



NB Anti-Tobacco Coalition

Year End Report 2023

Submitted December 15th, 2023



NB anti-tobacco
COALITION
antitabac du N.-B.



Heart & Stroke
Cœur + AVC TM, INC.

New Brunswick / Nouveau-Brunswick

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Highlights from the 2023 NBATC Year End Report

- In 2023, the NBATC met or exceeded 100% of its key performance indicator targets
- More than 500 individuals are engaged with the NBATC through its monthly E-Newsletter
- Our newsletter open rates are considered top tier at an impressive 38% which is way above industry standards at just 17%
- We're proud to have an engaged and passionate community with more than 50 stakeholders actively partnering with the NBATC as members of the steering committee or working groups.
- This past year we presented to over 100 stakeholders from a variety of different networks
- We successfully worked toward a rebrand of our organization this year, set to launch in 2024, with a fresh, modern logo design and name that is more inclusive and representative of our brand identity and vision.
- We successfully filled a major gap in youth vaping and tobacco cessation resources in the public school setting this year by helping to implement the Quash program into several Anglophone school districts.
- The NBATC Steering Committee welcomed 2 new members from the New Brunswick Pharmacists Association with one member representing the community setting (providing care for mainly Indigenous populations) and the other from the hospital setting.

Executive Summary

The New Brunswick Anti-Tobacco Coalition (NBATC) is a collaborative partnership between government and non-government stakeholders, in the pursuit of a smoke-free New Brunswick. For over 20 years, the NBATC has worked to inform and educate the public on the dangers of tobacco and more recently, vaping products while providing the latest information on research, reports, and legislation in the province. With the ultimate vision of a tobacco and smoke-free province, our mission is to work collaboratively with stakeholders to build supportive environments for tobacco and vape-free living by prioritizing initiatives and projects set by the goals and objectives of NB's Tobacco-Free Living Strategy.

This year-end report summarizes the achievements of the NBATC throughout the 2023 calendar year structured under a framework of Strategy goals. The report includes the work of the NBATC's daily operations, specific projects, new partnerships as well as summaries of the work done towards organizational sustainability and the updating of a Key Progress Indicators system of monitoring and evaluation to track NBATC progress and impact as well as a scorecard which provides at-a-glance numerical data which helps to demonstrate results, accountability and use of resources.

GNB Requirements from NBATC for 2023

1. Provide a provincial representative for the Coalition, leadership to the operations of the NBATC and its outcomes, best practice support expertise, support for ongoing collaboration among the Coalition's members and stakeholders and management of internal and external communications of the NBATC.

Accomplishments in 2023:

- Coordinated and managed an impressive number of working groups this year which included the following 4 different working groups: 1. Provincial Vaping Working Group, 2. Strategy Renewal Working Group, 3. Quash project planning group, and 3. The Sustainability Working Group. See appendix C for hierarchy of the NBATC.
- Provided leadership and management for two major projects: 1. Rebranding of the organization and 2. Strategy Renewal project.
- Successfully met the # of meetings target by hosting and coordinating all 4 Steering Committee meetings in 2023 (February, May, September and November)
- Provided opportunities for knowledge-exchange through discussions, sharing of latest research, information, new campaigns and conferences via meetings, website and monthly newsletters.
- Communicated updates on projects including the Rebrand, Strategy Renewal, the Sustainability and Provincial Vaping Working Groups activities along with the Quash project.
- Established a new partnership with close stakeholders from the Vitalité Health Network to determine the scope and need for the creation of nicotine replacement therapy (NRT) guidelines for caregivers in long term care homes. For more information see Goal 1.
- Provided ongoing expertise to support: daily operations, regular updating of the website, e-newsletters, and social media outlets, presentations to stakeholders, and knowledge exchange with steering committee members, working group members, and stakeholders during meetings.

GNB Requirements from NBATC for 2023

2. Regularly convene the Provincial Vaping working group and support evidenced-based, collaborative action to address nicotine vaping among youth and young adults.

Accomplishments in 2023:

- Exceeded the # of meeting targets set for the year by hosting and coordinating 2 additional meetings of the Provincial Vaping Working Group (PVWG) from a sub group called the Quash Project Planning Group. The other PVWG meetings included information on the Ottawa conference sessions, a presentation on vaping cessation resources from the Ontario Tobacco Research Unit (OTRU), a presentation from Health Canada detailing their tobacco and vaping cessation campaigns and resources as well as a meeting that shared information on new vaping resources, an advocacy working group update, a Quash project update and a discussion with Public Health NB was had on core messaging for vaping in the province where members were asked to share their opinions. For more information see Goal 2.

