

Tobacco and Vapour Product Advertising Restrictions

Subsection 6(5) of *The Tobacco and Vapour Products Control Act*

Youth smoking and vaping rates in Saskatchewan are higher than the national average. Preventing young people from being exposed to tobacco and vapour products and their advertisements is a government priority.

Section 6 of *The Tobacco and Vapour Products Control Act* restricts tobacco and vapour product advertising and promotion. Advertising and promoting these products to anyone under the age of 19 years is prohibited. This includes methods such as portable roadside signs, store windows, and billboards.

Permitted

Outdoor signs for retail businesses that are considered usual and normal include those located immediately at or above the physical store location(s) and signs outside malls that show retailers within the mall. Outdoor signs that include tobacco or vapour product related terms in the registered business name or corporation name, as found in the Corporate Registry Database, are not included in the prohibition against advertising on an outdoor sign.

For clarity, tobacco or vapour product related terms, that would otherwise contravene the Act, are considered acceptable on usual and normal outdoor signs if those terms are contained in the registered business or corporation name.

Not permitted

Outdoor signs, that advertise or promote tobacco or vapour products including, but not limited to, billboards, portable road-side signs, sandwich or sidewalk boards, or boards held by mascots and employees are prohibited. A registered business or corporation name that includes tobacco and vapour product terms are not permitted on these types of signs.

Examples of promotions include, but are not limited to, “cheap smokes”, “cigarettes inside \$17.99”, “weekly giveaways”, “special two-pack pricing”.

Advertising and promotion restrictions are not limited to the mention of product trade names but also include descriptive terms attributable to tobacco and vapour products such as smoke, cigar, cigarette, smoker, vape, juice, or similar.

The information above relates to subsection 6(5) specifically however, the same concept applies to window advertising and promotions that can be viewed by young people as restricted in subsection 6(2) which states:

6(2) *No person shall advertise or promote tobacco, tobacco-related products or vapour products by means of an advertisement or promotional material placed in the windows of any place or premises in which tobacco, tobacco-related products or vapour products are sold if the advertisement or promotional material is placed so that it is visible from the outside of the place or premises.*