



Aboriginal Cancer Care Unit 2006-2007 Progress Report



Aboriginal cancer
care unit

a cancer care ontario program

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Messages and Acknowledgements



Dr. John McLaughlin

Vice President, Preventive Oncology, Cancer Care Ontario
Joint (Cancer Care) Ontario-Aboriginal Cancer Committee
Co-Chair

We know that cancer patterns among Aboriginal Peoples in Ontario are significantly different from those of the general population. Ontario's Aboriginal Peoples are experiencing the fastest rising cancer incidence of many cancers and require unique and culturally sensitive prevention and screening strategies. For these reasons Aboriginal communities in Ontario need a well-defined and targeted cancer control strategy.

The Aboriginal Cancer Strategy is one of the four key priorities identified in Cancer Care Ontario's (CCO) *Cancer 2020*, an action plan to decrease cancer incidence and mortality in Ontario by 2020. To be successful we need to work closely with our Aboriginal partners to decrease the rates of cancer incidence in Aboriginal Peoples.

In January 2007, CCO's Aboriginal Cancer Care Unit (ACCU), in partnership with eight Aboriginal and cancer organizations received funding from the Ontario Trillium Foundation to create an educational video using the stories of Aboriginal cancer survivors and their family members to educate others in the Aboriginal community about the benefits of screening and prevention. Videos will be ready for distribution to Aboriginal communities and stakeholder organizations by spring/summer 2008.

As part of the Aboriginal Cancer Strategy the Aboriginal Tobacco Strategy (ATS) continues to make progress with the *Tobacco Wise – Seven Generations Plan*, a culturally relevant strategy supporting Aboriginal Peoples on their path to developing "tobacco wise" communities. Tobacco wise communities know the difference between traditional and commercial tobacco and promote healthy living messages.

Identified in the *Tobacco Wise – Seven Generations Plan* was the need to target Aboriginal youth and give them the knowledge to make healthy decisions and be active contributors in the creation of tobacco wise communities. This year the ATS launched its ground breaking mass media campaign titled, "Do You Know the Difference?" to target urban Aboriginal youth. Radio ads, a website, newspaper inserts and other tools were developed to help educate urban Aboriginal youth about the difference between commercial and traditional tobacco. Eight hundred toolkits and over 5000 educational resources were disseminated to partner organizations; 1692 radio spots were purchased in four primary markets (Toronto, Thunder Bay, London and Hamilton).

In late March of 2007 the ACCU hosted the Aboriginal Youth Summit which gathered nearly 200 Aboriginal participants from across Ontario to create a five-year action plan targeting urban and rural Aboriginal youth with anti-commercial-tobacco messages.

The action plan is intended to increase awareness of the effects of commercial tobacco, promote healthy lifestyle choices and empower Aboriginal youth to get involved in creating tobacco wise environments in their communities.

As we continue to move forward over the next year the ACCU will continue to work with Aboriginal Peoples through the Community Learning Series, with help from the Canadian Cancer Society – Ontario Division and the Northeastern Ontario Regional Cancer Centre in Sudbury. The aim of the Community Learning Series is to build culturally appropriate knowledge among Aboriginal health care providers about Ontario's cancer system and the promotion of cancer screening as a form of prevention and early detection.

All of these initiatives help us on our journey to decrease the rate of cancer incidence in Ontario's Aboriginal Peoples. We need to continue to focus and develop prevention and screening strategies to ensure Aboriginal Peoples in Ontario have access to the highest quality cancer services close to home.



Ms. Monique Raymond

Métis Nation of Ontario
Joint (Cancer Care) Ontario-Aboriginal Cancer Committee
Co-Chair

My name is Monique Raymond; I am a Manager of the Health Branch with the Métis Nation of Ontario. I am proud to serve as the co-chair for the Joint Ontario Aboriginal Cancer Committee (JOACC).

JOACC provides overall guidance, advice and support to Cancer Care Ontario as it develops and implements the Aboriginal Cancer Strategy.

JOACC's vision is to honor the Aboriginal path of well-being. Through the Aboriginal Tobacco Strategy we support our young People on their path to developing tobacco wise communities. A Tobacco Wise community knows the difference between traditional tobacco and commercial tobacco and has the knowledge, commitment, resources and skills to mobilize and deploy strategies to promote and protect the well being of it's members.

A couple of ways we have channeled this support is in the Mass Media campaign where Aboriginal youth were involved in the creation of mass media messages. These messages focused on de-normalizing the use of commercial tobacco and educating youth about traditional tobacco. The first campaign concentrated on educating urban Aboriginal youth about traditional tobacco and the upcoming campaign targets the on-reserve population.

The next step that the ATS took to support communities in this initiative was through capacity building project grants. The project grants use various mediums to engage and empower Aboriginal youth. We look to mobilize communities into action so that they can address the issue of commercial tobacco usage. This is done through re-discovering original stories and understanding the traditional uses of tobacco.

Through the Aboriginal Youth Summit we have created a comprehensive Youth Action Plan designed to raise youth awareness towards the establishment of a Tobacco Wise Community. The Summit allowed Aboriginal Youth the opportunity to have meaningful involvement in the development of an action plan.

On behalf of JOACC I hope that we have inspired you to share your ideas and thoughts and empowered you to take action and become actively involved within your community in creating a Tobacco Wise environment.

Be Tobacco Wise...Keep it Sacred!



Ms. Caroline Lidstone-Jones

Aboriginal Cancer Care Unit, Cancer Care Ontario
Director

On June 12, 2006, I became the Director of the Aboriginal Cancer Care Unit. It has been an exciting year filled with learning and further development as the unit actively implements the Aboriginal Cancer Strategy in Ontario. The Unit has extensively worked on increasing our profile within the Aboriginal communities across Ontario. To date, we have seen approximately 250 front line workers and community members from various First Nation, Métis and Inuit communities. The purpose of the visits was to implement an informal needs assessment process to gather information from the grassroots as it pertains to the cancer spectrum. The data collected from these visits has been invaluable and has assisted in further refining our strategy so that it is most applicable to the needs of our stakeholders.

As a result of the needs assessment we have created the community learning series. The goal of the series is to create culturally appropriate prevention and screening resources that increases the knowledge capacity of communities to educate their members about cancer. Currently, the unit is working in partnership with the Canadian Cancer Society and the North East Regional Cancer Centre to develop an education module on colorectal cancer. The module includes: a facilitator's manual, a set of playing cards, a teaching wheel, and poster series on colorectal cancer. Once completed the community learning series contents will be focus tested in six locations throughout Ontario to ensure the information is user friendly and knowledge transfer can occur at the community level. Implementation of the intervention is expected to occur in early 2008.

In March 2007, the Aboriginal Tobacco Strategy hosted the first Aboriginal Tobacco Youth Summit in Toronto. The Summit was funded through the Ministry of Health Promotion and we were pleased to have Minister Watson join us at the opening ceremonies. One hundred seventy nine (179) First Nation, Métis and Inuit youth received travel sponsorship to attend the event. A major outcome from the event was the creation of a youth informed action plan for tobacco. This action plan will be incorporated into the Aboriginal Tobacco Strategy and we will share it with our Aboriginal Tobacco Strategy Working Group and the Joint Ontario Aboriginal Cancer Committee to aid in informing them of the youth voice for tobacco prevention.