3. Support implementation and report on progress of NB's Tobacco Free Living Strategy.

Accomplishments in 2023:

- Promoted NB's Tobacco Free Living Strategy through a year-long social media campaign.
- Produced a comprehensive report on the progress of NB's Tobacco Free Living Strategy, including progress of the NBATC and close stakeholders and partners who shared their tobacco control accomplishments from the past year. The NBATC's annual Progress Report was published, shared with over 500+ NBATC email subscribers and further promoted via e-newsletters and social media outlets. The Progress Report featured such design elements as an at-a-glance tobacco control landscape annual summary, a year-in-review infographic and a variety of images at the beginning of each goal section to illustrate the accomplishments being presented.
- A Key Progress Indicators (KPI) document was updated and monitored based on indicators that measure progress from each of the goals from NB's Tobacco-Free Living Strategy. For more information see Appendix A.
- A scorecard spreadsheet was utilized to track, measure, monitor, and report on the KPI's from the GNB deliverables proposal for 2023. This system of tracking NBATC deliverables to GNB included specific targets (set in last year's funding proposal), a baseline, frequency (semi-annual), as well as how the indicator is trending. This management system provides feedback on both internal processes and external outcomes with the idea to continuously improve strategic performance and also allows the coalition to demonstrate results, accountability, and use of resources. For more information on the NBATC scorecard, see Appendix B.



GNB Requirements from NBATC for 2023

4. Inform, educate, engage and connect government and non-government stakeholders, based on an annual plan, on proactive approaches, toward a tobacco and smoke-free province.

Accomplishments in 2023:

- Partnered with stakeholder from GNB who is focused on food security in collaboration with NB food banks to determine how to best provide cessation resources and support for populations with higher-than-average tobacco use rates. For more information see Goal 1.
- Provided an in-person, year end report presentation to the Health Promotion department of the Heart and Stroke Foundation of NB to educate and inform on NBATC's activities, initiatives and services to further build capacity amongst stakeholders.
- Partnered with the health coaching program called Live Well/Bien Vivre to share and cross-promote success stories via their website and social media. Live Well/Bien Vivre referenced the NBATC website as helping their client secure resources to support their cessation journey.

5. Implement KPI framework to measure, monitor, and report on the success and impact of NBATC's collective efforts in tobacco control.

Accomplishments in 2023:

- The key progress indicators (KPI) project was monitored and maintained this past year which identified markers of progress and impact through the NBATC projects and collaboratives that are structured under each goal of NB's Tobacco-Free Living Strategy. This framework was monitored and updated in 2023. See Appendix A for the NBATC KPI document.
- A scorecard spreadsheet was also monitored and maintained as an additional system of organizational evaluation in order to track, measure, monitor, and report on the specific KPI's outlined in the GNB deliverables proposal for 2023. This system of tracking NBATC deliverables for GNB included specific targets (set in funding proposal), which includes a baseline, frequency (semi-annual), as well as how the indicator is trending. For more information on this scorecard, see Appendix B.

GNB Requirements from NBATC for 2023

6. Improve capacity and sustainability, with the support of the Steering Committee, and other partners, to maintain an agile, innovative and effective Coalition of stakeholders.

Accomplishments in 2023:

- The NBATC Steering Committee welcomed 2 new members from the New Brunswick Pharmacists Association with one member representing the community setting and the other from the hospital setting. There were also some new individuals who joined the coalition to replace previous members who accepted new positions within their organizations.
- A rebranding of this organization was carried out in 2023 including a new name, logo and social media account. This project will continue into 2024 with the launch of the new brand through a promotions campaign and a comprehensive website updating project. The promotions campaign will be made available via the website, e-newsletter and social media aimed at engaging new audiences, revitalizing its network and empowering stakeholders to further impact tobacco and vaping control efforts in the province. Marketing of the rebranded coalition will be important to ensure brand recognition is not lost, and to increase awareness of the coalition.
- The NBATC met with several new staff from both the Live Well/Bien Vivre program and from within the HSFNB organization itself in order to orientate them on the many activities, initiatives and services provided by the NBATC to further improve capacity and collaboration.

Province of New Brunswick Recognition

The NBATC publicly recognizes its collaboration with GNB and has included an acknowledgement statement on the homepage of the NBATC website found at NBATC.ca. As well, custom PowerPoint slides with an acknowledgment banner at the bottom of each slide indicating the Coalition's main funder as well as its administrative host were used at all scheduled meetings and presentations in 2023.

Report on 2023 Deliverables Against Strategy Goals

Goal 1: Increase the number of individuals taking action to support tobacco and smoke-free living

Deliverable activities:

Management of NBATC

The daily operations of the organization were maintained and expanded this year with the undertaking of a rebranding of the organization and the planning of a new communications strategy for the upcoming year. Leadership of the rebrand was coordinated and implemented by the coalition's manager. ICS Creative Agency was hired to help guide the rebrand process which included input and feedback from NBATC's Sustainability Working Group. A bilingual survey was created and disseminated to over 600 contacts from our network to check-in with stakeholders on the need for a rebrand, possible name suggestions and to identify core values that are important to our brand identity. Feedback received from the survey helped to ultimately inform the new name and logo that were chosen. A new campaign was created to help promote the new brand. This included the creation of a new Facebook page, social media posts introducing the new brand, as well as plans to eliminate its Twitter page to coincide with improved work efficiencies and mission impact.

