

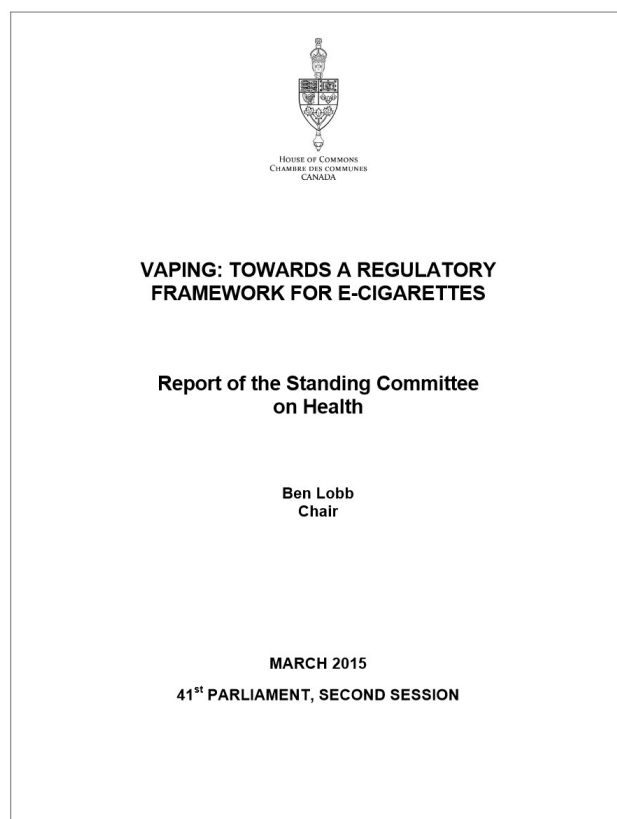
An Analysis of Federal Regulatory Options for Electronic Cigarettes

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Purpose & Scope



- ▶ Purpose
 - ▶ Determine best regulatory option
- ▶ Scope
 - ▶ Analysis of 4 proposed options
 - ▶ Not to discuss implementation steps or advocacy approaches

Federal Report

- ▶ How to regulate
 - ▶ *Tobacco Act*
 - ▶ *Medical Devices Regulations*
 - ▶ *Canada Consumer Product & Safety Act*
 - ▶ New Regulatory Framework
- ▶ What to regulate

What to regulate?

Restricted Access & Use

- Prohibit e-cigarette sales to minors
- Prohibit e-cigarette use in federally regulated public spaces

