

The New Brunswick Anti-Tobacco Coalition (NBATC) is a network of concerned individuals and organizations supporting current partnerships and developing new opportunities to collaborate on anti-tobacco measures. The NBATC was launched in September 2001 to coordinate the implementation of the New Brunswick Anti-Tobacco Strategy.

Vision

To create a tobacco-free province.

Mission

To work collaboratively to change attitudes and behaviours towards tobacco products and tobacco use in order to build support for anti-tobacco measures.

Goals

Goal 1: Increase the number of individuals taking action to support anti-tobacco activities.

Goal 2: Increase the number of New Brunswickers who remain tobacco free.

Goal 3: Increase the number of tobacco users who quit and remain tobacco free.

Goal 4: Increase the number of 100% tobacco-free spaces.

Now is the time for change

A change towards a common good. When we stand together, we become partners and build synergy that adds strength to our cause. With our common goals, we can bring forward critical points for action through united effective messages. By pooling resources, expertise, knowledge and experience, all New Brunswick citizens will witness a positive change.

Would you like more information?

Visit www.nbatc.ca

What does the NBATC do in New Brunswick?

- ☒ Links stakeholders with appropriate tobacco control resources.
- ☒ Promotes utilization of the Smokers' Helpline.
- ☒ Provides coordination and leadership to various cessation activities and initiatives.
- ☒ Supports opportunities to increase the number of tobacco-free indoor and outdoor spaces.
- ☒ Polls New Brunswick public concerning opinions related to tobacco issues.
- ☒ Distributes the results of Canadian Tobacco Use Monitoring Survey (CTUMS), Youth Smoking Survey (YSS), and other related surveillance information among stakeholders.
- ☒ Builds research capacity around tobacco control in New Brunswick.
- ☒ Develops and distributes NBATC Progress Reports.
- ☒ Maintains and develops linkages with other health-related coalitions and organizations, provincially and nationally (e.g. Canadian Council for Tobacco Control, Chronic Disease Prevention Alliance of Canada, Healthy Eating Physical Activity Coalition of NB, Provincial Coalitions and Councils Network).
- ☒ Promotes Tobacco-Free Schools Initiative.
- ☒ Promotes uptake of Tobacco Free Sport program.