The NBATC manager coordinated and hosted 4 different working groups simultaneously this past year: 1. Provincial Vaping Working Group, 2. Strategy Renewal Working Group, 3. Quash project planning group, and 3. The Sustainability Working Group in order to advance major projects, implement new ones while promoting the viability of the coalition's work and to provide support for ongoing collaboration amongst its stakeholders.

Communications for the coalition were carried out throughout the year with weekly updates to both its website newsfeed, social media accounts, monthly e-newsletters and quarterly stakeholder meetings. These communications included opportunities for knowledge-exchange through discussions, sharing of the latest research, information, new campaigns and conferences via our regular meetings, website and monthly newsletters.

Notably, the NBATC monthly newsletter continued to surge in popularity this year with an 11% growth in subscribers and an open rate that is way beyond industry standards at just 17 to 19%. April and May had the year's highest open-rate at 78.3% with 69% of our subscribers being highly engaged by regularly clicking on news posts from the newsletters.

Evaluation Frameworks

The NBATC KPI framework of evaluation to effectively measure, monitor, and report on the success and impact of NBATCs collective efforts in tobacco control were maintained and updated this past year. See Appendix A for the 2023 KPI table. As well, the NBATC scorecard that tracks numerical data of specific deliverables to GNB with KPI's including targets that are set in the funding proposal to GNB, which includes a baseline, frequency (semi-annual), and trending indicators. See Appendix B for the NBATC Scorecard results. The NBATC scorecard impressively demonstrates the consistency in which our work regularly meets and often exceeds projected targets for the year.

Progress Reports

Updates on the progress of NBATC projects and initiatives were regularly communicated during each Steering Committee meeting and working group meetings which included the following : The Tobacco Use and Food Insecurity initiative, the Sustainability and Provincial Vaping Working Groups' activities, as well as the Rebrand project and the Strategy Renewal project.

Each year, the NBATC publishes a Progress Report to the website which features activities undertaken not only by the NBATC, but also by its stakeholders and members of its network, to promote tobacco-free and smoke-free living in communities throughout New Brunswick. The NBATC's 2022 Progress Report was published, shared with over 500+ NBATC email subscribers (stakeholders, partners) and promoted via e-newsletters and social media outlets. The Progress Report featured a tobacco control landscape annual summary, a year-in-review infographic and a variety of images at the beginning of each goal section are provided to better illustrate the accomplishments being presented.

New Memberships and Partnerships

The Steering Committee membership welcomed two new members this year from the NB's Pharmacists Association with one representing the community setting and the other covering the hospital setting. New stakeholders were also gained through new partnerships with the Lung Health Foundation of Ontario and with stakeholders from the Vitalité Health Network.

The Lung Health Foundation (LHF) created the Quash program which aids young people (14 to 30) with tobacco and vaping cessation. As members of the LHF collaborative, the NBATC contributed to program mobilization and program collaboration through our support to implement this program within the Anglophone school districts across the province. The NBATC was also invited to join their group through Timed Right with opportunities for group discussions and where members can share the latest research and information being disseminated on vaping and tobacco control.

A new partnership was established with stakeholders from the Vitalité Health Network on an identified need to establish guidelines for care providers of clients with nicotine replacement therapy (NRT). A gap in knowledge was recognized by Vitalité and the NBATC is uniquely positioned to address this gap alongside of stakeholders, with the creation of a set of guidelines to support successful implementation of NRT by care providers in long-term care homes. This project will be implemented in 2024.

Non-Traditional Partnerships

The NBATC continued partnering with stakeholders from the Live Well/Bien Vivre program by providing information and resources to their health coaches as well as the sharing of cessation success stories via their social media and online sources. This collaboration is a good example of how the NBATC regularly collaborates, builds capacity, align efforts and extends their reach to collectively advance the health and wellbeing of New Brunswickers to organizations with similar priorities.

A follow up with stakeholders who work with individuals experiencing food insecurity was accomplished this year. A meeting was held with both food bank operators as well as a stakeholder from GNB who works within the food security network to discuss cessation resources for individuals who smoke or vape and who experience food insecurity. The NBATC provided a presentation to the group outlining the connection between tobacco use and food insecurity and how there is a bi-directional relationship between the two. This project has not advanced beyond this initial meeting with stakeholders from the food security network as several follow up emails were sent to specific food bank operators with offerings of options for free cessation resources with no response. The NBATC did provide a series of posts on social media identifying the connection between tobacco use and food insecurity to educate and inform stakeholders on this high tobacco use rate population.

Rebranding Project

A rebranding of this organization began in the spring with the hiring of ICS Creative Agency, a working group was formed and a bilingual stakeholder survey was generated. Once the group settled on a new name for the organization based on survey feedback, renderings of a new logo were presented to the group over several meetings as the revision process took place. The working group advised ICS to avoid any tobacco or nicotine imagery while displaying collaboration and inclusiveness as values of our brand identity. Once the new name and logo were finalized, a series of bilingual promotions were drafted for introduction of the rebrand in December and the subsequent full launch of the rebrand for January 2024.

