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BILL 90 PUTS THE HEALTH OF NOVA SCOTIANS FIRST

April 23, 2015 (Halifax) – Smoke-Free Nova Scotia (SFNS) applauds the Government’s decision to protect our children from starting to use flavoured tobacco products the tobacco industry has designed to make the first tobacco experiences as pleasurable as possible.

Menthol is the most popular flavour used by Nova Scotia’s youth. Half of the 3,600 Nova Scotia students aged 15-19 who use flavoured tobacco smoke menthol cigarettes (1,800). This is 1 in 3 students who smoke using menthol. Compare this to 1 in 25 Canadian adults who report they smoke menthol cigarettes.

“In a 2010 survey, one in three Canadians of all ages who smoke menthol said **they would quit smoking entirely if menthol cigarettes were not available** - making it clear that banning the sale of menthol products through Bill 90 will also help Nova Scotians to quit smoking,” said Sharon MacIntosh, Past President of SFNS.

Smoking tobacco and exposure to second-hand smoke kills over 1,700 Nova Scotians a year. This accounts for 1 in 5 of all deaths.

A 2007 GPI Atlantic Report stated tobacco use in Nova Scotia cost the government \$171 million dollars in direct health care costs, plus \$526 million in indirect costs (productivity losses due to long and short-term disability and premature death). This is more than double the projected government revenue from tobacco taxes.

“In these times of budget constraint, the millions of dollars saved and the improved health resulting from Bill 90 will contribute to a more vibrant economy and a healthier Nova Scotia”, Ms. MacIntosh commented.

“As Nova Scotians we can be proud our Government is the first in Canada to include menthol in its ban on the sale of flavoured tobacco products. This will help others follow our lead to protect the health of children and adults from the known harms of tobacco use.”

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Smoke-Free Nova Scotia (SFNS) is a coalition of 28 health-related organizations committed to reduced use of tobacco industry products and their harms. For almost 40 years, SFNS has advocated for evidence-based, comprehensive tobacco control strategies and legislation.

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