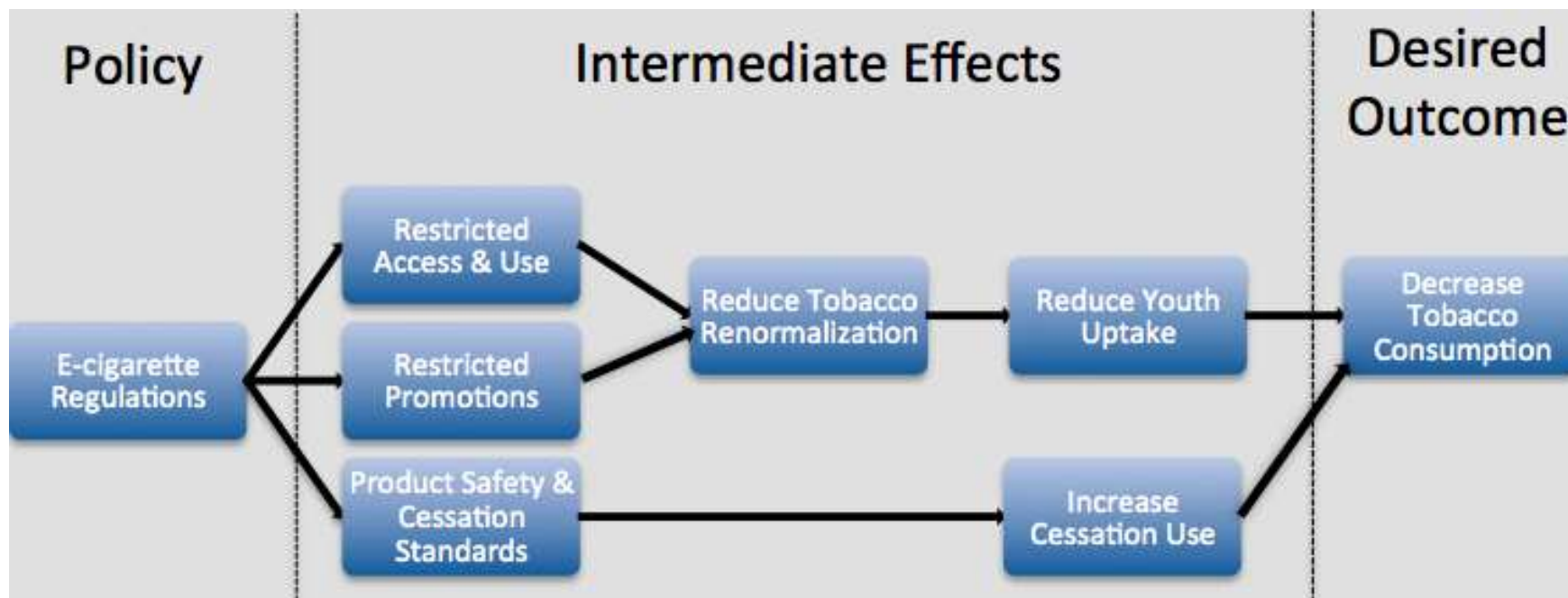
Restricted Promotions

- Prohibit false health claims
- Prohibit cross-branding with tobacco brands
- E-cigarettes must be visually distinct from tobacco products
- Advertising, display and promotions restrictions
- Nicotine labeling standards
- Safety warnings (i.e., nicotine is addictive, keep away from children)
- No youth appealing flavours*

Product Safety Standards

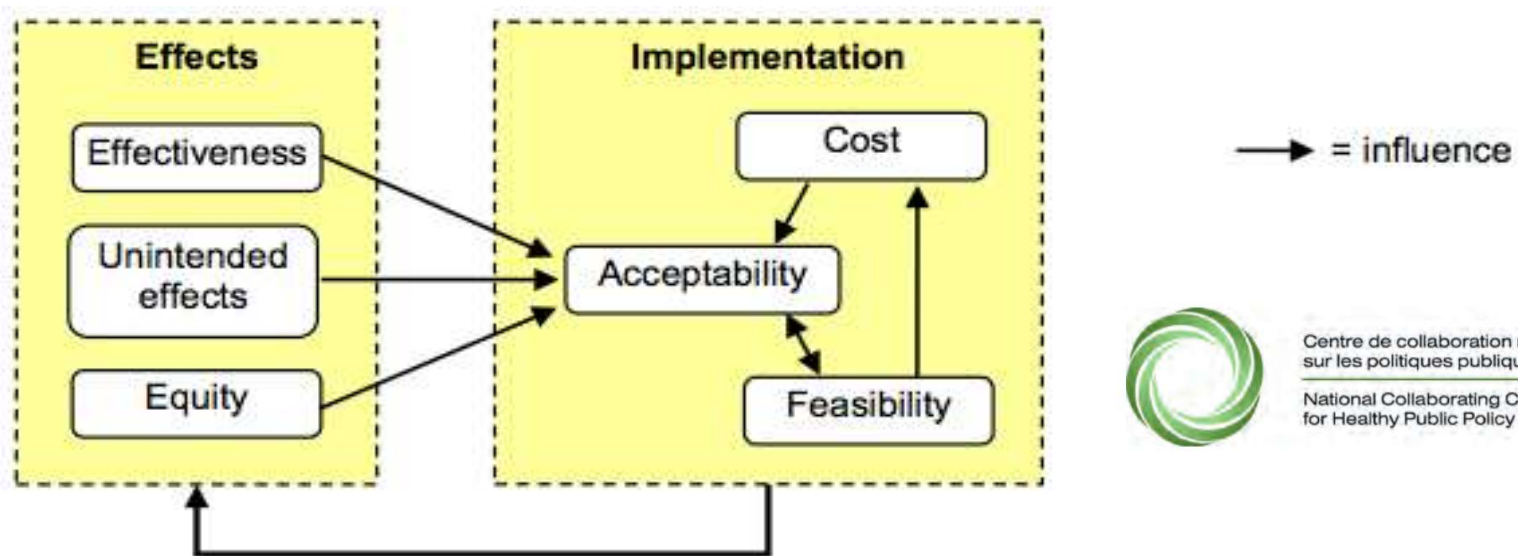
- Safe and sanitary manufacturing process
- Information disclosure to Ministry
- Maximum Nicotine levels
- Ministry must have ability to recall products if deemed harmful or unsafe
- Mandatory problem reporting to ministry
- Child-resistant and secure packaging
- Ensure risks to users and others are eliminated or minimized
- Prohibit youth appealing flavours*

What is the big picture?