Knowledge-Exchange Projects

The NBATC continued to contribute to HSFNB's Wellness newsletters in 2023 to further inform, educate, engage and connect stakeholders by supporting asset-based development, implementing health promotion, demonstrating leadership, supporting policy actions and using evidence-informed practice on proactive approaches, toward a tobacco and smoke-free province. Some of the topics shared within their newsletters included information on vaping legislation, a NBATC cessation success story, and information on World No Tobacco Day including the announcement that Canada will soon require that health warnings be printed directly on individual cigarettes becoming the first country in the world to take this approach.

The following KPI's were monitored in 2023:

See scorecard in Appendix B for all results.

KPI	TARGET	2023 RESULT
# Steering committee meetings	4 meetings per year	4 total = on target
# PVWG meetings	4 meetings per year	6 total = above target
# of stakeholder partnerships for initiatives aimed at groups with high tobacco use rates.	4 stakeholder partnerships	4 total = on target

Goal 2: Increase prevention, by reducing the number of New Brunswickers who start using tobacco and vapour products.

Deliverable activities:

Provincial Vaping Working Group

The success of the subgroup of this vaping working group that had been formed to address youth vaping at the high school level with the Quash pilot program, saw the implementation of this program in 2023 into several Anglophone school districts. The NBATC played a critical role in the organization and collaboration of stakeholders, resulting in a recently launched pilot project in the Anglophone school districts, supported by the Department of Education, to address prevention and cessation of vaping for teens. Over the next year, the NBATC will continue to host this group, while members evaluate the success of the pilot, and further work together to expand the project's reach into the Francophone school districts.

The NBATC continued to provide a forum for diverse sectors to align their work, reduce duplication of efforts, and collaborate with like-minded individuals who are focused on addressing the youth and young adult vaping crisis in NB through the planning and coordination of its PVWG. Three meetings were held in 2023 that provided members with new resources, the latest research, and opportunities to collaborate on new vaping initiatives along with updates on some members' advocacy work. The NBATC also chaired, planned and coordinated an additional 3 meetings of the subgroup called the Quash Project Planning Group in 2023 for a total of 6 vaping working group meetings this past year exceeding set meeting targets.

The working group itself was promoted several times throughout the year via the NBATC newsletter to ensure a keen and diverse complement of membership. Several new members joined the group from the Francophone Department of Education, Vitalité Public Health, a member from Public Health NB and a community development agent from Lamèque Hospital & Community Health Center.

Meeting topics of discussion included summaries of presentations with the latest research and information from the Ottawa conference, a presentation and discussion called, "Vaping Cessation" by the Ontario Tobacco Research Unit (OTRU). OTRU shared information on the Stop Vaping Challenge app and the Crush The Crave app as well as information on their vaping reflection activity called Nod From 2050. The meeting in November shared information on new vaping resources, an advocacy working group update, Quash project update and a discussion with Public Health NB was had on core messaging for vaping in the province where members were asked to share their opinions.

Last spring, the NBATC followed up on feedback from members who wanted more information on Health Canada's new cessation campaign that included vaping as a cessation option raising several concerns from stakeholders who felt the promotion of vaping for cessation sent mixed signals and could result in unintended consequences. A PVWG meeting was held as a follow up to these discussions. Representatives from Health Canada provided a comprehensive information session on the features and services from their tobacco and vaping campaigns, promotions and rationale behind these campaigns. They emphasized how Health Canada has endorsed vaping for adult cessation from a harm reduction approach and that this latest campaign is intended for adults 35-64 and not youth populations.

Our Provincial Vaping Working Group plans to focus their efforts in the new year on better ways to steward new and existing vaping cessation resources for Francophone New Brunswick youth and young adults to better support education and cessation within these populations.

Health Promotion and Prevention Resources

The NBATC continued to curate prevention resources and new research on vaping for youth and young adults. Information from the Ottawa conference on cessation was shared in both the vaping working group meeting and the NBATC Steering Committee meetings with the latest research and data on smoking and vaping products. Some of the new resources and information added and shared to the NBATC website this year included the annual Stroke conference, Ottawa conference, NB Lung's Respiratory Health Symposium and Viatlité's conference on nicotine addiction. Information on the following special events were also posted: National Non-Smoking Week (NNSW), World No Tobacco Day (WNTD), National Indigenous Peoples Day, and Clean Air Day. Special reports that were posted included CCS's report on Smoke-Free Campuses, NB's Tobacco-Free Living Progress report, and Heart and Stroke's report on Stroke and mental health: The invisible and inequitable effects on woman as well as CCS' report on communities that are underserved for cancer care and support services.

The NBATC shared information on new cessation campaigns including Health Canada's Tools For A Smoke-Free Life and the Consider the Consequences of Vaping update with self-led modules, CCS's Smoke-Free Curious campaign, and Horizon Health Network's new vaping toolkit intended for educators and parents.

And finally, information on new legislation was shared describing how Canada will become the first country in the world to require health warnings on individual cigarettes, Quebec's new vaping flavour ban, the announcement that pharmacists are being allowed to prescribe tobacco cessation medications and the results from the most recent [Canadian Student, Alcohol and Tobacco Survey](#), with data collected in selected schools across Canada (except New Brunswick) during the 2021-2022 school year.

