

SMOKE-FREE ONTARIO MODERNIZATION
Executive Steering Committee Report Recommendations

RECOMMENDATION	RESPONSIBLE MINISTRY
Challenge and Contain the Tobacco Industry	
<p>1. Use tax and other pricing policies to increase the cost of tobacco products by:</p> <ul style="list-style-type: none"> • immediately raising provincial taxes on all tobacco products to at least the highest level of all other provinces and territories and investing the increased revenue in tobacco control, and then continue to regularly increase taxes to at least double the price of tobacco products; • preventing the industry from circumventing tax-related price increases by reducing the price differential between different types and brands of cigarettes and prohibiting volume discounts; • banning all industry incentives offered to retailers; and • eliminating any provincial tax deductions or fiscal advantages available to tobacco companies. 	<p>Ministry of Finance Minister: Hon. Charles Sousa Riding: Mississauga South</p>
<p>2. Reduce the availability of tobacco in retail settings by:</p> <ul style="list-style-type: none"> • using provincial legislation and local bylaws, zoning and licensing fees to reduce the number and density of retail tobacco vendors; and • expanding the ban on cigarette displays to include all smoking, tobacco-related and vaping paraphernalia. 	<p>Ministry of Municipal Affairs Minister: Hon. Bill Mauro Riding: Thunder Bay–Atikokan</p> <p>Ministry of Health and Long-Term Care Minister: Hon. Eric Hoskins Riding: St. Paul’s</p>
<p>3. Reduce the supply of tobacco products in Ontario by:</p> <ul style="list-style-type: none"> • reducing the amount of tobacco released to the market for sale; and • enhancing enforcement efforts to combat unregulated tobacco. 	<p>Ministry of Finance Minister: Hon. Charles Sousa Riding: Mississauga South</p>
<p>4. Make industry practices more transparent by:</p> <ul style="list-style-type: none"> • prohibiting its involvement in any activities that could influence health policy; • ensuring all government-industry contacts are documented and made public; and • requiring the industry to disclose information on its practices. 	<p>Office of the Premier Hon. Kathleen Wynne Riding: Don Valley West</p>
<p>5. Regulate new inhaled substances and delivery devices by:</p> <ul style="list-style-type: none"> • evaluating and regulating the marketing and use of all inhaled drug delivery devices and ultimately phase out the sale of all combustible delivery devices • restricting the sale of e-cigarettes and vaping products to people who smoke 	<p>Ministry of Health and Long-Term Care Minister: Hon. Eric Hoskins Riding: St. Paul’s</p>

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<p>6. Eliminate all tobacco production in Ontario by:</p> <ul style="list-style-type: none"> • establishing a mandatory timeline (5 to 10 years) to phase out tobacco production on non-Indigenous lands • working with tobacco producers to develop crop replacements 	<p>Ministry of Agriculture, Food and Rural Affairs Minister: Hon. Jeff Leal Riding: Peterborough</p>
Motivate and Support More Ontarians who Smoke to Quit and Stay Quit	
<p>1. Create environments that encourage and support quitting by:</p> <ul style="list-style-type: none"> • making quitting the easy and obvious choice; • expanding smoke-free policies; • building on existing partnerships and proven strategies; and • promoting cessation services through sustained mass media-based and social media-based public education over the life of the strategy. 	<p>Ministry of Health and Long-Term Care Minister: Hon. Eric Hoskins Riding: St. Paul's</p>
<p>2. Implement a highly visible network of high quality, person-centred cessation services by:</p> <ul style="list-style-type: none"> • coordinating health care, community and population-based services and providing systematic referrals to ensure seamless nonjudgmental services, supports and follow up for Ontarians who want to quit; • expanding the cessation services available and ensuring people are aware of services; • embedding best practice smoking cessation services in all health care settings; • shifting to an opt-out approach to smoking cessation; • maintaining and enhancing robust clinical standards; • ensuring health care providers have the core knowledge, skills and competencies to provide evidence-based cessation services; and • exploring the potential of non-combustible nicotine delivery systems to reduce harm for people who are unable or unwilling to quit smoking. 	<p>Ministry of Health and Long-Term Care Minister: Hon. Eric Hoskins Riding: St. Paul's</p>
<p>3. Ensure equitable access to smoking cessation services by:</p> <ul style="list-style-type: none"> • providing cost-free cessation pharmacotherapies in accordance with clinical standards and individual needs; • targeting smoking cessation services to those with high rates of smoking; and • making more effective use of behavioural technologies (e.g., text messaging, online and phone counseling) to reach more people who smoke. 	<p>Ministry of Health and Long-Term Care Minister: Hon. Eric Hoskins Riding: St. Paul's</p> <p>Treasury Board President: Hon. Liz Sandals Riding: Guelph</p>

