back together to discuss. Look back on these sheets to evaluate the groups progress.

WHO? <i>Targets</i>	WHAT? <i>Actions</i>	HOW? <i>Means</i>	HOW MUCH? <i>Resources</i>	WHEN? <i>Timeline</i>	RESULTS? <i>Evaluation</i>
Who are we trying to reach?	How can we reach the objective and the target audience?	What is the most effective way to convey the message?	What material and financial resources do we have?	What is a reasonable period in which to achieve our goal?	Was the goal achieved?

APPENDIX F

Connecting with MLAs, Health Ministers, and Chief Medical Officers

Approaching MLAs and Health Ministers might seem daunting at first; it is important to remember that like you they care about our communities and making our provinces stronger and healthier. All you need to do is demonstrate that introducing stricter regulations on vaping products is an effective way to protect our future generations and create a vibrant and thriving community.

Get Noticed

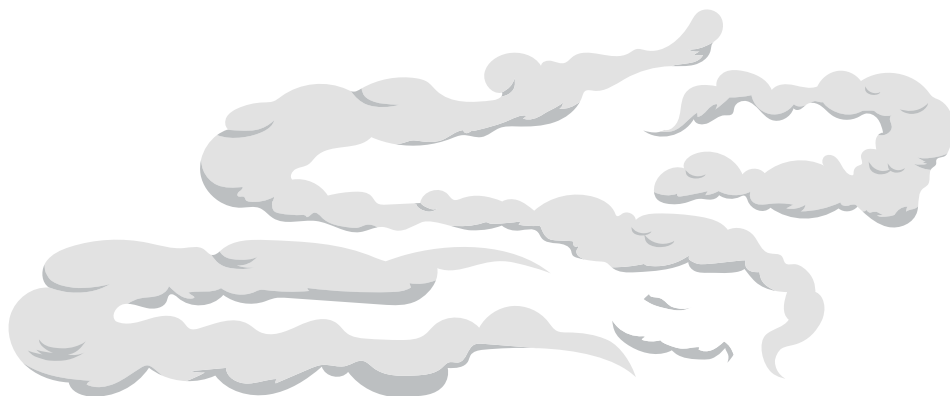
- The easiest and often most effective way to connect with these individuals is to send an email or call their office.
 1. Sending an email: work collaboratively to prepare a brief email that requests for a meeting and highlights the specific issues that you want to discuss with them. Be sure to mention that you are a group of youth.
 2. Making a phone call: work collaboratively to write a short pitch that you can use to convey the importance of the topic. Select the group member that will make the phone call and do a run-through with group members prior to making the actual phone call.
- Letter writing campaigns are proven to be effective at getting the attention government representatives.
 1. Letters can be completed on pen and paper or online. Providing an online template can be a great way to get a large number of letters sent in a short timeframe.
 2. Inspiration to look to: Heart & Stroke is currently running a Beat Youth Vaping online letter writing campaign.

Control the Environment

- Meetings are effective when they are planned in advance and all participants are prepared for the discussion.
 1. Connect with their office in advance – do not approach them at an event with the expectation of completing an effective elevator pitch.

Prepare the Pitch

- It is essential to enter these meetings well prepared and efficient; time is valuable.
- Decide in advance which issue you want to focus on. Prepare an agenda that outlines the issue or issues to be discussed and share it with the office in advance.
- Know the key messages and policy solutions so you can answer questions



Make the Pitch

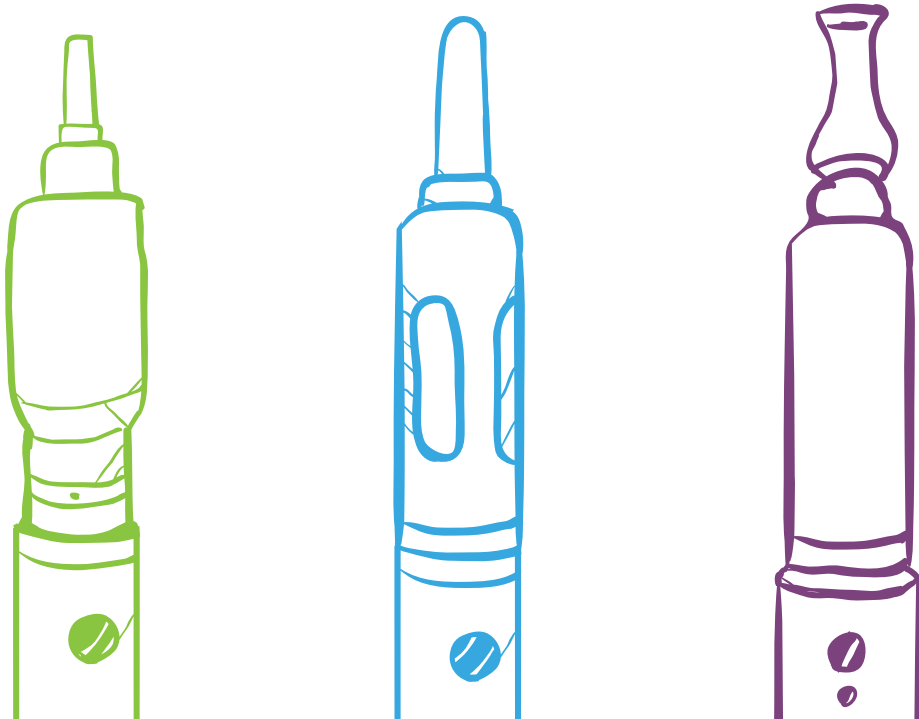
- Thank the individual for agreeing to meet with you.
 - Demonstrate confidence and passion while sticking to the facts. Have confidence in your position.
 - First present the problem and why this issue is so important and then the solution. Always emphasize that your motivation is to protect youth.
 - Highlight that the policy recommendations are evidence based and aligned with the recommendations of the Council of Chief Medical Officers of Health.
 - Ask if they have any questions and what their position is; can you count on their support?
 - If they are supportive, ask them how they can demonstrate their support. Will they announce their support publicly? Will they bring this issue to the legislator? Will they speak to fellow government representatives? Can they connect you with other key actors?
1. It is important to confirm their commitment and an action plan.

