
City Council**Notice of Motion**

MM12.18	ACTION			Ward: All
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Vaping Ads on Bus Shelters and City Street Furniture and a review of Advertising and Promotions Policies - by Councillor Paula Fletcher, seconded by Councillor Mike Layton

** Notice of this Motion has been given.*

** This Motion is subject to referral to the General Government and Licensing Committee Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Paula Fletcher, seconded by Councillor Mike Layton, recommends that:

1. City Council request the General Manager, Transportation Services, in consultation with the City Solicitor and the Medical Officer of Health, to review the City's Street Furniture Agreement to ensure that all advertising resulting from that agreement complies with the letter and spirit of the Smoke-Free Ontario Act.
2. City Council request the City Manager to review the City's advertising and promotions policies to ensure that they also comply with the letter and spirit of the Smoke Free Ontario Act, and request the City Manager to report to the General Government and Licensing Committee in 2020 on strategies to ensure compliance, such report to include consultation with the City's agencies on their advertising and promotions policies.
3. City Council forward this Item to the Board of Health.

Summary

A September 27, 2019 report from the Executive Director, Municipal Licensing and Standards to the General Government and Licensing Committee, as a part of Item 2019.GL8.20, warns:

Members of the public should be aware of the potential harms of using vapour products ("vaping"), the addictive potential of vapour products containing nicotine, and the risk of vaping leading to subsequent tobacco cigarette smoking. There have been growing concerns about youth access to vapour products, heightened with recent examples of respiratory illnesses among vapour product users.

The same report further advises:

- vapour product use by youth has increased significantly in Canada. From 2017 to 2018,

there was a 74 percent increase in the proportion of youth reporting they had vaped in the past month;

- nicotine (including the nicotine in e-substances used in vapour products) is highly addictive and known to alter adolescent brain development;
- vapour product use has been strongly associated with subsequent tobacco cigarette smoking among youth and young adults;
- short-term health effects from vaping can include respiratory inflammation and throat irritation;
- long-term health effects of vaping are unknown; and
- while vapour products are an alternative to combustible cigarette smoking, there is limited evidence of vapour product use increasing the likelihood of smoking cessation.

The United States Centres for Disease Control and Prevention is reporting that in the United States of America as of November 13, 2019, there were 2,172 cases of e-cigarette, or vaping, product use associated lung injury and forty-two deaths have been confirmed, with more deaths are under investigation.

Under the Smoke-Free Ontario Act, it is against the law to sell or supply vapour products to minors. Despite all of this, ads promoting vaping have been placed in bus shelters adjacent to schools.

Background Information (City Council)

Member Motion MM12.18