



## Corporation of the Town of LaSalle

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### Office of the Mayor

Marc Bondy

April 8, 2019

Tobacco Products Regulatory Office  
Tobacco Control Directorate  
Controlled Substances and Cannabis Branch  
Health Canada  
Address Locator: 0301A  
150 Tunney's Pasture Driveway  
Ottawa, ON K1A 0K9

ATT: James Van Loon, Director General,  
Tobacco Control Directorate

Dear Mr. Van Loon:

### **RE: Vaping (e-cigarettes) Advertising**

The Council of the Town of LaSalle, at its regular meeting held Tuesday, March 26, 2019, gave consideration to a presentation by Petar Bratic, Town of LaSalle Student and correspondence from the Windsor-Essex County Health Unit, regarding vaping advertisements in public spaces.

At its meeting, LaSalle Council passed the following resolution:

*"That the report of the Director of Council Services/Clerk dated March 19, 2019 (CL-10-19) regarding Vaping Products – Advertising BE RECEIVED for information; and that Legal Counsel BE REQUESTED to report back to Council outlining any legal implications should Council request that administration prepare a By-Law which restricts e-cigarette advertising in public places; and that Mayor Bondy, on behalf of Council, write James Van Loon, Director General, Tobacco Control Directorate, Controlled Substances and Cannabis Branch urging further restrictions in the Tobacco and Vaping Products Act to reduce the impact of vaping product advertising and promotion on youth; and that a copy of this resolution be sent to all members of the Association of Municipalities of Ontario (AMO).*

***Carried."***



Public safety concerns persist today as it relates to the display of vaping products in public spaces. The current widespread advertising of vapour products have the potential for promoting nicotine dependence for youth and those who do not currently use tobacco products. Action taken at any level of government, which restricts the location and type of e-cigarette advertising that is observable by youth, would be a step forward in protecting the health of our most vulnerable populations.

The Council of the Town of LaSalle respectfully requests that Health Canada move forward with the regulatory measures under consideration to further limit vaping product advertising in order to reduce the impact of advertising on youth and non-users of tobacco products.

Sincerely,



Marc Bondy  
Mayor  
Town of LaSalle

cc: All Members of AMO  
Petar Bratic  
Eric Nadalin, Manager, Chronic Disease &  
Injury Prevention, Windsor-Essex County Health Unit

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