



Opportunity Centre  
11 Opportunity Lane  
Coldbrook, NS B4R 0A5  
www.peopleworx.ca

Phone: 902.679.2755  
Toll Free: 1.866.609.9675  
Fax: 902.678.0079

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Office of the Legislative Council  
CIBC Building  
Suite 802  
1809 Barrington Street  
P.O. Box 1116  
Halifax NS B3J 2X1

Dear Mr. Hebb and Law Amendments Committee,

PeopleWorx is committed to creating healthier and economically vibrant communities through reducing barriers to employment. The smoking rates of the cliental we serve are astronomical. We know that effective tobacco policy is the best way to reduce smoking and to protect vulnerable populations and it is for this reason that we fully support the proposed amendments in Bill 60 to regulate e-cigarettes, flavoured tobacco products and water pipes/hookahs. These amendments to the Smoke Free Places Act will help to reduce tobacco use for all Nova Scotians and will in particular protect children and youth.

We support the regulation of e-cigarettes, water pipes/hookah and flavoured tobacco products because they pose serious health risks to our cliental and for our communities. Not regulating these products has the potential to seriously undermine current tobacco control policies that de-normalize smoking behavior and have contributed to reducing tobacco use in Nova Scotia. The popularization and rampant advertising of e-cigarettes is creating a social incentive to use these products. They are not proven for cessation and they appear to be increasing the perceived acceptability of smoking. Water pipes/hookahs are also appealing to youth and young adult culture. Our clients struggle with the addictions of tobacco and marijuana. Water pipes make both easier and more attractive.

Flavoured products are aimed at the youth market. Banning these products will protect children and youth and further work to make tobacco use less attractive. We encourage the inclusion of menthol in the flavoured tobacco ban. Menthol allows a person to inhale smoke more deeply and enhances nicotine absorption which increases addiction and related health and social risks (employers are less eager to hire people who smoke).

We believe it is important for government to immediately proclaim Bill 60 and provide adequate resources to support the implementation of the amendments to the Smoke Free Places Act.

Thank you for your attention to this important matter.

Sincerely,

Shawna Sequeira  
Executive Director