



**HEART &  
STROKE**  
FOUNDATION

FONDATION  
DES MALADIES  
DU CŒUR  
ET DE L'AVC

April 21, 2015

Honourable Lena Metlege Diab  
Chair, Law Amendments Committee  
Email: [legc.office@novascotia.ca](mailto:legc.office@novascotia.ca)

Re: Bill 90, An Act to Amend the Tobacco Access Act

Ms. Diab:

On behalf of the Nova Scotia Board of Directors of the Heart and Stroke Foundation, I am writing to express strong support for Bill 90, An Act to Amend the Tobacco Access Act. The vision of the Heart and Stroke Foundation is to create healthy lives free of heart disease and stroke, and effective smoking cessation measures play a key role in achieving this vision. The progressive legislation proposed by Minister of Health and Wellness Leo Glavine positions Nova Scotia as a leader in restricting access to flavoured tobacco products.

#### **Menthol**

We are especially pleased that Bill 90 includes menthol within the list of flavoured tobacco products included in the proposed ban. Menthol is a flavour additive particularly appealing to youth, females, and new users that masks the unpleasant burning sensation often experienced with smoking regular tobacco. This masking effect reduces the harshness of cigarette smoke and makes it easier for new users to become addicted. Recent research demonstrates that menthol is a popular choice among youth across the country, and Nova Scotia is no exception: in the 2012-2013 Flavors Report, 34 per cent of teen smokers indicated use of menthol cigarettes within the previous 30 days. Conversely, just 1 in 25 Canadian adult smokers reported regular use of menthol.

Including menthol in the list of flavoured tobacco products to be banned from sale in Nova Scotia is a crucial step toward preventing youth addiction to tobacco and we applaud its inclusion in Bill 90.

#### **Timeline**

Bill 90 proposes the ban on the sale of flavoured tobacco come into effect May 31, 2015. Given the role that cigarette smoking plays in heart disease and stroke, we are in favour of government working to meet the proposed timeline to implement this legislation, which will make Nova Scotia the first province in Canada to prohibit the sale of menthol.

#### **E-cigarettes and e-juice**

The Heart and Stroke Foundation released a position statement on e-cigarettes in November, 2014. We are pleased that a number of the recommendations outlined in the position statement were addressed in Bill 60, including prohibiting the use of e-cigarettes in public spaces and making it illegal to sell e-cigarettes to minors.

While we appreciate this government's decision to await direction from Health Canada regarding restrictions for e-cigarettes, we will continue to monitor emerging research on the long-term biological effects of their use and advocate for appropriate public policy measures.

Thank you for the opportunity to provide comment on the proposed amendments to the Tobacco Access Act. I welcome the opportunity to provide additional detail on the points contained in this submission, and can be reached by phone at (902) 892-7441 ext: 1200 or via email at [ccomrie@hsfpei.ca](mailto:ccomrie@hsfpei.ca).

Sincerely,

A handwritten signature in cursive script that reads "Charlotte Comrie".

Charlotte Comrie  
CEO, PEI and NS