The creation of a research agenda is also a key priority for ACCU to address significant gaps in Aboriginal research. In order to assist in addressing the current gaps ACCU has taken the lead in the following projects: the design of an Aboriginal specific research protocol for Ontario and the establishment of a research 101 manual for communities to understand cancer-related research. ACCU is also working in partnership with the Surveillance and Research unit on the following: Aboriginal attitudes towards colorectal screening – telephone survey; Cancer Incidence, Mortality and Survival in Ontario First Nations People: An Update to 2004; Cancer Risk Factors in Ontario Aboriginal Populations; and Determinants of Breast Cancer Survival in Ontario First Nations Women: Towards Improving Health.

On a side note, I would like to give acknowledgement to my staff within the unit. Their time, dedication and commitment have been incredible and have assisted in advancing the Aboriginal Cancer Strategy for Ontario. Again, it has been an exciting year and I look forward to creating further relationships at the grassroots level.

Executive Summary

The Aboriginal Cancer Care Unit (ACCU) of Cancer Care Ontario, with the guidance and support of the Joint Ontario Aboriginal Cancer Committee (JOACC), had a successful year in moving the cancer agenda forward in Ontario's Aboriginal communities. Guided by a mission to honour the Aboriginal path of well-being, the ACCU planned, designed and delivered various components of the Aboriginal Cancer Strategy and the Aboriginal Tobacco Strategy.

The ACCU vision emphasizes collaborative partnerships with Aboriginal communities to ensure that Aboriginal people have timely, equitable access to an integrated system of excellent, coordinated and efficient programs in prevention, early detection, care, education and research.

This report provides descriptive highlights of the activities and their outcomes for the 2006-2007 year. The highlights include, but are not limited to:

- The Aboriginal Tobacco Strategy has funded 15 community based, capacity building projects using the mediums of sports and recreation, media and the arts to engage youth aged 8 to 14 to learn the difference between commercial and traditional tobacco and to promote tobacco wise communities.
- An Aboriginal Youth Summit was held in March 2007 to design a 5-year Youth Action Plan to create tobacco-wise communities. This summit ensured Aboriginal youth had an opportunity to have meaningful involvement in the formulation of the plan.
- A province wide youth mass media campaign was launched; focusing on tobacco wise messages and products that engage and reach urban Aboriginal youth between 10 and 24 years of age. The media campaign was highly successful producing a 5-year Action Plan and the lessons learned are being used to plan and produce a media campaign for First Nations youth.
- Consultation occurred with various community groups, including health care professionals, on the issue of colorectal cancer and its impacts on the Aboriginal community. The information is being used to design and advocate for an educational learning series that will address a broad range of topics related to colorectal cancer in the Aboriginal community.
- With input from various Aboriginal groups, a strategy to improve the ACCU newsletter was created. The strategy provided direction on design, content, distribution, and language. The first redesigned newsletter was launched on November 2006.
- The ACCU, in partnership with several cancer and Aboriginal organizations, have received funding from the Ontario Trillium Foundation to develop a culturally appropriate video to demystify cancer treatment for Aboriginal people.
- The ACCU, working in consultation with CCO scientists and JOACC members, is developing research projects specific to Ontario's Aboriginal people. For example, the ACCU collaborated with health researchers to gather data on awareness and attitudes regarding colorectal cancer screening.
- First Nations surveillance data on morbidity and mortality are currently being updated to determine cancer incidence, mortality and survival rates in Ontario First Nations in comparison to the general Ontario population.
- Funding was provided to the Juravinski Cancer Centre in Hamilton, Ontario to pilot an Aboriginal Patient Navigator program designed to assist Aboriginal patients and their families navigate the Ontario cancer system. Evaluation findings will assist the ACCU in developing a system-wide navigation program.

Joint Ontario-Aboriginal Cancer Committee

In 1996, the Joint Ontario Aboriginal Cancer Committee (JOACC) was established in recognition that traditional western methods of delivering health care services did not reach the Aboriginal population to the same extent as the general population. The JOACC provides guidance and advice to Cancer Care Ontario (CCO) as it develops and implements strategies to reduce the incidence of cancer among Ontario's Aboriginal populations.

The JOACC is a sixteen member committee comprised of Aboriginal representatives from each of the nine provincial/territorial Aboriginal organizations (PTOs), including a representative from the Independent First Nations, and representatives from Cancer Care Ontario. The Committee receives spiritual guidance and support from an Aboriginal Elder and is co-chaired by one member representing the Aboriginal organizations and one member representing Cancer Care Ontario.

In 2006, JOACC experienced a natural state of flux resulting in renewed energy in the form of in-coming

representatives to replace retiring members. The ACCU would like to acknowledge the contributions of the following longstanding JOACC members for their valued insight, wisdom and commitment to the Aboriginal Cancer Strategy and the Aboriginal population as a whole.

- Dr. Chandrakant Shah, practicing clinician
- Dr. Verna Mai, Cancer Care Ontario
- Cathryn Mandoka, Association of Iroquois and Allied Indians
- Germaine Elliott, Ontario Métis Aboriginal Association
- Helen Cromarty, Nishnawbe-Aski Nation
- Carole Burke, Ontario Federation of Indian Friendship Centres



JOACC Meeting Toronto, May 2006

Aboriginal Elders

ABORIGINAL ORGANIZATIONS	CANCER CARE ONTARIO
<p>Rotating co-chair</p> <ul style="list-style-type: none"> • Association of Iroquois and Allied Indians • Grand Council Treaty #3 • Independent First Nations • Métis Nation of Ontario • Nishnawbe-Aski Nation • Ontario Federation of Indian Friendship Centers • Ontario Native Women's Association • Union of Ontario Indians 	<p>Division of Preventive Oncology:</p> <ul style="list-style-type: none"> • Vice President (co-chair) • ACCU staff • Surveillance Unit director • Prevention (as needed) • Screening (as needed) <p>STAKEHOLDERS</p> <ul style="list-style-type: none"> • Regional Vice-Presidents (rotate) • Canadian Cancer Society • Practicing Clinician

Aboriginal Cancer Care Unit

The Aboriginal Cancer Care Unit (ACCU) is one of five units within the Division of Preventive Oncology, Cancer Care Ontario. With the guidance and support of the JOACC, the ACCU works towards improving the cancer outcomes for Ontario's Aboriginal people through the delivery of its Aboriginal Cancer Strategy and the Aboriginal Tobacco Strategy. The Aboriginal Cancer Strategy is based on a wholistic approach to cancer prevention, screening and research.

Cancer is a serious public health concern for Ontario's Aboriginal people, as it is for most Ontarians. Although the rate of new cancer cases is lower in First Nations people (registered status Indians), rates rose between 1968 and 2001 and became more similar to or surpassed rates in Ontario as a whole. Cancer in Aboriginal people is diagnosed at much later stages. The 5-year survival rate is also much lower than that of the general population.

