

News release

**“Five years, five health ministers and five broken promises.”**

Draft regs restricting vape flavours are five years old on June 19<sup>th</sup>

## **WILL THE PRIME MINISTER PROTECT CANADIAN YOUTH AGAINST NICOTINE ADDICTION?**

**Friday, June 19, 2026** - Public health groups are exasperated by the federal government’s five-year delay in granting final Cabinet approval of the regulations restricting flavoured vaping products, which were originally published on [June 19, 2021](#).

Over 60,000 youth<sup>1</sup> have started vaping since the **Carney government** was elected in April 2025.

“It’s been five long years, five health ministers and five broken promises”, said **Les Hagen, Executive Director of ASH Canada**, “and we are still waiting for the federal government to finally protect Canadian youth from flavoured vaping products. The tobacco and vaping companies are winning the battle for the hearts, minds and lungs of teenagers and young adults. So far, Big Tobacco and Big Vape appear to have been successful in derailing meaningful and effective policy to protect Canada’s youth against these addictive and harmful products”.

“Given the repeated failures of five consecutive health, we are calling on Prime Minister Mark Carney to step up and provide Canadian youth with the protection they deserve,” said **Flory Doucas, Co-director and spokesperson of the Quebec Coalition for Tobacco Control**. “We urge the Prime Minister to stand up to the tobacco and vaping companies – as his party said it would during the election – and give all Canadian teens and young adults a fighting chance to remain nicotine-free. Protection delayed is protection denied.”

### ***Flip-flopping?***

**Mark Carney** is a former board member of Bloomberg Philanthropies—one of the world's largest public health foundations and a strong supporter of global tobacco control efforts. The foundation has been urging governments to ban flavoured vaping products since 2019—including the time when the **Prime Minister** served on its board (from 2020 to Jan 2025).

“We hope that the Prime Minister will reflect on his experience with Bloomberg Philanthropies and its global efforts to protect children and youth from tobacco and vaping companies and their addictive and harmful products,” commented **Cynthia Callard, spokesperson for Physicians for a Smoke-Free Canada**. “The foundation is urging all governments to ban flavoured vaping products and to take further steps to keep youth nicotine- and tobacco-free.”

### ***Liberal Party pledge***

In the federal election of April 2025, the **Liberal Party of Canada** pledged to take “strong action to curb youth vaping and standing up to the tobacco and nicotine industry” in support of restrictions flavoured vaping products.

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<sup>1</sup> Calculations: <http://www.smoke-free.ca/2025/2025WNTDbackgrounder.pdf>

However, since then, the **Globe & Mail** reported on a [high-level tobacco industry connection](#) within the **Prime Minister's** office that was subsequently dismissed as a “non-issue”. The company—**Philip Morris**—[collaborated with the federal government](#) on a doomed **COVID-19** vaccine between 2020 and 2022, which was ultimately [rejected in 2023 for global distribution](#) by the **World Health Organization** due to tobacco industry involvement. The vaccine was eventually abandoned.

**Philip Morris** currently markets [VEEV flavoured vaping products](#) in **Canada**.

“The Philip Morris vaccine experience demonstrates that the Canadian government is not immune to tobacco industry interference,” added **Mr. Hagen**. “We hope that lessons were learned and that the health of Canadian youth will not be sacrificed to the commercial interests of a rogue industry and its predatory marketing campaigns.”

### [Broad support for federal ban](#)

A heavily redacted [internal memorandum](#) from **Health Canada** dated December 2024 underscores that “provinces and territories have broadly supported federal restrictions, with some recommending mint flavoured vaping products also be restricted”, with “no provincial or territorial jurisdiction” voicing “concerns to the proposed federal restrictions”.

Likewise, Canada’s **Council of Chief Medical Officers of Health** [stated](#) in January 2025 that it’s preferable that the federal government take action in order to create national consistency, even though provinces/territories can implement their own restrictions. To date, **PEI, NS, NB, NWT, Nunavut** and **Quebec** have banned the sale of vaping flavours other than tobacco, but numerous reports speak to compliance challenges as legal and illegal industry players sell and ship non-compliant products to their provinces.

One of the main reasons [cited](#) by previous federal **Health Ministers** to justify the ongoing delays is the challenge of non-compliance observed in jurisdictions with bans. However, the difficulties faced by the provinces should compel federal action, as health groups explained in a letter to **Health Minister Marjorie Michel** ([French](#)) and, in March, to all **Members of Parliament** ([English](#) and [French](#)). In short, [a federal ban is necessary to counter non-compliance at the provincial level.](#)

Across **Canada**, polls show that [7 out of 10 Canadians](#) support a ban on flavours in vaping products.

“Parents, teachers, and health authorities across Canada see the damage of vaping and nicotine addiction every day and have been sounding the alarm for years. The Prime Minister needs to champion this regulation to protect Canadian youth in every province from the allure of flavoured vapes,” concludes **Ms. Callard**.

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