

Health Canada’s Departmental Plans, 2018-2023.ⁱ

2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
<p>Expected result: Canadians make healthy choices</p> <p>As part of its efforts to help Canadians have access to evidence-based information, tools and innovative initiatives in support of a healthier lifestyle, Health Canada will undertake the following key initiatives in 2018-19:</p> <ul style="list-style-type: none"> Continue to lead the Federal Tobacco Control Strategy (FTCS), whose goal is to further reduce the prevalence of tobacco use through regulatory, programming, educational and enforcement activities. Continue to work towards addressing the risks and potential benefits of vaping products. In 2016, the new legislative framework for vaping products was identified as a ministerial priority. Legislation was introduced in the House of Commons in the fall of 2016, and is currently in its Second Reading. Implement a modernized FTCS that will set the foundation for success in tobacco control in Canada. In addition, the introduction of plain packaging requirements for tobacco products is a ministerial priority. <p>Did you know?</p> <p>In support of the 2018 modernization of the Federal Tobacco Control Strategy the Minister of Health hosted a national forum in early 2017 to discuss the future of tobacco control with a wide range of stakeholders and Canadians.</p>	<p>Tobacco and vaping products</p> <p>The Department will implement Canada's Tobacco Strategy, a modernized approach for successful tobacco control that lays the foundation for achieving the target of no more than 5% tobacco use by 2035. Specific measures that will encourage Canadians to make healthy choices include:</p> <ul style="list-style-type: none"> Implementing plain and standardized appearance requirements for tobacco products and packaging. Developing new health warning messages, health information messages and toxic statements as part of renewed tobacco product labelling requirements. Ongoing efforts to address the risks and potential benefits of vaping products, including the roll-out of a new awareness and prevention campaign and proposing additional restrictions on advertising that targets youth. The department is also considering further measures to reduce youth access to vaping products and to reduce the appeal of vaping products to youth. 	<p>Tobacco and vaping products:</p> <p>Over the course of 2020-21, the Department will take steps to address the rapid rise in youth vaping, and advance implementation of Canada's Tobacco Strategy, a modernized approach for successful tobacco control with the goal of achieving the target of less than 5% tobacco use by 2035.</p> <p>In cooperation with other orders of government and key stakeholders, specific measures relating to vaping include:</p> <ul style="list-style-type: none"> Finalizing regulations restricting the promotion of vaping products to youth and developing additional regulations to further reduce the appeal of these products to young Canadians (e.g., reducing nicotine concentration limits; establishing further significant flavour restrictions, building on those already in place in the legislation); Building on and expanding delivery of the public education campaign targeting youth, with the goal of raising awareness of the potential harms associated with vaping; Increasing compliance and enforcement activities: promoting compliance and conducting inspections of tobacco products and activities related to new requirements; conducting online inspections of websites where advertising or promotion of vaping products is accessible to youth; conducting on-site 	<p>Reducing tobacco use and responding to the increase in youth use of vaping products</p> <p>In 2021-22, Health Canada will take additional action to address the rapid rise in youth vaping, and advance implementation of Canada's Tobacco Strategy - a modernized approach for successful tobacco control with the goal of achieving the target of less than 5% tobacco use by 2035. The Department will undertake the first legislative review of the Tobacco and Vaping Products Act, scheduled to begin no later than May 2021 and culminating with a report to Parliament in May 2022.</p> <p>In cooperation with other F/P/T partners and key stakeholders, new or ongoing measures relating to youth vaping will include:</p> <ul style="list-style-type: none"> Finalizing the proposed <i>Concentration of Nicotine in Vaping Products Regulations</i> that were pre-published in Canada Gazette Part I in December 2020, and proposed regulations that would restrict flavours in vaping products, to help further reduce the appeal of these products to young Canadians; Raising awareness and public education of the potential harms associated with vaping, particularly among youth and their parents, through public education campaigns; Research to understand vaping product composition and emissions, to conduct toxicity testing, and surveillance to monitor youth vaping trends; Additional qualitative research and surveillance activities, including public opinion research to better understand the increase in youth vaping to inform future regulations; Online inspections of websites where advertising or promotion of vaping products is accessible to youth; conducting inspections of vaping products and activities, as well as product sampling and testing; and publishing the results of key compliance and enforcement activities. 	<p>Reducing tobacco use and responding to the increase in youth vaping</p> <p>In 2022-23, Health Canada will take additional action to address the ongoing high rates of youth vaping, and continue to implement Canada’s Tobacco Strategy – a modernized approach for successful tobacco control with the goal of achieving the target of less than 5% tobacco use by 2035. The Department will support the Minister of Health in conducting a review of the <i>Tobacco and Vaping Products Act</i>. This inaugural review will assess the operation of the Act and examine early evidence from its first three years to gauge the progress made towards achieving its stated vaping-related objectives. Additional reviews will follow every two years.</p> <p>In cooperation with other F/P/T partners and key stakeholders, new or ongoing measures to address youth vaping will include:</p> <ul style="list-style-type: none"> Ongoing work on the proposed <i>Order Amending Schedules 2 and 3 to the Tobacco and Vaping Products Act (Flavours) and Standards for Vaping Products’ Sensory Attributes Regulations</i> that were pre-published in Canada Gazette Part I in June 2021; Proposing new regulations to amend the <i>Tobacco (Access) Regulations</i> to help further reduce youth access to vaping products, including via online sales; Proposing new regulations to require manufacturers and importers of vaping products to provide information on their products to Health Canada; Raising public education and awareness of the potential harms associated with vaping, particularly for youth; Monitoring national trends in vaping and smoking, particularly in youth and young adults, and conducting public opinion research to better understand youth use of vaping products and inform future regulatory and policy initiatives; Inspecting websites and social media where advertising or promotion of vaping products is accessible to youth; inspecting retailers, manufacturers, and importers of vaping products and conducting product sampling and testing; and publishing the results of compliance and enforcement activities.