World No Tobacco Day

The theme of the 2023 World No Tobacco Day (WNTD) was Grow Food Not Tobacco. A special promotional email, website newsfeed post and social media posts celebrating WNTD focused on the official World Health Organization's WNTD campaign. This campaign encourages governments to end tobacco growing subsidies and use the savings to support farmers to switch to more sustainable crops that improve food security and nutrition. Linked resources included videos, a toolkit, and infographics for stakeholders.

National Non-Smoking Week

The NBATC celebrated NNSW (January 15th to the 21st) with a week-long social media campaign of cessation resources through a daily blast of posts shared on both NBATC Twitter and Facebook accounts. The NBATC shared a variety of inspiring videos, stories, resources and information on its social media related to the key components of supportive environments for smoking cessation all weeklong. A recap of NNSW 2023 was shared to NBATC's over 500 newsfeed subscribers in the January newsletter, newsfeed, e-newsletter, and social media outlets.

The following KPI's were monitored in 2023:

See scorecard in Appendix B for all results.

KPI	TARGET	2023 RESULT
# Projects and/or initiatives created for youth and young adult populations	2 per year	5 total = above target
# Meetings where advocacy efforts of stakeholders were shared	2 meetings per year	2 total = on target
# Resources for high tobacco-use rate populations added to website	4 shares per year	9 total = above target
# Posts shared on social media aimed at youth and young adults	6 posts per year	10 total = above target

Goal 3: Increase the number of tobacco users who quit and remain smoke-free

Deliverable activities:

Youth and Young Adults Vaping Cessation

The NBATC engaged partners and stakeholders to explore vaping cessation supports for youth and young adult populations through our planned discussions in both the PVWG and the Steering Committee meetings. New resources that were shared include a presentation by OTRU on information on the Stop Vaping Challenge app and the Crush The Crave app as well as information on their vaping reflection activity called Nod From 2050. Members were regularly updated on facets of the Quash Program as well as Horizon's vaping toolkit. Health Canada updated their Consider the Consequences of Vaping campaign which was shared on the NBATC website and newsletter.

Provincial Vaping Working Group

Coordinated the collective work of the Provincial Vaping Working Group and any inter-sectoral partners. For more information see Goal 2.

Smoke-Free NB

The NBATC shared the free telephone smoking cessation support line and website under its resources for quitting smoking webpage and social media accounts. Since there were no official promotions created by GNB in 2023, the NBATC could not fully promote this resource.

Health Canada Campaigns

Several Health Canada campaigns were posted on the NBATC website and shared via our newsletter and social media throughout 2023. Campaigns included the Tools For A Smoke-Free Life and the Consider the Consequences of Vaping update with self-led modules." The NBATC also shared information on Health Canada's proposed measures which included information on Health Canada's Substance Use and Addictions Program (SUAP): Call for Proposals, the launching of public consultations to inform the second legislative review of the Tobacco and Vaping Products Act (TVPA) and how Canada will soon require health warnings on individual cigarettes.

Smoking Cessation Forums

The NBATC manager attended shared and promoted the following cessation forums this past year including Heart and Stroke Foundation of NB's annual Stroke conference, the 15th Annual Ottawa Conference, State of The Art Clinical Approaches to Smoking Cessation, NB Lung's Respiratory Health Symposium and Vitalité's conference on nicotine addiction.

Smoking Cessation Opportunities

The NBATC shared and promoted specific cessation campaign that were new in 2023 including Health Canada's *Tools For A Smoke-Free Life*, the updated *Consider the Consequences of Vaping* campaign and phase 3 of the *Smoke-Free Curious* cessation campaign.

Tobacco-Free Champion Success Story

The NBATC shares success stories from individuals, groups and organizations who have taken action to live tobacco and smoke-free in their homes, schools, workplace, and communities. In 2023, the NBATC featured an inspiring story about a NB man who had successfully quit smoking after 50 years of heavy smoking detailing his tools for success. His [story](#) was featured on our website under the Success Stories webpage, on our newsfeed, e-newsletter, and social media outlets.

The following KPI's were monitored in 2023:

See scorecard in Appendix B for all results.

KPI	TARGET	2023 RESULT
# Cessation resources shared & promoted by NBATC via website, newsletter and social media sites	10 posts per year	15 total = above target
# Initiatives aimed at high tobacco-use rate populations	2 projects per year	2 total = on target
# Times the Wellness campaigns are shared on website, newsletter & social media	Twice per year	2 total = on target

Goal 4: Increase the number of 100% smoke-free spaces

Deliverable activities:

Policy Action Support

The NBATC actively supported stakeholders who participated in advocating for new vaping regulations by supplying and presenting the latest data and research on tobacco and vaping made available during Steering Committee and Provincial Vaping Working Group meetings as well as through direct stakeholder meetings. New policy announced this year enacted by the federal government included new health warnings on individual cigarettes. The Heart and Stroke Foundation released an advertising campaign calling for federal action on a flavours ban for vaping products while Quebec joined Atlantic Canada with their vaping flavours ban. Also new this year saw NB as one of the provinces/territories permitting pharmacists to prescribe medications (eg Zyban, Champix) for smoking/tobacco cessation. And finally, Health Canada has authorized British American Tobacco to market nicotine pouches in Canada.

