

Knowledge Exchange Forum:
Partnering for Change, Planning for Action!

**Action Planning Session for Youth in
Prevention, Protection and Cessation**

April 3, 2008



**cancer care
ontario**

aboriginal cancer
care unit

**action cancer
ontario**

l'unité des soins de cancérologie
pour les peuples autochtones



Table of Contents

Introduction	3
Purpose and Objectives of the Workshop	4
Methodology.....	5
Protection	7
Prevention	9
Cessation	11

Appendices

Appendix A – Internet Research: Selection of Existing Programs, Activities and Education Available Online	14
Appendix B – Youth Application Form.....	20
Appendix C - Idea Generation of Three Focus Areas	25
Appendix D – Notes Taken During Workshop.....	28
Appendix E – Questions to Youth	33

Introduction

The **Knowledge Exchange Forum**: *Partnering for Change, Planning for Action!*, convened by the Aboriginal Tobacco Strategy and funded by the Ministry of Health Promotion, Smoke-Free Ontario Strategy, was held in Toronto, Ontario April 2-3, 2008. The Forum was designed to identify comprehensive strategies and programming initiatives to address Aboriginal tobacco control in Ontario (including cessation, prevention and protection); to showcase and share emerging practices in Aboriginal tobacco control programs and services (cessation); and to foster knowledge and skill development for Aboriginal service providers and front line workers in tobacco control. The Forum followed on the footsteps of the Aboriginal Tobacco Strategy Aboriginal Youth Summit in March 2007 in which Aboriginal youth developed a five-year action plan.

The multi-purpose Knowledge Exchange Forum was designed in response to the needs identified by Aboriginal youth, Aboriginal and non-Aboriginal health care providers, community leaders, and educators in health promotion. The Forum was in fact designed to bring together the wide-ranging Aboriginal tobacco control stakeholders, perhaps for the first time, in order to share knowledge, expertise, and resources. It was an ambitious event program packed with a host of interesting workshops, discussions, networking opportunities, exhibits, and educational entertainment.

The objectives of the Forum were to:

1. Facilitate the sharing of information on existing tobacco projects, services and resources in the areas of cessation, prevention and protection, as well as community plans for increased development in these areas;
2. Present research findings on emerging promising practices in community-based tobacco control, with a focus on Aboriginal cessation programs;
3. Explore opportunities and resources available for tobacco program integration into existing health program structures and strategies in both Aboriginal and non-Aboriginal organizations;
4. Examine media applications and practices for grassroots public education and social marketing purposes;
5. Raise awareness of effective evaluation strategies to adapt to Aboriginal tobacco control program design and delivery;
6. Promote understanding of the process by which a First Nation could institute a smoke-free policy;
7. Promote networking within the tobacco control community for the purposes of relationship building and partnering; and
8. Coordinate development of a youth work plan on smoking cessation, prevention and protection in Aboriginal communities across Ontario.

Purpose and Objectives of the Action Planning Session

Purpose:

Coordinate the development of a youth work plan on smoking protection, prevention and cessation in Aboriginal communities across Ontario that builds upon the Aboriginal Youth Summit “A Vision for the Future held March 2007.

Objectives:

- To present youth with project model options to choose from tobacco protection, prevention and cessation activities.
- To develop a youth implementation plan for tobacco protection, prevention and cessation activities across Ontario.
- To discuss potential models for the creation of a provincial Aboriginal tobacco youth working group and what role the ACCU can play in supporting this effort.

Methodology

Prior to the Workshop

Internet Research

- An intensive internet and resource search in tobacco protection, prevention and cessation programming was completed before the action planning session.
- The purpose of the prior research was to identify existing tobacco programs in protection, prevention and cessation for youth and Aboriginal youth that can be implemented with little financial resources and adult support.
- Refer to Appendix A: Internet Research Selection of Existing Programs and Activities Online

Youth Selection

- ACCU implemented a youth application process to sponsor individual youth to attend the event (refer to Appendix B – Youth Application Form).
- 16 youth were selected to participate in the action planning and they represented a wide variety of First Nation, Metis and Inuit Ontario communities.
- The 16 selected youth received travel sponsorship to attend the forum.

Action Planning Proceedings

Stop, Start Exercise

- Youth were asked to begin walking at the exact same time and stop walking at the exact same time.
- The purpose of the exercise was to realize the importance of mindfulness, concentration, focus and teamwork in order to achieve a goal.

Layering Exercise

- The youth were required to spontaneously create an object or a scene using nothing but their bodies and imaginations.

