

E-cigarette Work Plan Schedule

Phase 1: Sept 2014 – Dec 2014
<ul style="list-style-type: none"> • Research into potential community impacts: <ul style="list-style-type: none"> - Potential health impacts; <ul style="list-style-type: none"> ○ Review of substances heated - E-cigarettes as a cessation agent; <ul style="list-style-type: none"> ○ Effectiveness in supporting stop smoking efforts - Renormalization of smoking behaviour; <ul style="list-style-type: none"> ○ Targeting of youth via marketing - Potential public nuisance issues; <ul style="list-style-type: none"> ○ Vapour ○ Burning of e-liquids
<ul style="list-style-type: none"> • Monitor legislative developments / best practices across North America and internationally: <ul style="list-style-type: none"> - Existing legislation – Canadian municipalities with e-cigarette bylaws; U.S. states with e-cigarette prohibitions in public places - Emerging legislation – several provinces and municipalities are exploring e-cigarette regulation alternatives in the absence of federal legislation;
<ul style="list-style-type: none"> • Examine implications for the provincial <i>Tobacco Reduction Act</i> and municipal Smoking Bylaw 57M92;
<ul style="list-style-type: none"> • Examine implications for <i>Alberta’s Strategy to Prevent and Reduce Tobacco Use 2012-2022</i>;
<ul style="list-style-type: none"> • Explore opportunities to work collaboratively with the Province on any proposed amendments to the provincial legislation.
Phase 2: Jan 2015 – June 2015
<ul style="list-style-type: none"> • Stakeholder engagement: <ul style="list-style-type: none"> - Community Groups <ul style="list-style-type: none"> ○ Community Associations and other community organizations - Business community <ul style="list-style-type: none"> ○ E-cigarette vendors ○ Business community as a whole - Internal stakeholders <ul style="list-style-type: none"> ○ Internal business units, including the Law Department, Recreation, Parks, CNS - Subject matter experts <ul style="list-style-type: none"> ○ Alberta Health Services ○ Alberta Health and Wellness ○ Canadian Cancer Society ○ Ontario Tobacco Research Unit

Phase 2: Jan 2015 – June 2015 (cont'd.)

- Public engagement – online survey
 - Awareness and understanding of e-cigarettes
 - Opinions and attitudes regarding e-cigarette use
 - Opinions regarding when and where e-cigarettes should be permitted
 - Challenges or benefits relating to e-cigarette use, including:
 - As a potential nuisance
 - Potential as a smoking cessation agent
 - Potential to renormalize smoking behaviours
- Development of recommendations, associated implications and return report to Committee