

VAPE MARKETING POLICY SHIFTS: IMPACT ON SCHOOL-PROXIMITY ADS IN LONDON, ONTARIO

- **Youth Vaping Surge:** Significant rise in youth vaping in Canada.
- **Marketing Impact:** Marketing expenditures on vaping products increasing, targeting susceptible youth.
- **Research Gap:** Limited understanding of vaping retailers in close proximity to schools.

- **Policy Changes:** Ontario's ban on vaping ads near schools (except specialty shops).
- **Research Objective:** Evaluate the impact of the advertising ban near London, Ontario secondary schools.
- **Socio-demographic Variation:** Investigate variations in ad density near schools.



FINDINGS

Number of potential vape advertisement locations (i.e., convenience stores, gas stations, and specialty shops) around 18 observed secondary schools:

- 27 retail sites were identified within 400 m of schools
 - 17 of which had at least one advertisement before the policy change, compared to only 3 thereafter.
- 100 retail sites identified within 800 m of schools
 - 68 of which had at least one advertisement before the policy change, compared to only 16 thereafter.

FOR ADVERTISEMENTS WITHIN

400 metres...

- Before the ban, 9 out of 18 schools (50.0%) had vaping ads within this range.
- After the ban, this dropped to 3 schools (16.7%).
- **Average** number of ads decreased from 2.9 to 0.5 after the ban.
- Before the ban, schools averaged 3.3 ads per km², reduced to 0.6 after the ban.

800 metres...

- Before the advertisement ban, 15 out of 18 schools (83.3%) had vaping ads within this range.
- After the ban, this dropped to 9 schools (50%).
- **Average** number of ads decreased from 18.1 to 3.6 after the ban.
- Before the ban, schools averaged 6.8 ads per km², reduced to 1.4 after the ban.

TOP INSIGHTS

Before January 1, 2020, most secondary schools in London, Ontario had retailers within proximity advertising vaping products, potentially increasing youth exposure.

Afterwards (post-ban); there was a significant reduction in vaping advertisements near schools, suggesting reduced exposure for youth.

Before the ban, socio-demographic factors influenced exposure to vaping advertisements. The ban appears to have mitigated these disparities, potentially reducing youth advertising exposure inequities.

Regulations on vaping advertisements have the potential to reduce exposure inequities near schools, impacting perceived norms and ease of access to vaping products.

Regulatory measures at federal and provincial levels restrict vaping product promotions, reducing its exposure and influence on youth vaping behaviour.

Infographic created by Tanya Iwas, Bhargav Kandlakuti, Laila Girum, Madi Wark and Timothy Dela Cruz

Read the full scientific paper here: [Changes in Provincial Policy on Vape Marketing](#)