The increase in cancer rates among Ontario's First Nation people can be attributed to the rise in colorectal cancer which shares several risk factors to Type 2 diabetes, another health issue with rising incidence rates in the Aboriginal population. The incidence for lung cancer has also been increasing. Smoking commercial tobacco is the most important risk factor for lung cancer. This behavior has also been linked to an increased risk of colorectal cancer development.

According to the First Nations Regional Health Survey 2002/03, prevalence rates of smoking commercial tobacco by First Nations people in Canada is 58%, with younger adults (less than 50 years of age) having the highest rates of daily smoking. First Nation youth aged 15 -17 have considerably higher smoking rates compared to Canadian youth of the same age. First Nation girls have a smoking rate of 61% compared to Canadian girls with a rate of 15%. For First Nation boys, the smoking rate is 47%, considerably higher than the Canadian boy's rate of 13%.

¹ See Appendix 1 for Community Listing

Health Promotion

Cancer is a major health problem in the Aboriginal population of Ontario. While there is still less cancer in First Nations and Métis people, the rate is going up and is now almost the same as the rest of Ontario.

The ACCU, through its Aboriginal Cancer Strategy and tobacco strategy, works for, and with communities, to improve the cancer outcomes for Ontario's Aboriginal people. One of ACCU's main focus areas is the design of a Community Learning Series. This train-the educator approach will provide First Nations and Métis communities with the ability to respond to rising rates of colorectal cancer cases. Our main goal is to offer training to frontline service providers. Training will cover education on prevention, screening, diagnosis, treatment, supportive care and palliative care.

Community Needs Assessment

Several discussion groups were conducted with Aboriginal community organizations¹ and front line workers to solicit feedback about cancer screening services in Ontario. These sessions were well received and generated input and feedback from key frontline service providers on the development of the community learning series, barriers and solutions to screening challenges and formation of a research agenda.

The following is a summary of the Community Needs Assessment's key outcomes:

- The need to develop culturally appropriate materials about cancer for Aboriginal people is essential.
- There is a lack of available information regarding Aboriginal cancer facts (incidence, research, interventions etc.)
- Literacy level must be targeted at around the grade 4 – 5 level. There is a need to explain cancer terminology in plain language
- Aboriginal language considerations are important to enhance communication and

education efforts

- Materials for general community members must be fun, interactive and assist in reducing fear about the topic of cancer

As a result of feedback, we decided we need to begin developing and finding innovative ways of producing educational resources and tools for front line workers.



Community Learning Series Consultation Group at Moose Factory Hospital, April 2007

Community Learning Series

The ACCU continues to work towards creating sustainable capacity within First Nations and Métis communities to respond to their colorectal cancer health care and educational needs. One of the major initiatives to assist in achieving this is the creation of the Community Learning Series (CLS). The goal of this initiative is to enhance and build knowledge at the grassroots level among Aboriginal health care providers to aid in understanding the Ontario cancer system and to promote cancer screening as a form of prevention and early detection.

The objectives of this series are:

- To design a culturally appropriate learning series for First Nations and Métis communities pertaining to understanding the cancer continuum from the perspectives

of: prevention, early detection, diagnosis, treatment, supportive and palliative care

- To build internal capacity for frontline service providers to respond to their communities' cancer education needs

The first major projects tied to the learning series are as follows:

Cultural Resources

- The creation of a culturally appropriate learning manual about cancer for front line workers
- The creation of a poster about colorectal cancer linked to the Seven Grandfather Teachings
- The creation of a teaching wheel linked to the signs and symptoms of colorectal cancer

Activities

- The development of a set of playing cards with colorectal cancer messages

The ACCU views this series as a major stepping stone into linking up and partnering with Aboriginal communities and mainstream health service providers. Currently there are two community partners working on the development of the Community Learning Series with the ACCU: The Canadian Cancer Society – Ontario Division and Northeastern Ontario Regional Cancer Centre (Sudbury).

Community Outreach

The ACCU continues to increase visibility and awareness to the communities and organizations across Ontario. In 2006- 2007 the ACCU engaged in the following activities:

- Visited ten First Nations (on and off reserve) and Métis communities
- Six presentations were delivered to Provincial Territorial Organizations, government, Telehealth and universities
- Seven community events were attended to promote the work ACCU is engaged in to advance the Aboriginal Cancer Strategy²

² See Appendix 2 for Community Listing

ACCU Newsletter

One of ACCU's primary communication tools with community members is its newsletter. Until mid-2006, three full length issues were produced and disseminated. The subject matters covered were: the Aboriginal Tobacco Strategy, Sacred Smoke (Traditional Tobacco) and Colorectal Cancer and Healthy Eating.

As part of the Unit's restructuring efforts to enhance effective information delivery to its target audience, a newsletter improvement strategy was completed in June 2006. An external contractor was secured to conduct three focus groups in London, Toronto and Thunder Bay. Additionally, feedback was solicited from identified recipients from the ACCU's dissemination list via a fax-back survey.

A major finding indicated that the newsletter, in its current format, failed to garner much community interest. The Newsletter was viewed as a corporate report and did not speak to or attract the attention of its intended target audience, the Aboriginal community at large. The cover page was viewed non-Aboriginal specific and content was lengthy and effusive.

Other findings included:

I. Content:

- Messages must be explicit: make a direct connection between food and cancer, weight and cancer, smoking and cancer
- Provide information on promotion of early screening and access to services
- Minimize text content
- Provide information on Support Groups: location of existing groups, how to start a support group
- Information on reliable cancer resources
- Include survivor stories
- Vary content to include north and south profiles
- Aboriginal people relate to and respond to humor. Use humor to provide levity in such serious topics (ex. consider a comics portion)

- Mental health issues may be considered as a topic: how has residential schools and its effects and aftermath affected peoples' inclination to access screening tests that are considered invasive?
- Provide practical guidelines ex. for CRC screening, what tests are available, what age groups are recommended?

