

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2016 February 18

SUMMARY INFORMATION REPORT FOR FEBRUARY 2016

Recommendation

It is recommended that Report No. 013-16 re: Information Summary Report for February 2016 be received for information.

Key Points

- In December 2013, the Ontario government announced its intent to integrate six dental benefits and/or programs for children and youth from low income families into one program with simplified eligibility requirements and enrolment processes, and improve access for eligible children and youth. The newly integrated Healthy Smiles Ontario Program was launched on January 1, 2016.
- With the enactment of amendments to the [Smoke-free Ontario Act](#) and the enactment of the [Electronic Cigarettes Act](#), changes are required to the Ontario Public Health Standards and the Tobacco Compliance and Electronic Cigarettes Compliance Protocols. Health Units have been asked by the Ministry of Health to proceed with program implementation as of January 1, 2016 while the revisions undergo final Minister's approval.
- Under the Ontario Public Health Standards [Tanning Beds Compliance Protocol, 2014](#), inspections of tanning bed operators to monitor compliance with the [Skin Cancer Prevention Act](#) are required on a complaint-basis only. The effectiveness of legislation is substantially increased with routine enforcement activity; as such, Health Unit staff aim to complete two routine inspections of each tanning bed operator in Middlesex and London in 2016.
- *One Life One You*, as part of collective provincial action by members of the [Ontario Coalition for Smoke-Free Movies](#), plans to request meetings with local MPPs to provide education on the impact that tobacco impressions in movies has on tobacco use initiation by young people.

Background

This report provides a summary of information from Health Unit programs. Additional information is available on request.

Changes related to the newly integrated Healthy Smiles Ontario Program

As of January 1, 2016, the Ontario Government integrated six oral health programs and services into one program called Healthy Smiles Ontario (HSO). The province also withdrew the management of dental claims by public health units by appointing a third party administrator that will manage the dental claims centrally for the entire province. The third party administrator is Accerta. HSO is a free oral health program for eligible children and youth 17 years and under. The program is funded 100% by the province. In integrating the six oral health programs, the province withdrew two mandated protocols in the Ontario Public Health Standards (OPHS). These are Children in Need of Treatment (CINOT) and CINOT Expansion protocols, and the Preventive Oral Health services protocol. However, a new requirement for HSO has been added to the Child Health Standard. The HSO protocol includes the core services offered under the program, health and program promotion, preventive services stream, and emergency and essential services stream. The main impact of the change for the Health Unit has been the loss of management of dental claims.

The Health Unit will continue to deliver the same oral health programs and services as before because the withdrawn protocols are currently embedded in the new HSO requirement.

Health Unit Implementation of the Changes to the *Smoke Free Ontario Act (SFOA)* and *Electronic Cigarette Act (ECA)*

As of January 1st, 2016, amendments to the [SFOA](#) prohibit the sale of flavoured tobacco products, including flavoured cigarettes, cigars, cigarillos, chewing tobacco and tobacco shisha. Menthol-flavour tobacco and clove-flavoured cigarettes are exempt from the legislation until January 1st, 2017. The amendments also provide greater restrictions on the promotion of tobacco products at retail and doubled the fines for sales-to-minors' offences. The *SFOA* mandates that hospital grounds and certain government property become smoke-free, and provide Tobacco Enforcement Officers with expanded powers of entry and seizure authority. Effective January 1st, 2016, the sale and supply of electronic cigarettes (e-cigarettes) to persons under the age of 19 years are prohibited under the [ECA](#). Sections of the *ECA* that proposed a prohibition on the use of e-cigarettes in places where smoking is already illegal remain under review by the Government, and have not yet been proclaimed. The Health Unit has expanded its comprehensive tobacco control program to include these new requirements under the Ontario Public Health Standards.

Enforcement and Promotion of the Skin Cancer Prevention Act in 2016

The [Skin Cancer Prevention Act \(SCPA\)](#) came into effect May 1st, 2014 to prohibit the sale of artificial tanning services to people under the age of 19 years, and to provide restrictions on the marketing of artificial tanning services to young people. Tanning bed operators are required to register with the Health Unit, they must ask for government identification from anyone who appears under the age of 25, and they must post health warning and age restriction signs. In 2014, the Health Unit received one-time funding from the Ministry of Health and Long-Term Care for the implementation of this new program, which funded the Health Unit's "No Safe Tan" campaign, the provision of education to tanning bed operators, and the completion of two rounds of inspections to ensure operator compliance. Under the [Tanning Beds Compliance Protocol, 2014](#), inspections are required on a complaint-basis only; therefore, the Ministry does not dedicate funding to activities related to the ongoing promotion and enforcement of the *SCPA*. Due to competing program priorities, the lack of dedicated staffing and the absence of public complaints, tanning bed operators were not inspected in 2015. The effectiveness of legislation without mandated, routine inspections is not strong. As such, the Health Unit intends to conduct at least two inspections of artificial tanning service providers in Middlesex and London in 2016. Unless one-time provincial funding can be attained through the Health Unit's 2016 Program Based Grant budget process, staffing resources for these inspections will be drawn from the Chronic Disease Prevention and Tobacco Control team.

One Life One You to Meet with Local MPPs to Discuss Impact of Onscreen Smoking

With the release of the most recent edition of its report, [Smoke-free Moves: From Evidence to Action](#), the World Health Organization (WHO) is [calling for governments](#) to ensure that movies that portray tobacco use and tobacco brands have an adult rating. The youth of the MLHU-supported *One Life One You* group, as part of collective provincial action by members of the [Ontario Coalition for Smoke-Free Movies](#), will be requesting to meet with local MPPs over the next few months to provide education on the impact that tobacco impressions in movies has on tobacco use initiation by children and youth, and the potential population health gains that could be made through legislated changes to the film rating system in Ontario. According to the WHO, movies showing the use of tobacco products have enticed millions of young people to start smoking. This global report reaffirms research done by the [Ontario Tobacco Research Unit](#) that in Ontario alone, at least 185,000 children and teens will be recruited to smoking cigarettes from exposure to onscreen smoking.



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