



**Deputation Presentation to:** City of Toronto, Board of Health

**Deputation Presentation date:** Monday August 18th, 2014

**Deputation Presentation by:** Sara Trotta

Good afternoon, my name is Sara Trotta and I am a Toronto resident and Canadian Cancer Society staff.

I would like to thank you for the opportunity to speak to you today about why I support the Toronto Medical Officer of Health's recommendations regarding electronic cigarettes (e-cigarettes) in Toronto. Dr. McKeown's recommendations to the province which include a ban on the use of e-cigarettes where smoking is currently prohibited and restricting the sale of these devices to minors under the age of 19 will benefit the health of our community by helping prevent the re-normalization of smoking behaviour amongst youth and in public places where smoking is currently banned.

The vast majority of smokers start smoking before the age of 18. We need to do whatever we can to prevent our youth from becoming the next generation of smokers. This is why regulations are needed to help prevent young people from accessing e-cigarettes and the marketing of e-cigarettes, from undermining tobacco control efforts.

It is important to prevent youth onset to nicotine addiction through e-cigarettes, which could potentially lead to tobacco use. Currently, there is nothing stopping a young teen from going to a local convenience



store and purchasing an e-cigarette – they are in plain sight and are available in a variety of fruit and candy flavours.

While e-cigarettes that contain nicotine are illegal in Canada, it is unfortunately, a well-known fact that e-cigarettes containing nicotine (or e-juice) are easily accessible at various establishments throughout the City of Toronto. During conversations that I've had with young people who use these products, it is evident that they are unclear about whether there is nicotine in the e-cigarettes they are smoking. Not only are our youth easily accessing these products, they also don't know what these products contain and what the potential health effects of their use may be.

Banana cream, maple cured, red cola, red energy drink, smurf juice..., these are just a few of the youth-friendly flavours that e-cigarettes are available in. Flavoured products of any kind are enticing to youth and encourage use or experimentation. Coincidentally, the e-cigarette flavours mentioned, are also available in tobacco products like cigarillos, smokeless tobacco, mini cigars, etc. A recent study on the use of flavoured tobacco products found that over half of youth who had tried a tobacco product in the past 30 days had used a flavoured product. Youth-friendly flavourings in e-cigarette cartridges and e-liquids should be banned in light of data showing that tens of thousands of Ontario youth use flavoured tobacco products.

Swift action needs to be taken to prohibit the use of e-cigarettes in public places where smoking is already banned such as schools, bars and restaurants, and workplaces. Society youth have said that their peers smoke e-cigs in the classroom and that, in absence of a school



policy against their use, teachers are often unsure about how to handle the situation. While some schools have individual policies against e-cigarette use, others do not. Let's get e-cigarettes out of our schools and out of the hands of our youth.

We know that the less places smoking is allowed the less likely we are to see it as a normal, socially acceptable behaviour. We don't want to risk renormalizing smoking behavior with people of all ages.

I, and the Canadian Cancer Society, encourage the Board of Health to adopt the important recommendations outlined in this report and encourage you to take measures locally if the province does not act by February 2015. We support the recommendation to move forward now with a by-law to prohibit the use of e-cigarettes in city workplaces.

If the board adopts the recommendations today, our Canadian Cancer Society youth would be more than willing to provide insight and feedback regarding e-cigarette use among their peer groups.

Thank you for your time. Together we can continue to make progress towards a truly smoke-free Ontario.