II. ATS: Points for consideration:

- A strategy rooted in traditional tobacco beliefs would not necessarily influence community members following Christian beliefs
- Aboriginal youth do not associate cigarettes with traditional tobacco and there is a need to target much younger age groups. Consider role modeling with highly recognizable figures such as sports champions
- Focus on preventing smoking initiation (i.e. in youth)
- Focus on harm reduction
- Provide an explicit relationship between smoking and cancer: types of cancers caused by smoking and the use of shock value to educate and influence behavior

III. Translation:

- Important to continue to do this if solely for symbolism of respect to language preservation
- Consider use of e-distribution to minimize cost with hard copy production
- Rotate translation: that is, not necessary to translate all issues in all languages
- Consider translating to Inuktitut since this group has a higher literacy rate in their traditional language

IV. Literacy:

- If issues are to target health service providers, language should be at the grade 8 level
- If the target is community members, then consider aiming at grade 5-6 level

Based on the findings of the improvement strategy report, the ACCU has made considerable amendments to its newsletter format. The new design consists of one page, printed front and back,

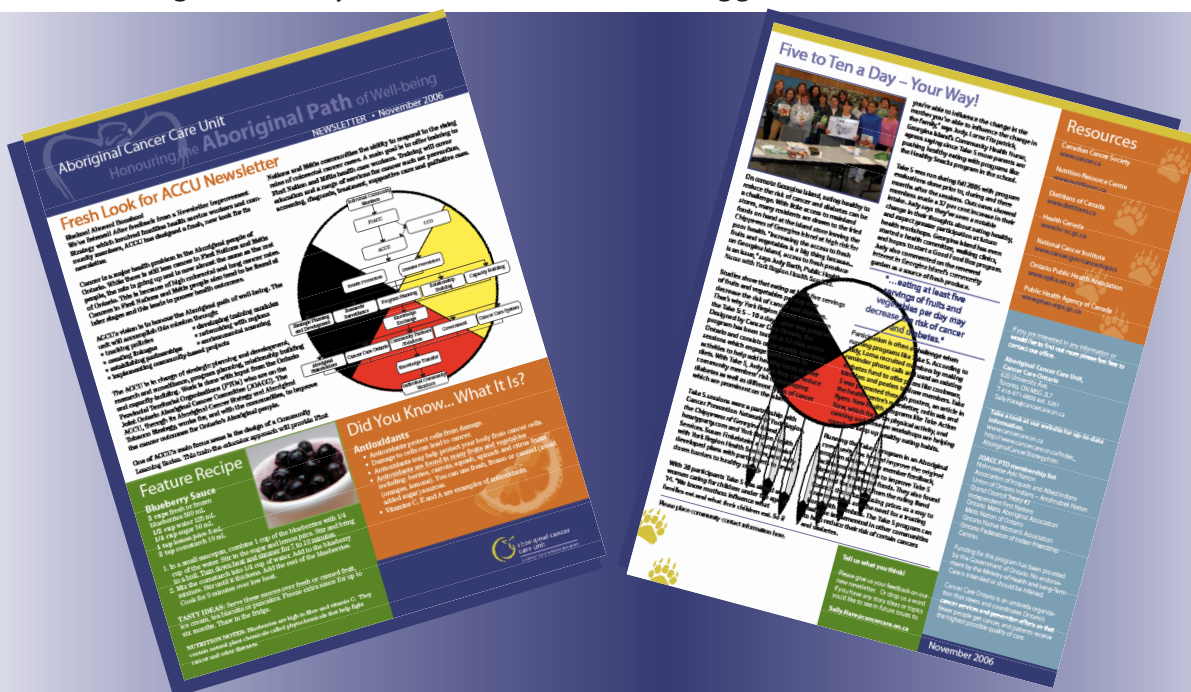
with clear identification of the unit with Aboriginal art and symbolism. With the revised, shortened format, the Unit is able to financially support quarterly production and distribution. In addition, one newsletter per fiscal year will be translated into an Aboriginal language.

The core components of the revamped newsletter include:

- **Feature story:** This will speak to the subject matter dedicated to that issue. The ACCU has initiated featuring community interest stories as

a means of information/resource sharing and to highlight successes at the community level.

- **Did you know section?:** will focus on defining cancer terminology
- **Recipe section:** to promote healthy eating and utilization of traditional foods and ingredients
- **Resource section:** listing of reliable sources of web or print information related to the issue's subject matter
- **Contact information:** to enable request for additional information, resources or story suggestions



Question	Rating	Comments
Rate the appeal/look	63% rated "great" 36% rated "good" to "fair"	More information on...: Listed in descending order: • Traditional & alternative healing (89 responses) • How to prevent cancer (76 responses) • Signs and symptoms (75 responses) • Food & nutrition and stories from survivors (61 responses each) • Support for patients & families (53 responses) • Smoking cessation (43 responses) • Screening programs (36 responses)
Is the information easy to understand?	94% indicated "Yes"	
Is the newsletter a useful cancer prevention information tool?	96% indicated "yes"	
Overall comments for improvement		<ul style="list-style-type: none"> • Many indicated a need to have larger font size • Several comments touched on distribution/reach to communities • A couple of comments on more research information • Information on youth: smoking, childhood cancer, positive profiles/role models • The majority of feedback: "Perfect... no improvement needed"

On November 2006, a pilot test of the new format for the newsletter was launched at the Aboriginal Festival held at the Rogers Centre. Feedback was solicited from passers-by at the two day festival. The new format was well received and endorsed. The ACCU is continuing to make improvements to this vital communication tool.

Aboriginal Cancer Care Video Project

ACCU, one of eight cancer and Aboriginal organizations, after two years and several unsuccessful submissions, announced a significant grant of \$225,000 from the Ontario Trillium Foundation. The media announcement in Sudbury on January 18, 2007, received substantial print and television coverage. The announcement was picked up by the CTV local affiliate and Channel 8 as well as Sudbury Star and Timmins Daily Press to name a few.



Aboriginal Cancer Video Project, Working Group

Using the voices of Aboriginal cancer survivors and their family members, the goal of the video is to ultimately increase access to wholistic cancer information, promote screening as a form of prevention and to encourage Aboriginal people to seek early treatment. In addition, mainstream medical personnel will also gain an understanding of the Aboriginal worldview of cancer management. The eight-member collaborative involves

participation from: Shkagamik-kwe Health Centre, N'Swakamok Native Friendship Centre, and the Aboriginal Cancer Care Unit of Cancer Care Ontario, the Regional Cancer Program of Hôpital regional de Sudbury Regional Hospital, Weeneebayko Health Ahtuskaywin, Mnaamodzawin Health Services Inc., Canadian Cancer Society and the Sudbury Métis Council of the Métis Nation of Ontario. The video is currently in production and will be ready later this year. To ensure that critical information is being delivered in the most effective way possible, it will be made available in French and several Aboriginal languages: Cree, OjiCree, Ojibwe, Mohawk and Michif.

The most important impact of the video will be to positively influence treatment and survivorship decisions, earlier detection of cancer, identify the wholistic strengths of the community and address language and cultural barriers in the description of treatment modalities.

The collaborative also serves to provide a forum to support Ontario First Nations and Métis peoples' ownership in planning, designing and implementing a culturally-appropriate cancer education resource tool.

Research

The ACCU's role in the development and consultation in various research projects demonstrates the Unit's continued efforts to move the Aboriginal cancer agenda forward in regards to increasing awareness about the incidence rates, risk indicators and health determinants.

The following research projects are being assisted by ACCU:

- Designing an Aboriginal Specific **Research Agenda** for Ontario which will identify research priorities for Aboriginal communities across Ontario
- Designing an Aboriginal specific **Research Protocol** for Ontario that will provide

assistance to CCO scientists and researchers on culturally appropriate approaches to research especially with regard to the OCAP (Ownership, Control, Access, Possession) principles. Communities have identified challenges and strategies to address research needs, how to conduct research in Aboriginal communities, who is in the position of authority to hold discussions with and to support projects (such as Chief and Council, health authorities, professional service provider groups), and lastly, how they wish to be informed about research.