This decision has been controversial as it also allows the company to advertise these pouches as a way to quit smoking and a way for smokers to cope where smoking is banned (*“used when you need to temporarily refrain from smoking, for example, around others, in smoke-free areas, airplanes, or in other situations when you wish to avoid smoking.”*) It permits the pouches to be sold to children (although it advises people under 18 not to use it). All these developments were shared on the NBATC website and newsletters.

Smoke-Free Environments

The NBATC continued to work with stakeholders and partners to implement smoke-free environments and identify policies gaps that exist in current legislation. Support and information were provided to several members of the public who reached out to the NBATC this year either by phone or email. Most individuals were seeking information on either how to enforce smoke-free policies in their multi-unit dwelling or how to enact a smoke-free policy in their buildings. A longstanding gap in smoke-free spaces legislation has existed with regards to multi-unit dwellings as the current Smoke-Free Places Act (SFPA) does not cover privately owned buildings who must therefore, enact and enforce their own smoke-free building policies.

Addressing Compliance Issues

The NBATC continued to work towards addressing compliance issues with existing smoke-free spaces, indoors and outdoors by regularly fielding calls from the public who have specific questions on the Smoke-Free Places Act (SFPA) and how it pertains to their situation particularly violators of the act. The NBATC supports the enforcement of the act by reviewing the specifics of the current legislation and referring callers to the toll-free Smoke-Free Places Act Information Line in which to report violators of the SFPA. Examples of calls from the public to the NBATC included complaints of students vaping on school grounds, individuals smoking in non-smoking multi-unit dwellings and reports of individuals smoking near a private residence's air exchange vents.

The following KPI's were monitored in 2023:

See scorecard in Appendix B for all results.

KPI	TARGET	2023 RESULT
# Social media posts addressing harms of second & third hand smoke	2 posts per year	6 total = above target
#Social media posts with resources on how to make the home and car smoke-free even in a multi-unit dwelling	2 posts per year	2 total = on target

Goal 5: Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and networks

Deliverable activities:

The Sustainability Working Group

The NBATC Sustainability Working Group was established in June 2020, with agreement from the Steering Committee to ultimately ensure the sustainability of the Coalition. The main goal of the working group is to improve the effectiveness and sustainability of the Coalition by providing recommendations to the NBATC Steering Committee on topics related to improving organizational capacity. This year, members met to coordinate and implement a rebranding of this organization. The working group met several times between the spring and fall to draft a stakeholder survey, choose a new name for the coalition as well as a new logo.

Progress Report

The NBATC's 2022 Progress Report was published, shared with over 500+ NBATC email subscribers (stakeholders, partners) and promoted via e-newsletters and social media outlets. The Progress Report featured a tobacco control landscape annual summary, a year-in-review infographic and a variety of images at the beginning of each goal section are provided to better illustrate the accomplishments being presented. This report features activities undertaken not only by the NBATC, but also by its stakeholders and members of its network, describing the accomplishments made in tobacco and vaping control.

Strategy Promotion to Indigenous Populations

The NBATC promoted NB's Tobacco-Free Living Strategy to Indigenous populations by partnering with allied health stakeholders to create a new strategic plan aimed at improving cancer care and outcomes for First Nations in NB. This project is ongoing and the NBATC has committed to re-evaluating priorities of NB's Tobacco-Free Living Strategy with respect to high tobacco use rate populations such as NB's First Nation populations. As stewards of the Strategy, our organization is in the process of updating and renewing this document which is set for completion and promotion in 2024.

Promoting NB's Tobacco-Free Living Strategy

The NBATC continued its strategy promotion series of Strategic tools with a yearlong social media campaign. These tools included an infographic on how healthy eating and physical activity supports tobacco cessation and further supports wellness, a presentation on the connection between individuals with mental health issues and tobacco use and how the strategy goals and objectives can help to positively support health outcomes. The goal of these presentations is to encourage stakeholders to incorporate NB's Tobacco-Free Living Strategy into their scope of work. Another Strategic tool that was shared included a brief video outlining the connection between food insecurity and tobacco use. This video was created as a call-to-action for stakeholders who specifically work with food insecure populations and to bring awareness to a population of smokers who have higher-than-average tobacco-use rates.

The Strategy was further promoted with a presentation by the NBATC during a scheduled meeting that invited stakeholders from the food security network as well as food bank operators. The NBATC explained the connection between tobacco use and food insecurity with a power point presentation, the sharing of the video and a discussion to determine which cessation resources would best suit each food bank. Social media resources were prepared for those food banks that had existing social media accounts while posters and pamphlets were offered to others. This initiative did not move forward beyond this meeting as the food bank operators were non-compliant with communicating their resource preferences after several failed email attempts by the NBATC.

