Emails to MPs on National Non-Smoking Week

It is National Non-Smoking Week, which makes it an important time to recognize that more than 1 million Canadians have stopped smoking by switching to vaping products. That is an amazing public health outcome that should be celebrated this week (and every week!).

However, instead of recognizing this important milestone and exploring how to get Canada’s remaining smokers to switch to this proven less harmful option, Health Canada is proposing regulations to make it more difficult for smokers to leave cigarettes behind in favour of vaping by seeking to ban almost all flavoured vaping products on the back of planning to adding a new tax on vaping in 2022. In so doing, Health Canada admits this is likely to drive vapers back to smoking or prevent current smokers from switching to vaping. [Canada Gazette, Part 1, Volume 155, Number 25: Order Amending Schedules 2 and 3 to the Tobacco and Vaping Products Act (Flavours)]

This is because vapers like me prefer flavoured products. We are trying to quit smoking. We do not want to vape something that tastes like a cigarette.

Tens of thousands of vapers have objected to Health Canada’s proposal, but we have been ignored.

This is a deeply personal issue for us. We are the ones with the lived experience trying to quit smoking. And vaping – including flavoured vaping products – saved our lives.

To all MPs: please do not let Health Canada take this life-saving choice away. It is wrong. And if you doubt that, you are ignoring the evidence provided by 1 million Canadian vapers who left smoking behind.

If Health Canada is allowed to ban flavoured vaping products, next year you can celebrate National Return to Smoking Week rather than National Non-Smoking Week.