- Developing a **Research Education Manual** for communities which will serve as a tool to provide a general introduction to the research process
- **Attitudes towards Colorectal Screening** research study. This telephone survey will examine gender attitudinal differences in Aboriginal males and females when determining participation in colorectal screening
- **Cancer Incidence, Mortality and Survival in Ontario First Nations People: An Update to 2004.** Surveillance data on cancer incidence, mortality and survival rates in Ontario First Nations in comparison to the Ontario population is currently up to the year 2001
- The ACCU, in collaboration with Surveillance Unit and Informatics, is working on developing **Cancer Risk Indicators** in Ontario's Aboriginal populations by extracting data from an existing database, the Canadian Community Health Survey. This will assist the ACCU with priority-setting and monitoring of progress of cancer prevention strategies
- **Determinants of Breast Cancer Survival in Ontario First Nations Women: Towards Improving Health Study.** The objective of the study is to determine whether stage of cancer at diagnosis differs between Ontario First Nations and non-First Nations women with breast cancer diagnosed in 1992-2001;

to determine whether survival for each stage differs between First Nations and non-First Nations women with breast cancer; and to examine factors that influence survival rates. Funding approval has been received from the Canadian Institute of Health Research

The ACCU recognizes and understands gaining and maintaining support through various research initiatives requires the support and understanding of the issues from the communities and it is important in moving the research agenda forward.

Aboriginal Patient Navigator



The Aboriginal Patient Navigator (APN) program is created to assist patients and their families to get through the maze of the Ontario cancer system. An individual Navigator is hired to work within the Regional Cancer Centre to assist any Aboriginal patients coming through the system.

One partnership currently underway is the Aboriginal Patient Navigator pilot project located at the Juravinski Cancer Centre in Hamilton, Ontario. The ACCU has provided a 1-year funding allocation to Juravinski Cancer Centre to pilot its patient navigator project. The Juravinski Centre was selected as the host site due to their location in Southwestern Ontario where they service close to 25,000 Aboriginal people living on and off reserve. The program is open to First Nations, Métis and Inuit patients.

The role of the APN includes:

- assisting patients and their families to access services
- educating, supporting and preparing patients

- for cancer care procedures
- explaining terminology
- assisting patients with filling out forms for benefits
- linking patients with Traditional Healers and Elders if they wish

The APN plays a central role in coordinating services for Aboriginal patients to help meet their physical, spiritual, mental and emotional needs at the Juravinski Cancer Centre.

This pilot project will be evaluated in March 2008. Results of the evaluation project will help inform ACCU in designing and implementing a system-wide navigation program.

Aboriginal Relationship Development Series

The Aboriginal Relationship Development Series is designed in response to outcomes identified within the 2002 "It's Our Responsibility" needs assessment. The purpose of the series is to deliver culturally appropriate training for health care professionals in the cancer field with the expectation that the training will aid in minimizing the cultural gaps in health management and assist in establishing meaningful relationships for both health care and Aboriginal communities.

This training is presently being revamped as a result of the evaluation completed in May 2006. Once revisions are complete the product will be focus tested.

Aboriginal Tobacco Strategy

Purpose

The Aboriginal Tobacco Strategy (ATS) was established in 2002/03 under the guidance of the Aboriginal Tobacco Strategy Working Group (ATSWG) and as part of the Aboriginal Cancer Strategy.



In 2004, the ATSWG reviewed the priorities of the ATS and as a result, developed the Tobacco Wise - Seven Generations Plan. Funded by the Ministry of Health Promotion, the mission of the ATS is to deliver a culturally competent strategy that supports Aboriginal people on their path to developing "tobacco wise" communities.

A tobacco wise community knows the difference between traditional tobacco and commercial tobacco and has the knowledge, commitment, resources and skills to mobilize and deploy strategies to promote and protect the health and well-being of its members. The core components of the strategy include:

- Community-based capacity building to advance community readiness and mobilization
- Health promotion
- Public education
- Collaborative partnerships and knowledge exchange

Tobacco Wise Seven Generations Planning is an ongoing process providing guidance to address the great need in all areas of tobacco work with Aboriginal people. This planning is important, as short-term initiatives do not work. A long-term commitment from stakeholders reflecting traditional values is necessary for putting Aboriginal worldviews into practice.

For this plan to be reflective of everything we hope it will be, it should give direction allowing for flexibility, for respect of different Nations and respect for the diverse communities. "We always talk about how things relate to other things" so this plan should be flexible so that communities have control. It needs to focus on the Aboriginal way of life and reflect Aboriginal values. We need to go back to Aboriginal values; we need to pass these values on to the next generations so that they will continue (ATS Seven Generations Plan, p.7-8).

Aboriginal Tobacco Strategy Working Group

The ATSWG is comprised of representatives from the JOACC and Community Tobacco Wise Champions who have been identified for their commitment

to and knowledge of tobacco related issues in the Aboriginal community. The Aboriginal Tobacco Strategy Working Group reports to the JOACC and seeks support and guidance throughout the delivery of the Aboriginal Tobacco Strategy.

The group is an integral part of the strategy and acts primarily to:

- Provide guidance that is rooted in community-based knowledge and action
- Act as a support mechanism for consultation and mutual capacity building
- Aid in dissemination strategies

ATS Working Group members:

- Craig Abotossaway, Aundeck Omni Kaning First Nation
- Chris George, Southwold, Ontario
- Janet Gordon, Sioux Lookout First Nation Health Authority
- Betsy Mandamin, Grand Council Treaty #3
- Diane Richmond, Marathon, Ontario
- Sarah Watts, Youth Representative
- Monique Raymond, Métis Nation of Ontario
- Jessica Hill, Ontario Federation of Indian Friendship Centres

Community Capacity Building Projects

The Aboriginal Tobacco Strategy (ATS) Seven Generations Plan has identified youth as an immediate priority in addressing the problem of commercial tobacco use in Aboriginal communities. In response, the ATS sponsored fifteen (15) community based capacity building projects³ that focus on Aboriginal youth 8 to 14 years of age. The projects engaged Aboriginal youth in meaningful and empowering experiences using sports, recreation and fitness, media, and the arts as mediums for learning about traditional and commercial tobacco use and for promoting tobacco wise lifestyles.

The Community Capacity Building Projects are a significant component of the Aboriginal Tobacco Strategy. Funding to communities is allocated via a request for proposals process. Based on the number of submissions received by ATS, there is a growing interest to initiate or sustain tobacco-wise projects that encompass prevention, promotion, cessation, protection, research and evaluation.

It is ATS' intent that recognition is given to acknowledge community diversity and varying levels of readiness when evaluating requests for funding submissions. ATS provides support to communities by facilitating the building and sharing of developed resources and promising practices.

