



Module 3

History and Marketing



The tobacco industry has always used several marketing strategies to hide the risks associated with cigarette use.

While promoting cigarettes (with actors hired by tobacco companies), campaigns sometimes targeted men, featuring them as cool and attractive. At times the focus was on women, featuring them as fashionable, modern and attractive. Later on, some ads were indirectly aimed at children and youth with images of cigarettes in cartoons. The industry was trying to hook youth as “Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens.”

<https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html>

Arrival of JUUL in Canada in fall 2018

Like tobacco ads of the past, JUUL’s marketing campaigns present it as a trendy product, which helps to relax. Health Canada is concerned about the potential appeal of vaping products like JUUL to young people.

<https://ici.radio-canada.ca/nouvelle/1123719/sante-cigarette-electronique-juul-canada-jeunes>
(reference in french only)

Image sources: Pixabay and PowerPoint Clipart



The industry is adapting... now advertising appears in movies and on social media.

Image sources: PowerPoint Clipart and NB Anti-Tobacco Coalition
<http://nbatc.ca/wp-content/uploads/2019/09/Movie-Influences-on-Tobacco-Use-in-Adolescents.pdf>



Module 4

Legislation and Policies

Federal Government

Tobacco and Vaping Products Act

It is illegal to sell or give vaping products to persons under 18.



Federal Legislation – *Tobacco and Vaping Products Act*

<https://laws-lois.justice.gc.ca/eng/acts/t-11.5/FullText.html>

In the vaping substances that contain nicotine, the level of nicotine can vary widely. Prior to July 2021 in Canada, vaping substance nicotine strengths ranged from 0 to over 60 mg/ml of nicotine. Since July 2021, the [*Nicotine Concentration in Vaping Products Regulations*](#) establish a maximum concentration of 20 mg/mL for vaping products manufactured in or imported into Canada. Legal vaping substances now contain 0 to 20 mg/ml of nicotine.

<https://www.canada.ca/en/health-canada/services/smoking-tobacco/vaping.html>

Image source: Pixabay

Provincial Government

Smoke-free Places Act

- Use of e-cigarettes is prohibited wherever smoking is prohibited.

Tobacco and Electronic Cigarette Sales Act

- It is illegal to sell electronic cigarettes and vaping liquids to persons under **19**.
- Persons under **19** may not enter a vape store unless accompanied by an adult.



Smoke-free Places Act

https://www2.gnb.ca/content/gnb/en/departments/ocmoh/healthy_people/content/LivingTobaccoFree/legislation.html

Tobacco and Electronic Cigarette Sales Act

<http://laws.gnb.ca/en/ShowPdf/cs/T-6.1.pdf>

Since September 1, 2021:

- Flavoured e-cigarettes, except for tobacco flavour, are no longer permitted to be sold.
- Flavoured substances, except for tobacco flavour, meant to be added to e-cigarettes are no longer permitted to be sold.

https://www2.gnb.ca/content/gnb/en/departments/ocmoh/healthy_people/content/LivingTobaccoFree/legislation.html

Image source: PowerPoint Clipart

School Policy

Policy 702: Tobacco-Free Schools

Use of tobacco, including e-cigarettes is prohibited at all times :

- On public school premises
- In school vehicles
- In vehicles on school premises



Policy 702: Tobacco-Free Schools

<https://www2.gnb.ca/content/dam/gnb/Departments/ed/pdf/K12/policies-politiques/e/702A.pdf>