RECOMMENDATION	RESPONSIBLE MINISTRY
Keep More Ontarians from Starting to Smoke	
<p>1. Implement comprehensive policies to prevent youth and young adults from starting to smoke by:</p> <ul style="list-style-type: none"> • raising the minimum age to buy tobacco products to 21; • intensifying tobacco prevention policies and education in elementary, secondary and post-secondary schools, with particular emphasis on trade schools; • implementing prevention interventions (policies and programs) in a variety of youth-centred settings • reducing youth exposure to on-screen smoking by requiring movies that contains tobacco imagery to be assigned an adult rating (18A), requiring movie theatres to show strong anti-tobacco ads before movies that contain smoking or tobacco use, and making media productions that include smoking ineligible for public subsidies; and • making all Ontario post-secondary campuses smoke-free, tobacco-free and free of tobacco industry influence. 	<p>Ministry of Education Minister: Hon. Mitzie Hunter Riding: Scarborough-Guildwood</p> <p>Ministry of Children and Youth Services Minister: Hon. Michael Coteau Riding: Don Valley East</p> <p>Ministry of Government and Consumer Services Minister: Hon. Tracy MacCharles Riding: Pickering-Scarborough East</p> <p>Ministry of Advanced Education and Skills Development Minister: Hon. Deborah Matthews Riding: London North Centre</p>
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Expand Policies that Prevent Exposure to all Secondhand Smoke and Harmful Aerosol from Vaped Products	
<p>1. Continue to reduce exposure to all secondhand smoke at home by:</p> <ul style="list-style-type: none"> • raising awareness through a public engagement campaign about the importance of smoke-free homes • increasing the number of smoke-free multi-unit housing buildings in Ontario; • including an optional smoke-free housing clause in the new standard lease; and • amending the Ministry of Housing Residential Tenancies Act to allow landlords to evict a tenant who violates a no-smoking provision in a lease. 	<p>Ministry of Health and Long-Term Care Minister: Hon. Eric Hoskins Riding: St. Paul's</p>

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Expand Policies that Prevent Exposure to all Secondhand Smoke and Harmful Aerosol from Vaped Products	
<p>2. Amend the Smoke-Free Ontario Act to:</p> <ul style="list-style-type: none"> • prohibit smoking of shisha and cannabis and vaping in all indoor and outdoor places where tobacco is banned; and • prohibit smoking of tobacco, shisha and cannabis within a 9 metre buffer zone around public buildings and in outdoor workplaces. • prohibit smoking in outdoor workplaces 	<p>Ministry of Health and Long-Term Care Minister: Hon. Eric Hoskins Riding: St. Paul's</p>
Create a Strong Enabling System to Execute the Strategy	
<p>1. Establish a system that provides the leadership, coordination, accountability, knowledge, research and engagement to execute the strategy by:</p> <ul style="list-style-type: none"> • creating a mass media/social marketing campaign that will engage the public, build public support for strategy initiatives and support/promote the network of cessation services; • establishing a learning system that creates and uses the latest research knowledge, surveillance information, ongoing monitoring and evaluation data and practice-based knowledge to routinely inform policy and practice; • providing technical assistance and education to enhance the capacity of all those involved in the Smoke-Free Ontario strategy; and • identifying the most effective mechanism(s) to lead and coordinate the strategy and ensure accountability, including regular reporting to the public on the progress being made. 	<p>Office of the Premier Hon. Kathleen Wynne Riding: Don Valley West</p>
<p>2. Work with Indigenous partners to develop strategies specific to First Nations, Métis, and Inuit communities by:</p> <ul style="list-style-type: none"> • Establishing mechanisms to engage First Nations, Métis and Inuit communities to have further dialogue on the report's recommendations; • Ensuring that no part of this strategy impinges on the use of tobacco by Indigenous people and communities when used for traditional or ceremonial purposes • Supporting development, implementation and further expansion of Indigenous-specific approaches within an integrated health promotion/chronic disease risk factor approach, in a sustainable way. 	<p>Ministry of Indigenous Relations and Reconciliation Minister: Hon. David Zimmer Riding: Willowdale</p>