Aboriginal Youth Summit

**KEEP IT
SACRED**



ABORIGINAL YOUTH
SUMMIT
MARCH 30-31, 2007

One of the priorities identified in the Aboriginal Tobacco Strategy (ATS) Seven Generations Plan is Aboriginal youth and the need to empower them to make healthy decisions and be active contributors in the creation of tobacco wise communities. In response, an Aboriginal Youth Summit was coordinated and took place on March 29-30, 2007. Summit funding is from the Ministry of Health Promotion and targeted to youth between the ages 14 to 24 years. Youth participation involved on-reserve as well as off-reserve and Métis involvement. The goal of the two-day Summit is to establish a youth informed plan for addressing the problem of commercial tobacco use by Aboriginal youth.

³ See Appendix 3 for a description of the 2006-2007 funded projects.

The youth Summit objectives are:

- to provide culturally competent educational workshops on commercial and traditional tobacco
- to provide wholistic education regarding the impact of commercial and traditional tobacco
- to build motivation, knowledge and skills that will facilitate individual and community action to promote and protect Aboriginal youth against the harms caused by commercial tobacco
- to engage youth in critical thinking processes that identify what needs to happen in Aboriginal communities to prevent and/or stop youth from smoking
- to integrate the youth defined action plans into future ATS planning and strategic delivery
- to build a sustainable body of Aboriginal youth tobacco champions



Minister Jim Watson with Youth Summit participants

A Youth Planning Committee, in collaboration with ATS representatives, played a key role in planning the summit design. The first day of the summit was dedicated towards engaging youth in empowering team-building processes that built knowledge, skills and confidence. The Summit allowed youth to attend educational workshops on both traditional and commercial tobacco. The second day allowed for opportunities of dialogue from youth regarding

actions required to prevent and stop Aboriginal youth from smoking. A final report from the Summit will detail the youth-directed ideas and actions discussed and these will be integrated into future ATS planning linked to the Aboriginal Cancer Strategy.



Urban Aboriginal Youth Mass Media Campaign

"Do You Know The Difference?"

Purpose

The province-wide media campaign was formally launched in May 2006. The first of its kind, the mass media campaign focused on tobacco wise messages and products that engage and reach Aboriginal youth between 10 and 24 years of age living in urban and rural communities. The goal of the campaign was to increase the awareness of youth in the differences between traditional and commercial tobacco use. The objectives were to educate youth regarding traditional and commercial tobacco and to ultimately denormalize and reduce the use of commercial tobacco in Aboriginal communities.

Youth Informed

A key component to the success of the mass media campaign was the engagement of urban Aboriginal youth. An Aboriginal Mass Media Working Group was formed to engage youth in action and dialogue regarding tobacco, and to ensure the campaign and products reflected the perspectives of Aboriginal youth. Guidance and traditional knowledge was provided by an Aboriginal Elder.

As active contributors in creating tobacco wise Aboriginal communities, youth played a key role throughout the design and delivery of the urban Aboriginal youth mass media campaign. By facilitating dialogue with youth, a creative platform was determined based on the premise that youth need to understand the difference between traditional and commercial tobacco, and that once informed, youth were more likely to take personal action to protect their health and honor their heritage.

Media Content

The urban Aboriginal youth mass media campaign consisted of ten media components:

1) Social marketing and educational items: “Be Tobacco Wise . . .Keep it Sacred” was branded onto three youth-oriented products (silicone wristbands, license holders, and hockey pucks) to promote the Aboriginal Tobacco Strategy. The items were widely disseminated to Aboriginal youth at strategically identified youth cultural gatherings, sports and educational events.

2) Portable campaign booth: A 10' x10' booth was used at large, youth attended events to promote the media messages by profiling campaign posters and other products providing an informal educational experience for Aboriginal youth.

3) Radio advertising and CD: Two-30 second radio ads were created for urban radio stations, while 60 second radio ads were created for college and university stations. The ads

were also created to bring unique male and female versions of the same message. In addition, these were recorded onto a compact disc and included in the media toolkit disseminated to partner organizations to use in their own campaigns.

4) Posters:

Two posters were produced, included in the media toolkit and posted as downloadable resources available on the campaign website. A female-featured poster targeted Aboriginal youth aged 17 to 24, and a male-featured poster targeted Aboriginal youth aged 10 to 16.



5) Newspaper inserts:

As with the posters, two newspaper inserts were produced, featuring a male and a female youth, targeting specific age groups. The inserts were distributed in Aboriginal community newspapers, included in the media toolkit and featured on the campaign website as downloads.

6) Web banners:

Two web banners were created linking the Traditional Tobacco messages to other websites. They are featured on Aboriginal websites and are intended to link youth with the www.tobaccowise.com website.

7) A campaign website:

The campaign website was designed as a forum for sustaining and furthering the campaign goals, and to provide more detailed information on commercial and traditional tobacco. Many campaign components, such as the radio ads and posters, were linked to the website as a “call to action” for the

youth to visit and learn more about tobacco at www.tobaccowise.com. The website contains a media library where campaign items can be downloaded.



8) A video:

A 30 minute video, entitled “Sacredly Stoked”, was developed by Akwesasne First Nation through a youth capacity building project funded by the Aboriginal Tobacco Strategy. Local youth and Elders were involved in developing the youth-targeted video, which features youth and Elder dialogues on the difference between commercial and traditional tobacco.

9) Information booklet:

The information booklet provides an overview of the mass media toolkit. The booklet provides background information on the ATS, facts on commercial and traditional tobacco, and describes the mass media campaign and its components. In addition, it also features a motivational section that provides ideas on how to use the toolkit and get Aboriginal youth involved.

10) Mass media toolkit:

The toolkit was developed to disseminate the campaign items to Aboriginal partners across Ontario. It includes some of the mass media products that were created in the campaign: the information booklet, wristbands, hockey pucks, newspaper inserts, posters, radio ads (CD) and a Sacredly Stoked DVD.

Evaluation of the Campaign

An evaluation of the urban youth mass media campaign was conducted in June 2006. In summary, the campaign demonstrated success in achieving its objectives. There was substantial improvement to the level of awareness regarding tobacco use, including the difference between traditional and commercial tobacco use for Aboriginal people. In addition, the evaluation results indicated a decrease in the level of youth who reported smoking or where seriously considering quitting. Given the success of the campaign, several recommendations were presented to support delivering the mass media campaign once again.

As a result, the Aboriginal Tobacco Strategy is currently working with a consultant to conduct focus group meetings with First Nations youth and to design and develop media components and products. The objectives of the First Nations youth campaign is to increase the level of awareness on the difference between commercial and traditional tobacco use for First Nations people, and to revise and distribute existing posters and public service announcements that target First Nation youth aged 10 to 24.

Ontario Tobacco Control Conference “Investing in Social Change”

The Aboriginal Cancer Care Unit collaborated with the Ontario Tobacco Control Conference Planning Committee (OTCC) and formed the Aboriginal Sub-Committee. The Sub Committee coordinated, facilitated and managed the Aboriginal conference component, including Aboriginal-specific workshops, and implemented strategies to increase Aboriginal involvement and participation at the conference.