Image source: PowerPoint Clipart



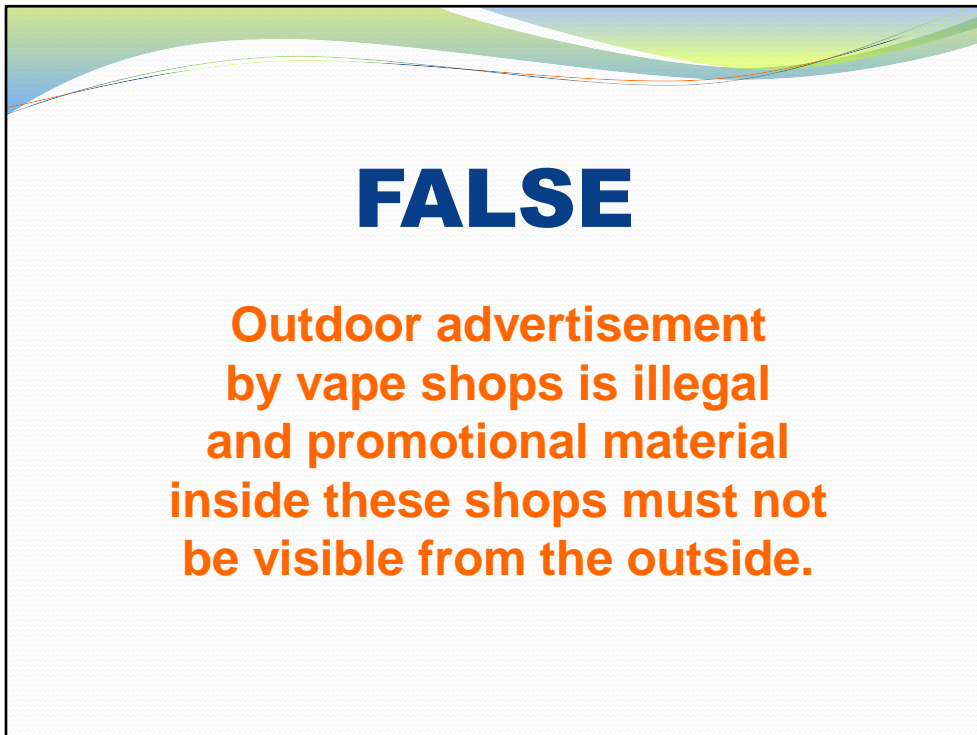
**Test your
knowledge!**

True or false?

Vape shops may display advertisements outside their place of business.



Image source: Pixabay



Answer:

False

Outdoor advertisement by vape shops is illegal and promotional material inside these shops must not be visible from the outside.

https://www2.gnb.ca/content/gnb/en/departments/ocmoh/healthy_people/content/LivingTobaccoFree.html

Image source: Pixabay

True or false?

It is illegal to purchase
an e-cigarette for
someone under 19.

True



Answer:

True

In New Brunswick, it is illegal for anyone to purchase or attempt to purchase tobacco, smoking supplies or electronic cigarettes for a person under 19.

https://www2.gnb.ca/content/gnb/en/departments/ocmoh/healthy_people/content/LivingTobaccoFree.html

Image source: Pixabay

Multiple choice

Which of the following statements is true?

- a. I have the right to vape in the school yard.
- b. It is illegal to vape where smoking is prohibited.
- c. An adult may vape in their own vehicle on school property.



Answer:

b.

The use of e-cigarettes is prohibited wherever smoking is prohibited.

https://www2.gnb.ca/content/gnb/en/departments/ocmoh/healthy_people/content/LivingTobaccoFree.html

Image source: Pixabay



We suggest that you engage in a dialogue on the topics covered in this module and to encourage students to actively participate in group discussions.

Image source: Pixabay



Module 5

Refusal Strategies



It's not easy to say no and express your opinion, especially when it differs from what others think. We get stuck between the desire to respect our opinions and the fear of rejection. Pressure can become really strong.

Here are some tips for saying no:

<https://commencepasafumer.ca/en>

Image source: Adobe Stock (purchase)



Refuse:

"No thanks, I don't vape!"

Use humour:

"Not vaping saves me money!"

Share your knowledge:

"If you vape, you're three times more likely to try smoking."

<https://avoidthetrap.ca/>

<https://commencepasafumer.ca/en>

<https://www.gov.mb.ca/health/tobacco/docs/bot/gr6.pdf>

Image source: Pixabay



Answer with a question:

If someone offers you a vape, ask them: "Why do you vape anyway?" This forces them to justify their action and may encourage them to think about it.

Find an excuse or leave:

Find a temporary excuse without clearly expressing your disagreement. Leave while saying: "No thanks! I have to go."

Delay the decision:

"Not now."

"We'll talk about it later."

<https://avoidthetrap.ca/>

<https://commencepasafumer.ca/en>

<https://www.gov.mb.ca/health/tobacco/docs/bot/gr6.pdf>

Image source: Pixabay



Change the subject:

Your friend suggests that you try their new e-cigarette.

"No! Come on, we're going to play hockey."

Use the broken record technique:

To every question, answer the same thing.

"You want an e-cigarette?"

"No thanks."

"Come on!"

"No thanks."