Leave a Mark

- Based on the content in the toolkit, prepare a simple and straightforward leaflet that outlines the issue you are advocating for and the suggested policy changes. It is important to leave something with them to help make a lasting impression and act as a reminder to take action.

Maintain Contact

- If the individual indicated that they support the policy recommendations it is important to remain in contact.
- You can connect with them over email or the phone to check on progress and to keep them motivated.



APPENDIX G

Media FAQ Guide

Please use this sheet to help youth develop their answers to potential questions the media might ask. This can be done collaboratively as a group or individuals can fill out a form and then come back together to discuss.

People claim the vaping industry is targeting youth, how are they doing this?

Why are so many youth vaping?

Have you tried vaping? Do you know youth who vape?

What can the government do to stop youth from vaping?

How can the government balance the use of vaping products for cessation purposes while also stopping youth from starting to use them?

It is illegal for youth to buy vapes. Where are youth getting their vaping products from; gas stores, vape stores, friends?

Are you concerned about the nicotine levels available in vaping products?
Have you seen youth struggling with nicotine addiction?

Where do youth see advertisements for vaping products?

Do you know youth who started vaping and now use cigarettes?

APPENDIX H

Promotional Videos

This is an opportunity for youth to use their creativity to capture the attention of the media, government officials, and allies.

Potential Video Topics:

- How the vaping industry is targeting youth with flavours
- The dangers of youth consumption of nicotine and the need for a content limit
- The importance of keeping vaping products out of the hands of youth by introducing a vaping tax
- How increasing the minimum purchasing age to 21 will help keep vaping products out of high school environments
- Why aligning restrictions on public vaping with current restrictions on smoking in public spaces is important to prevent the renormalization of smoking and reduce risk of second-hand vapour exposure
- How the vaping industry targets youth with their packaging and why it is important to have warnings listed clearly.

BRAINSTORMING:

What do you think would be an effective video idea?

Do you have access to the resources needed?

Videos can be filmed on smartphones!

Can you follow your local Covid-19 regulations while filming?

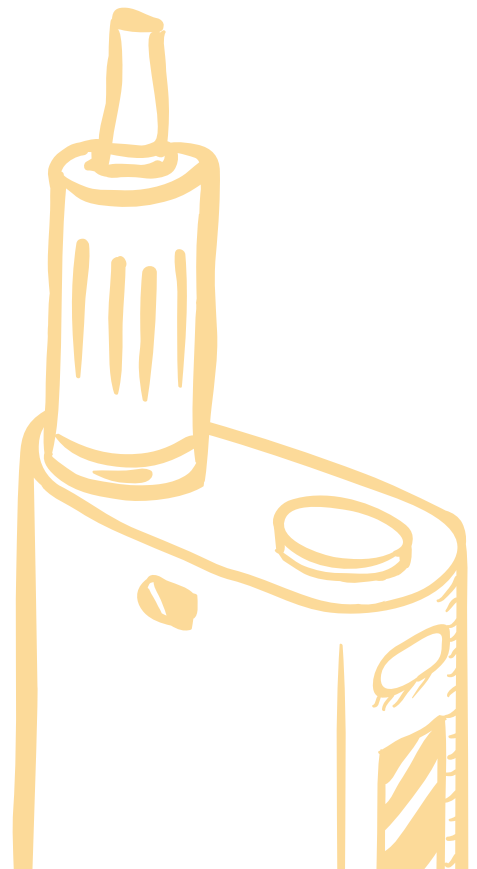
How will you promote the video?

Action Plan:

- What is the topic you want to focus on?
- Who wants to be in the video?
- Who wants to work on the video script?
- Who wants to work on editing the video?
- Who wants to work on promoting the video?

Initiatives to look to for inspiration:

- **yllMyHome**
www.yllmyhome.com/vaping/
- **The Real Cost**
therealcost.betobaccofree.hhs.gov/
- **The Truth Initiative**
truthinitiative.org/our-top-issues/vaping-issue



End Notes

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