The conference was hosted in Niagara Falls, Ontario, in December 2006. The objectives for the conference were to:

- profile tobacco control progress under the Smoke-Free Ontario Strategy;
- examine leading tobacco control initiatives and best practices;
- make tobacco a priority issue among health

- professionals and the broader community;
- highlight tobacco control research and link research, program and policy;
- strengthen the tobacco control network;
- ensure issues pertaining to Aboriginals, Francophones and youth are addressed and to empower all attendees with knowledge and tools to effectively engage in tobacco control; and,
- map the future course of tobacco control in Ontario.

Closing Statement

The Aboriginal Cancer Care Unit is working diligently to continue to build the foundation for a culturally competent Aboriginal Cancer Strategy that is based on a wholistic approach to cancer prevention, screening and research. By going to the people, the ACCU is moving forward in addressing the needs identified by the people. The Aboriginal communities have spoken in the path they wish to se traveled in meeting their needs and closing the gaps to cancer services.



Appendix 1 Community Outreach

Where	Purpose
Batchewana First Nation	<ul style="list-style-type: none"> o Delivered a presentation on ACCU current activities and the Aboriginal Cancer Strategy o To engage in an informal needs assessment about cancer and cancer services to gain feedback about: current capacity in Aboriginal communities for cancer services barriers to cancer screening o To engage in a discussion about the community learning series o To engage in a discussion about community-based research o Identification of needs o Identification of barriers / challenges
Garden River First Nation	
Sault Ste Marie Indian Friendship Centre	
Métis Nation of Ontario Sault Ste. Marie Health Branch	
Métis Nation of Ontario – Thunder Bay Health Branch	
Shkagamik-Kwe Health Access Centre	
North Shore Tribal Council, Blind River	
Métis Nation of Ontario – Toronto Health Branch	
Six Nations of the Grand River Territory	
<ul style="list-style-type: none"> o Health Branch Staff o First Nations Inuit Health staff 	
Métis Nation of Ontario – Ottawa Health Branch	

Community Outreach

Where	Purpose
Northeastern Ontario Regional Cancer Centre	<ul style="list-style-type: none"> o Provide feedback into the creation of an Aboriginal specific outreach position for prevention and screening in the region o To engage in partnership discussions about the community learning series
Northwestern Ontario Regional Cancer Centre Aboriginal Cancer Committee	<ul style="list-style-type: none"> o To meet and interact with the Aboriginal Committee in Thunder Bay region o Delivered a presentation on ACCU current activities and the Aboriginal Cancer Strategy o To engage in an informal needs assessment about cancer and cancer services to gain feedback about: current capacity in Aboriginal communities for cancer services barriers to cancer screening o To engage in a discussion about the community learning series
Cancer Care Manitoba – Aboriginal Program	<ul style="list-style-type: none"> o Delivered a presentation about the Aboriginal Cancer Strategy of Ontario o Engaged in potential partnership discussions with Cancer Care Manitoba
Juravinski Regional Cancer Centre - Hamilton	<ul style="list-style-type: none"> o Aboriginal Patient Navigator implementation and support of the pilot project
Aboriginal Festival – Rogers Centre, Toronto	<ul style="list-style-type: none"> o Resource booth for ACCU and ATS o Introduced the revised version of the newsletter for comment by community members
Trent University – Elder’s Gathering	<ul style="list-style-type: none"> o Resource booth for ATS
Little NHL	<ul style="list-style-type: none"> o Resource booth for ATS

Appendix 2 Community Presentations

Where	Purpose
Ontario Federation of Indian Friendship Centres – Life Long Care Workshop	<ul style="list-style-type: none"> o Delivered a presentation on ACCU current activities and the Aboriginal Cancer Strategy o To engage in an informal needs assessment about cancer and cancer services to gain feedback about: current capacity in Aboriginal communities for cancer services barriers to cancer screening o To engage in a discussion about the community learning series
First Nations Inuit Health Branch – Dietitians and Nutritionist Annual Meeting	<ul style="list-style-type: none"> o To discuss about Aboriginal health risk factors o To gain feedback on the community learning series concept
Telehealth Presentation	<ul style="list-style-type: none"> o on the Community Learning Series to remote access communities in Northern Ontario
HEAL Conference – Ministry of Health Promotion	<ul style="list-style-type: none"> o presentation on Aboriginal Active Living and Healthy Eating
Trillium Foundation Media Release	<ul style="list-style-type: none"> o for the Aboriginal Video Project on Cancer
University of Toronto	<ul style="list-style-type: none"> o Nursing Students presentation on Aboriginal Health <ul style="list-style-type: none"> o Access to o Wholistic framework to disease management

Appendix 3 Community Capacity Building Projects 2006-2007

Sponsor for Community Project	Project Name	Project Description
<p><i>Wabano Centre for Aboriginal Health, Ottawa</i></p> <p>Contact: Director of Health Services 1-613-748-0657</p>	<p><i>Mino-Babamadizin "A Good Health Journey"</i></p> <p>Funding: \$8,500</p>	<ul style="list-style-type: none"> o for youth aged 8-12 o focus on healthy lifestyle education and increased self-care capacity o use of various experiential learning opportunities - the arts, cultural teachings, and physical activity to promote tobacco wise messages o linkages included: Ottawa Public Health Exposure program and Live It Up, a youth-driven, youth-facilitated physical activity program.
<p><i>De dwa da dehs ney>s Aboriginal Health Centre, Hamilton</i></p> <p>Contact: Health Promotions 1-905-544-4320</p>	<p><i>Mino Sayma "Sacred Tobacco"</i></p> <p>Funding: \$10,000</p>	<ul style="list-style-type: none"> o for youth aged 8-12 o three approaches (school health fairs, Binashee peer educator program and Makwa program) incorporated the arts and cultural teachings to promote tobacco wise, healthy lifestyle choices
<p><i>Emily C. General Elementary School, Six Nations</i></p> <p>Contact: School Principal 1-519-445-4665</p>	<p><i>"Living Our Traditions"</i></p> <p>Funding: \$10,000</p>	<ul style="list-style-type: none"> o target - grades 6 to 8 o art-focused project in photography and traditional Haundenosaunee artistic opportunities (loom work, beadwork, clay pottery) o enhance native self-image o embrace their culture and promote healthy lifestyle choices o youth engaged in research on tobacco o in-depth discussions regarding the difference between traditional and commercial tobacco highlighting the benefits of being smoke-free
<p><i>Sudbury Métis Council, Sudbury</i></p> <p>Contact: President 1-705-847-6847</p>	<p><i>"Youth Honouring Sema"</i></p> <p>Funding: \$10,000</p>	<ul style="list-style-type: none"> o youth aged 8-12 were engaged in the design and delivery of media approaches to educate other youth about tobacco wise lifestyles o utilizing the Little NHL Tournament as a forum, the youth hosted an interactive booth that offered an experiential activity that demonstrated the impact smoking has on dancing, which requires strong physical endurance and strength. o a video of the "dance contest" will be shared with other Aboriginal youth.
<p><i>Nawash Health Centre, Chippewas of Nawash Warton</i></p> <p>Contact: NADAP 1-519-534-3710</p>	<p><i>The Nawash Niish Tobacco Wise Adolescents</i></p> <p>Funding: \$9,600</p>	<ul style="list-style-type: none"> o focused on Aboriginal youth aged 7-12 o the youth acquired new knowledge and skills in the production of media messaging to promote tobacco wise communities o Nawash Elementary School teachers assisted the youth to create media messages by providing instruction through the language arts program in script writing, advertising techniques, one-liners and verbal skills o during a weekend media retreat, the youth used their new knowledge and skills to produce radio ads and videos of youth expressing their views on being tobacco wise o The project ended with a "Nish Red Carpet" show which showcased the media messages produced