"Are you afraid, is that it?"

"No thanks."

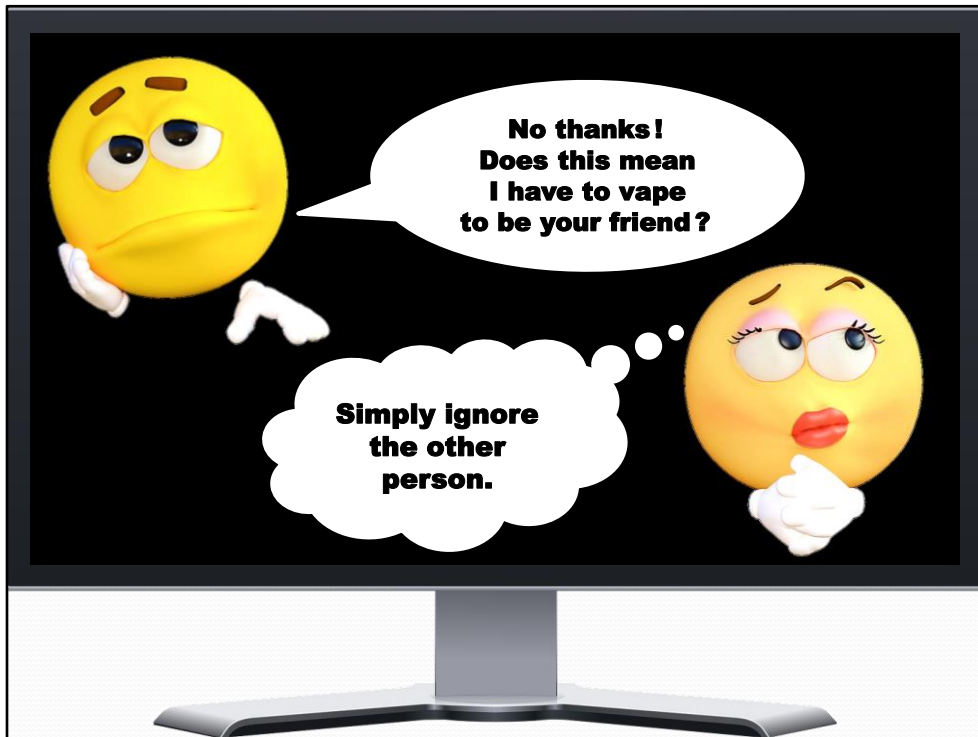
If the person doesn't get it, leave.

<https://avoidthetrap.ca/>

<https://commencepasafumer.ca/en>

<https://www.gov.mb.ca/health/tobacco/docs/bot/gr6.pdf>

Image source: Pixabay



Reverse the pressure:

"No thanks! Does this mean I have to vape to be your friend?"

Ignore the other person:

Just simply ignore the other person. Continue doing what you were doing or leave without saying a word.

Avoid the situation:

A friend who vapes invites you over.

It will just be the two of you. If you don't feel comfortable, turn down the invitation.

<https://avoidthetrap.ca/>

<https://commencepasafumer.ca/en>

<https://www.gov.mb.ca/health/tobacco/docs/bot/gr6.pdf>

Image source: Pixabay



Strength in numbers:

Being in a group with several people who don't vape increases the ability to resist peer pressure from others.

Sometimes, the only way to have respect for your choices and opinions is to change your group of friends.

<https://avoidthetrap.ca/>

<https://commencepasafumer.ca/en>

<https://www.gov.mb.ca/health/tobacco/docs/bot/gr6.pdf>

Image source: Pixabay



Image source: Adobe Stock (purchase)



Resources

Consider the consequences of vaping, Health Canada

<https://www.canada.ca/en/services/health/campaigns/vaping.html>

Health Canada

<https://www.canada.ca/en/health-canada/services/smoking-tobacco/vaping.html>

NB Anti-Tobacco Coalition

<http://www.nbatc.ca/en/index.php?page=e-cigs-vaping-products-flavouredtobacco>

New Brunswick Lung Association

<https://nb.lung.ca>

Campaign to prevent vaping (Quebec)

<https://avoidthetrap.ca/>

<https://commencepasafumer.ca/en>

Tobacco Education for Manitoba Students

<https://www.gov.mb.ca/health/tobacco/bot.html>

Image source: Adobe Stock (purchase)