













follows and have been broken down into 19 actions, which are attached to 86 activities to be accomplished by 2026:

- **Roll out a Sustainable Tobacco Communication Strategy** in support of the TSA’s number one goal to protect Nunavummiut from second-hand smoke.
- **De-normalize Tobacco use and Make it Less Attractive in Nunavut** in support of preventing minors from accessing and using tobacco and smoking products.
- **Encourage and Support Smokers in their Efforts to Quit:** in support of the TSA’s goal to reduce the visibility of tobacco and smoking products.
- **Improve Access to Treatment and Care:** in support of the goal to reduce the usage of tobacco and smoking products, Health provides nicotine replacement products, available in the local health centres or pharmacy, at no cost to those who are on their journey to reduce or quit tobacco, vaping, and cannabis use.
- **Monitor, Evaluate, Research, and Disseminate Knowledge about Tobacco:** to operationalize a database and a progressive enforcement program.

As of March 31, 2024:

- Health has conducted a series of informational and awareness-raising activities to disseminate the new legislative measures. These activities have reached both the public and specific target audiences including tobacco retailers and proprietors of smoke-free premises covered by the TSA. The TCP team has incorporated initial communications on the TSA changes, such as public service announcements, letters, memos, and social media posts.
- Health continues to invest in educational media campaigns to raise awareness among Nunavummiut of the impact of smoking on their health and the health of those around them.
- Health awarded a Request for Proposal contract for the design and implementation of a mass media campaign to educate Nunavummiut on the TSA.
- Health supported the Nunavut Housing Corporation in implementing the smoke-free publicly funded and GN staff housing initiative. Key messaging has been incorporated in information cards (K-cards) and magnets to educate residents and tenants about the new smoking rules including buffer zones and where to find support on their quit journey. Signages designated for smoke-free housing have been developed. All these resources will be distributed throughout the territory.
- The “nine-metre buffer zone”, as well as smoke-free places rules are strictly enforced. They prohibit the use of tobacco, vaping, and cannabis within smoke-free areas and within nine metres of any building entrances and exits including walkways, stairs, ramps, windows, and air intakes.