Sponsor for Community Project	Project Name	Project Description
<p><i>Pic River First Nation Health Centre, Pic River</i></p> <p>Contact: Health Director 1-807-229-1836</p>	<p><i>Choose Not To Chew</i></p> <p>Funding: \$8,500</p>	<ul style="list-style-type: none"> o The project used the mediums of sport and media to engage youth aged 8-14 in promoting tobacco wise messages - specific emphasis on smokeless tobacco (chewing tobacco) o A traditional Elder and community health nurse provided the youth with cultural teachings on traditional tobacco and the harmful effects of commercial tobacco use o creating tobacco wise messages which were video taped into commercials for a local community TV channel o The winning creations were turned into posters that featured Ian Nabigon, a local role model and Para-Olympic athlete. Mr. Nabigon helped host a smoke-free skating/swimming event promoting tobacco wise lifestyles as a major factor that influences sport performance.
<p><i>N'Swakamok Native Friendship Centre, Sudbury</i></p> <p>Contact: Executive Director 1-705-674-2128</p>	<p><i>Fancy/Traditional Feather Dance and Roach Workshop</i></p> <p>Funding: \$10,000</p>	<ul style="list-style-type: none"> o project used native traditional dancing o regalia making o learning the art of dancing o youth aged 8-14 o learned about the difference between traditional and commercial tobacco
<p><i>Attawapiskat First Nation Education Authority, Attawapiskat</i></p> <p>Contact: School Principal 1-705-997-2114</p>	<p><i>Freedom from Tobacco Abuse 2007</i></p> <p>Funding: \$8,000</p>	<ul style="list-style-type: none"> o engaged youth, grades 3 to 12 in promoting tobacco wise healthy lifestyles by using the mediums of art, media, and cultural teachings o The youth attended a workshop with the Elders in their community, actively participating in an educational session related to the differences between traditional and commercial tobacco, respect for one's body, living a healthy lifestyle (including healthy eating) and respect for the traditional medicines o created tobacco wise messages featured on posters and radio ads for their local community
<p><i>Red Rock Band, Lake Helen Reserve Nipigon</i></p> <p>Contact: 1-807-229-1836</p>	<p><i>Let's Quit Together</i></p> <p>Funding: \$6,700</p>	<ul style="list-style-type: none"> o project used sports and recreational activities as venues for teaching youth aged 8 – 14 about the differences between traditional and commercial tobacco and the harmful impacts of commercial tobacco use o engaging youth in physical activity initiatives o learn the benefits of leading a healthy lifestyle
<p><i>Wasauksing First Nation</i></p> <p>Contact: Health & Social Services Manager 1-705-746-8022</p>	<p><i>"A Good Walk with Tobacco"</i></p> <p>Funding: \$5,375</p>	<ul style="list-style-type: none"> o create a mural to demonstrate tobacco wise lifestyles o With the support and guidance of a National Certified Tobacco Addictions Specialist, the youth used their mural as a teaching tool on tobacco wise lifestyles o facilitated a series of art workshops (tobacco pouch making, moccasin making, hand drum making)

Sponsor for Community Project	Project Name	Project Description
<p><i>Georgina Island First Nation</i> Georgina Island</p> <p>Contact: Health Director 1-705-437-1337</p>	<p><i>"Keeping It Sacred"</i></p> <p>Funding: \$5,900</p>	<ul style="list-style-type: none"> o use traditional teachings and ceremonies as a venue for teaching the youth and the community about the harmful effects that commercial tobacco has on our wholistic health. o An educational event was hosted that provided teachings on sacred tobacco and its connection to the drum and to dancing o A drum was created and presented to the community during a Community Award Dinner for all those who participated in the event. o engaged in a photography activity that resulted in an 18 month calendar featuring sacred tobacco pictures and information for all the community to have in their homes o youth were empowered to become Youth Peer Leaders, engaging the younger youth in physical activity opportunities by using games that incorporated tobacco wise messaging
<p><i>Parry Sound Indian Friendship Centre,</i> Parry Sound</p> <p>Contact: Executive Director 1-705-746-5970</p>	<p><i>Youth Advocacy on Tobacco Wise Messaging</i></p> <p>Funding: \$8,000</p>	<ul style="list-style-type: none"> o used arts and media as venues for learning about tobacco wise messages and to share them with the community o youth engaged in a series of contests – writing, photography/poster and logo – with the winning results being used to construct a community mural with tobacco wise messages o youth developed tobacco wise radio messages that were used by the local radio station, followed by a local talent contest and fundraising dinner where the posters and the mural were featured
<p><i>Garden River First Nation</i> Sault Ste. Marie</p> <p>Contact: Community Development 1-705-946-6300</p>	<p><i>"No Smoke for Me Is What I'll Be!"</i></p> <p>Funding: \$8,000</p>	<ul style="list-style-type: none"> o for youth aged 8-14 o by engaging youth in physical activities the youth will learn the benefits of leading a healthy lifestyle for life o project activities were held twice weekly, after school and offered at different sports and recreation events on a rotating basis o tobacco wise posters and decals were placed throughout the community centre to emphasize the message
<p><i>Iskatewizaagegan No. 39 Independent First Nation,</i> <i>Shoal Lake</i></p> <p>Contact: Health Director 1-807-733-3318</p>	<p><i>"Too Cloudy to See"</i></p> <p>Funding: \$6,950</p>	<ul style="list-style-type: none"> o David Kejick School's Junior Chief and Council (Student Council) used media as a medium for educating youth and the community on being tobacco wise o The Student Council, in collaboration with Big Soul Productions, has written, directed, produced and performed in a video o The video was presented at the School's Annual Health Fair and was used as an educational tool to facilitate two workshops to the student body on the difference between traditional and commercial tobacco, including the harmful effects of using commercial tobacco
<p><i>Jiiwtagan-Ni-Quek,</i> Thunder Bay</p> <p>Contact: 1-807-346-4034</p>	<p><i>"Ni'Biidajim / Bring Word"</i></p> <p>Funding: \$7,000</p>	<ul style="list-style-type: none"> o engaged an Aboriginal Elder in sharing traditional knowledge on the sacredness of traditional tobacco and other sacred tobacco stories o The knowledge was used to produce an illustrated children's storybook in both English and Ojibwa o The storybook was used as an educational tool to teach children about the difference between traditional and commercial tobacco and to reinforce that traditional tobacco is a sacred medicine used for ceremonial purposes.

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Aboriginal cancer
care unit

a cancer care ontario program