



City of Richmond

Report to Council

To: Richmond City Council

Date: October 9, 2019

From: Anthony Capuccinello Iraci
City Solicitor

File: 01-0270-02-2019-096

Clay Adams
Director, Corporate Communications & Marketing

Re: **Vaping Products Advertising Policy**

Staff Recommendation

That the general policy set out (at p. 3) in the staff report titled "Vaping Products Advertising Policy" dated October 9, 2019, be adopted.

Clay Adams
Director, Corporate Communications and Marketing
(604-276-4399)

Anthony Capuccinello Iraci
City Solicitor
(604-247-4636)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Real Estate Transportation	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

Serious concerns have been raised regarding the health risks associated with vaping and the need for a policy opposing the advertising of vaping products which often targets minors and youth.

This report supports Council's Strategic Plan 2018-2022 Strategy # 1 A Safe and Resilient City:

Enhance and protect the safety and well-being of Richmond

1.1 Enhance safety services and strategies to meet community needs

1.4 Foster a safe, caring and resilient environment

Analysis

Vaping has been growing in popularity over the past decade, initially through marketing as an anti-smoking aid or as a "healthy alternative" to traditional tobacco products. As the use of vaping products has increased, especially among youth, so have the health concerns. Research suggests one vaping cartridge can contain as much nicotine as an entire pack of cigarettes. As many as 18 deaths in the United States have been attributed to lung illness linked to e-cigarettes and other vaping products according to the US Centers for Disease Control and Prevention. The number of confirmed and probable cases linked to vaping in the United States now number over 1,000.

The situation in the United States has given rise to concerns in Canada. The Canadian Pediatric Society called for a ban on flavored vaping products after a 2018 survey found that 21 percent of teens aged 12 to 19 years old had used a nicotine-laced vaping product in the past 30 days. The Canadian Cancer Society, Canadian Medical Association and the Heart & Stroke Foundation have also called for vaping product advertising to be subject to the same regulatory restrictions as tobacco. Three reports of serious vaping-related illness are now being investigated in Canada.

This has led to increased calls to limit or even ban vaping products and the promotion of them. The Union of BC Municipalities (UBCM) recently endorsed a Resolution (B59) to regulate e-cigarettes and other vaping products to minors, while the BC Ministry of Health is expected to announce a strategy to reduce access to youth vaping products during the Fall session of the Legislature.

General Policy

In light of the above, staff recommend that Council adopts the following as a general policy:

As a general policy, the City opposes the placement of vaping product advertising on sites and property that the City owns and/or has sufficient control over, including transit shelters, transit benches and other street furniture.

Financial Impact

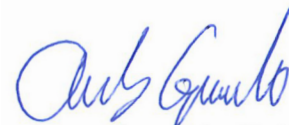
None.

Conclusion

It is the recommendation of staff that a general policy setting out a clear statement of opposition to the advertising of vaping products on City owned and/or controlled sites and property is appropriate and in the public interest. Such a policy promotes public health and brings attention to the serious health risks associated with vaping, particularly for youth and minors who are often the target audience of such advertising.



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