Supporting the Wellness Strategy

The NBATC continued to support the Wellness Strategy through its communications with the sharing and promotion of its wellness campaign regularly via social media while maintaining extensive Wellness Movement branding throughout the NBATC website.

The following KPI's were monitored in 2023:

See scorecard in Appendix B for all results.

KPI	TARGET	2023 RESULT
# Health Canada campaigns shared & promoted by NBATC	2 campaigns per year	2 total = on target
# Wellness campaign activities shared and promoted via website, social media and/ or newsletter	2 posts per year	2 total = on target
# Strategy promotion presentations or tools created or shared for stakeholders	6 posts per year	6 total = on target

Appendix A: NBATC Key Progress Indicators

KPI-Strategy Objectives	Activities	Outputs/ quantifiable measures	Timeline	Outcomes/Strategy Goals
Increase the skills and knowledge of stakeholders.	Provide a provincial representative for the Coalition, leadership to the operations of the NBATC and its outcomes, best practice support expertise, support for ongoing collaboration among the Coalition's members and stakeholders and management of internal and external communications of the NBATC.	# of steering committee meetings, # PVWG meetings.	annually	Goal 1: Increase the number of individuals taking action to support tobacco and smoke-free living.
	Implement the established Key Progress Indicators (KPI) framework in order to effectively measure, monitor, and report on the success and impact of the NBATC's collective efforts in tobacco control.			
Stimulate and disseminate research that will advance the goals of the Strategy.	Identify new membership for the Coalition and help facilitate new partnerships among key stakeholders. Identify non-traditional partnerships like food insecurity, positive mental health, workplace wellness, etc.	# of posts on new research shared and promoted via website, newsletter, and social media.		
Increase collaborative partnerships focussed on implementing tobacco and smoke-free living initiatives for groups with high tobacco use rates.	Start a rebranding process including a name change and logo update to modernize the NBATC in order to appeal to a broader audience.	# of stakeholder partnerships for initiatives aimed at groups with high tobacco use rates.		
	Continue to provide knowledge-exchange projects as needed.			
Promote an understanding of the impact of tobacco and vapour products on the health, well-being and learning outcomes of youth and young adults.	Regularly convene the Provincial Vaping working group and support evidenced-based, collaborative action to address nicotine vaping among youth and young adults.	# projects / initiatives created for youth and young adult populations.	annually	Goal 2: Increase prevention by reducing the number of New Brunswickers who start using tobacco and vapour products.
	Inform, educate, engage and connect government and non-government stakeholders, based on an annual plan, on proactive approaches, toward a tobacco and smoke-free province.			
Reduce access to tobacco and vapour products for youth and young adults, by promoting and supporting policies, by-laws, legislation and activities.	Coordinate the collective work of the Provincial Vaping Working Group and any inter-sectoral partners.	# of meetings where advocacy efforts of stakeholders were shared.		
Increase access to information, resources and support for populations at risk of starting to use tobacco and vapour products.	Disseminate research and resources among stakeholders.	# resources for high tobacco use rate populations added to website or # posts shared on socials aimed at youth, y/a.		
	Promote health promotion programs with a focus on tobacco and vaping prevention, cessation, and youth vaping.			
Reduce the uptake of tobacco and vapour products for all New Brunswickers through the promotion of wellness supporting environments.	Curate prevention resources for youth and young adult related to vaping.	# wellness campaign activities are shared & promoted via website, socials and newsletters.	quarterly	
	Promote World No Tobacco Day and National Non-Smoking Week.			
Increase the reach of a comprehensive and coordinated network of cessation supports and services.	Engage partners and stakeholders to explore vaping cessation supports for youth and young adult populations.	# cessation resources shared & promoted by NBATC via website, newsletter and social media sites	quarterly	Goal 3: Increase the number of tobacco users who quit and remain tobacco free (cessation).
	Coordinate the collective work of the Provincial Vaping Working Group and any inter-sectoral partners.		annually	
Increase equitable access to smoking cessation aids and services for those with high rates of tobacco use.	Promote Smoke-Free NB telephone smoking cessation support line and new website - Smoke-Free NB	# of initiatives aimed at high tobacco use rate populations.	quarterly	
	Promote Health Canada's tobacco and vaping control campaigns. Promote and participate in Smoking Cessation forums provided by health authorities.			
Encourage New Brunswickers to create wellness-supporting environments that promote tobacco and smoke-free living.	Engage the Coalition to explore smoking cessation opportunities.	# times the Wellness campaigns are shared on website, newsletter & social media.		
	Inspire and encourage New Brunswickers to create wellness-supporting environments that promote tobacco and smoke-free living by sharing a tobacco-free champion success story.			
Foster respect for smoke-free policies through awareness and education on the impact of second and third-hand smoke.	Support new policy actions through the dissemination of new information, data and research to stakeholders.	# social media posts addressing harms of second & third hand smoke.	quarterly	
Encourage and support the adoption of 100% smoke-free policies in rental properties and multi-unit dwellings.	Continue to work with stakeholder and partners to implement smoke-free environments and policies gaps that exist in current legislation. Examples include post-secondary campuses and multiunit dwellings. Continue to work towards addressing compliance issues with existing smoke-free spaces, indoors and outdoors.	# Social media posts with resources on how to make the home and car smoke-free even in a multi-unit dwelling	annually	Goal 4: Increase the number of 100% smoke-free spaces .
Align efforts with Canada's Tobacco Strategy through resource and knowledge-sharing with national and provincial stakeholders.	Improve capacity and sustainability, with the support of the Steering Committee, and other partners, to maintain an agile, innovative and effective Coalition of stakeholders.	# Health Canada campaigns shared & promoted by NBATC.	quarterly	Goal 5: Advance NB's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and networks.
	Promote NB's Tobacco-Free Living Strategy to Indigenous populations by partnering with health professionals from First Nations Health Centers across NB.			
Encourage actions that create a culture of wellness through tobacco-free living and smoke-free environments in support of New Brunswick's Wellness Strategy.	Build capacity among stakeholders and partners to encourage the adoption of the New Brunswick Tobacco-Free Living Strategy 2019-2023 into their strategic planning and ongoing efforts.	# wellness campaign activities shared & promoted via website, socials and newsletters.	quarterly	
Support partners and stakeholders to integrate tobacco and smoke-free initiatives within the scope of their work.	Support the Wellness Strategy through partnerships and communications.	# Strategy promotion presentations or tools created or shared for stakeholders.	annually	



