

SUMMARY: Meeting with the Canadian Vaping Association

Subject: Quarterly Update Call

Date: 2018-09-10

Participants:

Health Canada (HC):

James Van Loon

Director General, Tobacco Control Directorate (TCD)

Tolga Yalkin

Director General, Consumer Product Safety Directorate

Graham O'Brien

Director, Office of Policy and Strategic Planning, TCD

Dana Beaton

Director, Office of Research and Surveillance, TCD

Geoff Barrett

Director, Risk Management Bureau, Consumer Product Safety Directorate

Senior Advisor, Director General's Office, TCD

Canadian Vaping Association (CVA):

Shaun Casey

President, CVA

Sam Tam

UL Committee, CVA

Marc Kealey

Consultant, Kealey & Associates

Introduction:

This meeting is conducted as a quarterly update via teleconference, at the request of the CVA.

The Chair opened the meeting by doing round table introductions. The Chair reminded participants that this meeting is subject to disclosure as per HC's [Openness and Transparency policies](#). In the interest of transparency, the department stated that it would be making a

record of the meeting publicly available. The [handling of information and privacy notice](#) was mentioned and acknowledged.

Subjects:

1. Updates with respect to advertising: CVA members have observed that tobacco companies selling vaping products are advertising their products on national television, outside convenience stores, and on billboards/panel trucks – high exposure locations. They have observed that their marketing strategy is to align with convenience store chains. The CVA does not have this, as their members are mainly independent retailers, such as vape shops.

2. Compliance with *Canada Consumer Product Safety Act (CCPSA)/Consumer Chemicals and Containers Regulations, 2001* (CCCR, 2001): The CVA were appreciative of information provided to educate their members about product safety requirements for vaping products. The information shared provided a general understanding of requirements set out in the CCPSA and CCCR, 2001. The CVA requested a status update on the ongoing compliance and enforcement efforts with respect to these provisions. HC indicated that, to date, approximately 250 inspections had been completed, with about 650 products analyzed.

3. Vaping device standards: The CVA indicated that they are supportive of Standard [ANSI/CAN/UL 8139](#) (Electrical Systems of Electronic Cigarettes and Vaping Devices). The CVA inquired as to whether manufacturers are required to comply with standard. HC responded that this is currently a voluntary standard, but there is the possibility of incorporation by reference to give force of regulation at a later date.

4. Labelling standards: The CVA inquired about labelling standards. HC responded that in addition to meeting requirements under CCCR, 2001, provisions set out in the *Consumer Packaging and Labelling Regulations*, which are under the authority of the *Consumer Packaging and Labelling Act*, apply to consumer products, including vaping products. The Competition Bureau is responsible for the administration of this Act and its Regulations.

5. NAVA: The CVA informed HC that they have formed a new vaping industry association in collaboration with the American E-liquid Manufacturing Standards Association, called the North American Vapor Alliance (NAVA).

6. National Strategy: The CVA informed HC that they continue to work with various groups to establish a certification/accreditation program for selling vaping products.

7. Regulations pursuant to the *Tobacco and Vaping Products Act (TVPA)*: The CVA informed HC that they circulated the consultation on a series of proposed statements that compare the health effects arising from the use of a vaping product or its emissions with those of a tobacco product. The CVA stated that these statements were discussed via social media and were generally well-received.

Conclusion: The teleconference was then concluded.