

Overview

The Nova Scotia Department of Health Promotion and Protection is providing this bulletin to notify you of a change to the *Tobacco Access Act Regulations* that will affect you as a current tobacco vendor. Please take a moment to read this bulletin and contact your local tobacco inspector with any questions or concerns. Contact information is included at the end of this bulletin.

Key information

- Bill 62, Amendments to the *Tobacco Access Act*, took effect on March 31, 2007. This changed the way tobacco and tobacco products can be displayed, promoted, advertised and stored.
- On April 1, 2009, a change was made to the regulations to include a product reference catalogue. This catalogue is a tool for vendors to communicate with customers.
- Most importantly, this change strengthens Nova Scotia's tobacco legislation to better protect the health and safety of Nova Scotians in the long-term.
- While government and health experts continue to believe restricting the promotion, display and storage of tobacco is an important way to protect young people and non-smokers from the marketing practices of the tobacco industry, we also recognize it makes it more difficult for you to share product information with your customers.

About the product catalogue

- You are not mandated or under any obligation to carry a reference catalogue. It is the choice of individual vendors to make this information available to the customer.
- If you are considering making a catalogue available to your customers, you will be responsible for developing the catalogue.

Please keep the following in mind when developing a catalogue:

- Only price information and tobacco product images are permitted.
- Information in the catalogue must be consistent with the requirements of the federal *Tobacco Act*. As an example, it means any images and wording contained in the catalogue cannot use lifestyle advertising, such as making a connection between outdoor activities and tobacco use (e.g. an image of a skier smoking a cigarette);
- There are no restrictions on the size or dimensions of the catalogue.
- The exterior of the catalogue cannot be an advertisement for a product or brand for sale. It also cannot indicate that tobacco products are for sale. The exterior could simply state, "Tobacco Products Customer Reference Catalogue."
- While the catalogue should remain closed at times when it is not in use by a customer, it could remain on the countertop in a retail environment.

Questions?

Contact your local tobacco inspector for more information or assistance.

Cape Breton Island and Antigonish, Pictou and Guysborough Counties
David Madill, 902-565-5351

Halifax; Kings, Annapolis, Digby, Yarmouth, Lunenburg, Queens, and Shelburne Counties
Dan Mannett, 902-499-9530

Dartmouth, Bedford and Sackville; Hants, Colchester, and Cumberland Counties
Liz McCulloch, 902-499-9563

If you are uncertain as to the tobacco inspector assigned to you, please contact Tobacco Control, Department of Health Promotion and Protection at 1-800-565-3611.