Appendix B: NBATC 2023 Scorecard

KPI Scorecard

Goals	KPI	Targets	Baseline	Frequency (Semi-annual)	Final	Trending
Goal 1 Increase the number of individuals taking action to support tobacco and smoke-free living	# Newsletter followers	5% increase in one year (27)	Jan. 2023: 533	June 2023: 540	Dec 2023: 578	38 = Above target 11% increase
	# Facebook followers - Target is a 5% increase in one year	5% increase in one year (18)	Jan. 2023: 364	June 2023: 364	Dec. 2023: 366	consistent
	# Twitter followers - Target is a 5% increase in one year	5% increase in one year (18)	Jan. 2023: 365	June 2023: 365	Dec. 2023: 364	consistent
	# Website users - Target is a 5% increase in one year	5% increase in one year (464)	Total users in 2022: 9,282	Jan-May 31st: 3373	Dec. '23: 7,118	consistent
	# of steering committee meetings, # PWG meetings.	4 meetings per year for each	4 each = 8 total	June 2023: 5	DEC. 2023: 9	Above Target
	# of new stakeholder partnerships for initiatives aimed at groups with high tobacco use rates.	4 stakeholder partnerships	4 in 2022	June 2023: 3	Dec. 2023: 4	On Target
Goal 2 Increase prevention, by reducing the number of New Brunswickers who start using tobacco and vapour products.	# projects / initiatives created for youth and young adult populations.	2 per year	3 in 2022	June 2023: 2	Dec. 2023: 5	Above Target
	# of meetings where advocacy efforts of stakeholders were shared.	2 meetings per year	2 in 2022	June 2023: 1	Dec. 2023: 2	On Target
	# resources for high tobacco use rate populations added to website	4 shares per year	4 in 2022	June 2023: 2	Dec. 2023: 9	Above Target
	# posts shared on socials aimed at youth, y/a.	4 shares per year	10 in 2022	June 2023: 5	Dec. 2022: 10 posts on socials	Above Target
Goal 3 Increase the number of tobacco users who quit and remain tobacco free.	# cessation resources shared & promoted by NBATC via website, newsletter and social media sites	10 posts per year	2022: 5 posts website, 10 posts on socials, newsletter 5	June 2023: 9	Dec. 2023: 5 posts website, 10 posts on socials, newsletter 5 = 15	Above Target
	# of initiatives aimed at high tobacco or vape use rate populations.	2 projects per year	4 in 2022	June 2023: 2	Dec. 2023: 2	On Target
	# Times the Wellness campaigns are shared on website, newsletter & social media	twice per year	6 in 2022	June 2023: 1	Dec. 2023: 2	On Target
Goal 4 Increase the number of 100% smoke-free spaces.	# social media posts addressing harms of second & third hand smoke.	2 posts per year	6 in 2022	June 2023: 4	Dec. 2023: 6	Above Target
	# posts in support of 100% smoke-free policies in rental properties and multi-unit dwellings	2 posts per year	0 in 2022	June 2023: 2	Dec. 2023: 2	On Target
Goal 5 Advance New Brunswick's Tobacco-Free Living Strategy by aligning tobacco and smoke-free initiatives with other strategies and networks.	# Health Canada campaigns shared & promoted by NBATC.	2 campaigns per year	2 in 2022	June 2023: 2	Dec. 2023: 2	On Target
	# Wellness campaign activities shared and promoted via website, social media and newsletter	2 posts per year	6 in 2022	June 2023: 1	Dec. 2023: 2	On Target
	# Strategy promotion presentations or tools created or shared for stakeholders.	6 posts and/or presentations per year	8 in 2022	June 2023: 6	Dec. 2023: 6	On Target

Appendix C: NBATC Hierarchy