Methodology

A framework for Analyzing Public Policies: A Practical Guide



- ▶ The following discussion will pertain to the **main conclusions** from the analysis

Results

Regulatory framework	Effectiveness	Unintended Effects	Cost	Feasibility	Acceptability
<i>Canada Consumer Product Safety Act</i>	+	+++	+	---	Highly Unacceptable
<i>Tobacco Act</i>	++	++	++	++	Partially Acceptable
<i>Medical Devices Regulations</i>	+++	+	+++	+	Very Acceptable
New Regulation	+++	-	+++	+++	Most Acceptable

Consumer Product & Safety Act



- ▶ Highly Unacceptable
- ▶ E-cigarettes as a “consumer product”
- ▶ Poor compliance and inappropriate

Tobacco Act



- ▶ Partially Acceptable
- ▶ Treat e-cigarettes as a “tobacco product”
- ▶ Would not support cessation

Medical Devices Regulations



- ▶ Very Acceptable
- ▶ Under the *Food & Drugs Act*
- ▶ Prescriptions would be burdensome

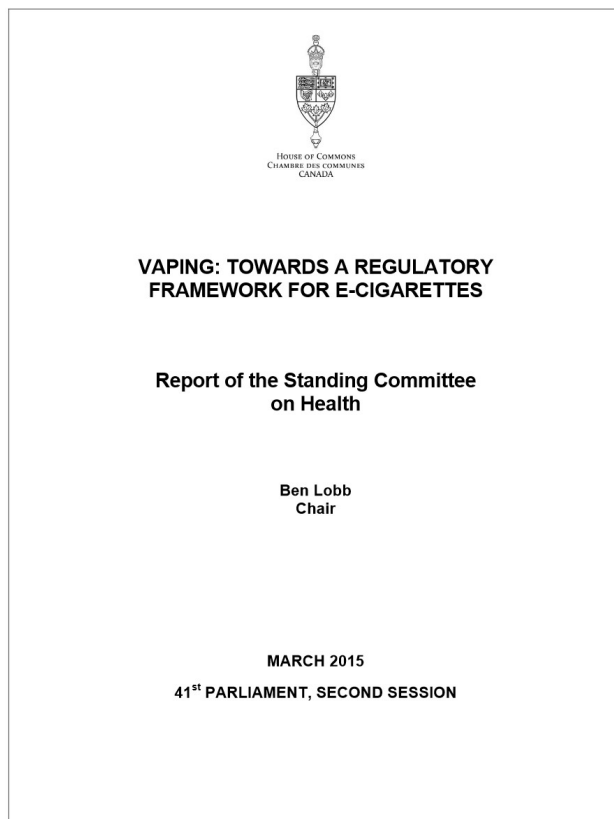
New Framework

- ▶ **New set of regulations under the *Food & Drugs Act***
- ▶ Follow *Medical Device Regulations*' rules for product/cessation standards
 - ▶ No prescriptions
- ▶ Restrict access and use (similar to *Tobacco Act*)
- ▶ Cessation-friendly marketing & promotion
- ▶ Highly Acceptable and recommended option

Strengths & Limitations

- ▶ Strengths
 - ▶ Valid analysis framework
 - ▶ Builds off last federal report on e-cigarettes
- ▶ Limitations
 - ▶ Could benefit from NRT regulations
 - ▶ New framework based on previous options
 - ▶ Research still needed
 - ▶ Needs strong enforcement by Health Canada

Conclusion



- ▶ Academic analysis of four possible regulatory options
- ▶ New framework balances benefits and harms
- ▶ Future work should be on implementation and advocacy

Thank You