inspections of vaping products and activities, as well as product sampling; and making public the results of key compliance and enforcement activities.

Specific measures relating to tobacco include:

- Enforcing plain packaging requirements on all tobacco products to reduce their appeal and encourage Canadians to make healthy choices;
- Finalizing new health warning messages, health information messages and statements about toxicity as part of renewed tobacco product labelling requirements;
- Conducting activities that promote compliance, inspections of tobacco products, and activities related to new requirements.

What's new?

To address the rapid rise in youth vaping, Health Canada will take further action to reduce the appeal of and access to vaping products among young Canadians - including new regulatory proposals, public education, and compliance and enforcement actions. The Department will continue to closely monitor and study the use of tobacco and vaping products among youth and take additional actions as necessary.

In 2021-22, **new or ongoing measures relating to tobacco** will include:

- Enforcing plain packaging requirements on all tobacco products to reduce their appeal;
- Developing new health warnings, health information messages and statements about toxicity as part of renewed tobacco product labelling requirements;
- Promoting compliance, inspecting tobacco products, and other activities related to new requirements;
- Renewing the [Pan-Canadian Quitline Initiative](#) and developing voluntary smoking cessation standards for health care organizations, in coordination with P/Ts and other stakeholders;
- [Supporting community-level initiatives](#) that address tobacco or vaping products through **SUAP**. A total of \$3.5 million is planned in grants (\$100,000) and contribution agreements (\$3.4 million).

What's New?

To address the ongoing high rates of youth vaping and the health risks to all individuals, Health Canada will increase its efforts to reduce the appeal of and access to vaping products among young Canadians – including new regulatory proposals, public education, compliance and enforcement, and additional qualitative research and surveillance activities. The Department will continue to closely monitor and study the use of tobacco and vaping products among youth and take additional actions as necessary.

In 2022-23, new or ongoing measures relating to tobacco will include:

- Proposing new regulations to update the health-related messages (including health warnings, health information, and toxicity information) that must be displayed on tobacco products;
- Exploring innovations to modernize the Pan-Canadian Quitline Initiative and developing voluntary smoking cessation standards for health care organizations, in collaboration and coordination with P/Ts and other stakeholders;
- Promoting compliance, and inspecting tobacco product retailers and manufacturers;
- Requiring tobacco manufacturers to pay for the cost of federal public health investments in tobacco control;
- Raising awareness of resources and services to help Canadians quit smoking through public education campaigns;
- Providing up to \$3.5 million for community organizations that undertake prevention, protection and/or cessation efforts vs. the use of tobacco and vaping products. Projects aim to: inform Canadians about cessation interventions for people who smoke and youth who vape; encourage and support attempts to quit; and address any information/knowledge gaps.