- The purpose of the exercise was to build upon other's ideas, no idea is a bad idea, and a layer can be added to every idea generated by others.

Information Provided

- Youth divided into three implementation teams (protection, prevention and cessation).
- A presentation was delivered to all youth outlining the options for protection, prevention and cessation activities

Option Selection Criteria

- Youth were asked to identify which option they preferred in the prevention, protection and cessation activities and which one they could see implementing in their communities.
- In making their selection, youth were asked to consider five criteria: goals/actions to implement, resources required, what support they have/need, how transportable the concept could be to other communities and the target audience.

Idea Generation Session

- Youth were given the opportunity to brainstorm ideas in all three project options.
- On different shaped post-it notes, youth generated potential goals/actions to implement, resources required, what support they have/need, how transportable the concept could be to other communities and the target audience.
- Refer to Appendix C– Idea Generation of Three Focus Areas.

Backward Mapping

- The youth explored and defined the major steps required for implementation in each of the project areas.
- The youth articulated the support needed by ACCU to implement and the timelines required.
- Refer to Appendix E – Questions to Youth.

Protection

Group One:

The Aboriginal youth in this group were given the choice of three areas of action under the guideline of “Protection”. Youth were asked to choose one action area to focus their work upon and create an implementation plan.

Area of Action - Choices	Description
<u>Choice One:</u> Secondary school students partner with elementary students for awareness campaigns regarding commercial tobacco	<ul style="list-style-type: none"> • High school youth lead elementary students in learning about harmful effects of commercial tobacco; activities are “hands on”, with elementary students participating in youth planned efforts • Peer to peer mentoring
<u>Choice Two:</u> Commercial Tobacco Smoke Free Hockey/Sporting events	<ul style="list-style-type: none"> • Youth target organized hockey leagues within the community which includes participants, parents, coaches, etc.
<u>Choice Three:</u> Commercial Tobacco Smoke-Free Policies	<ul style="list-style-type: none"> • Development of an tobacco awareness campaign, • Leverage the campaign to create a community policy about not smoking in homes, in cars, at school, in front of buildings, etc.

Youth Selection: Upon consultation and discussion, the youth decided to focus their planning on: Choice Two: *“Commercial Tobacco Smoke-Free Hockey”*.

Comments: This choice is significant, as it illustrates the strong link between organized sport and community attendance/involvement. Youth feel that due to the popularity of hockey within most Native communities, a protection campaign would be quite effective at targeting the use of commercial tobacco.

Protection Youth Implementation Plan

Goal:

- To educate community members attending the Little NHL Tournament about the harmful effects of commercial tobacco.

Activities to Achieve Goals	Deliverables	Responsibility
<p>Develop a smoke-free sport policy that can be presented by youth to the Little NHL Committee for endorsement and implementation at the tournament</p> <ul style="list-style-type: none">• If the policy is endorsed, develop a detailed work plan for implementing the policy at the Tournament	<ul style="list-style-type: none">• Review existing smoke free/commercial tobacco free policies and modify policy as necessary relying on other successful models• Develop detailed work plan outlining:<ul style="list-style-type: none">○ activities○ timeframes○ partners○ responsibilities○ and costs associated with implementing the smoke free policy at the Little NHL Tournament• Develop a communications strategy to raise awareness about the policy and educate community members attending the event	<p>ATS Youth Tobacco Working Group</p> <p>ATS/ACCU</p> <p>ATSWG</p>

Prevention

Group Two:

The Aboriginal youth in this group were given the choice of three areas of action under the guideline of “Prevention”. Youth were asked to choose one action to focus their work upon and create an implementation plan.

Area of Action	Description
<u>Choice One</u> Project 200	<ul style="list-style-type: none"> every day, 200 Canadians die from smoking related issues (commercial tobacco); collect 200 pairs of shoes, as an awareness campaign and place them in one specific area of the community; donate shoes to charity, or distribute in the community; this entire activity can “rotate” between communities and/or also be accomplished through collaboration.
<u>Choice Two</u> Cigarette Butt Clean-Up	<ul style="list-style-type: none"> youth volunteers clean up cigarette butts at a designated site and count the number; could involve elementary school students as well (with secondary mentors); could go back to same site seven days later to clean up again, and take a hard measure of cigarette use; could present butts to city council; could be a monthly or annual event.
<u>Choice Three</u> Create anti-smoking (commercial tobacco) skits	<ul style="list-style-type: none"> youth create anti-smoking skits, for performance in elementary schools; skits may be audience participatory; could use humor; may be filmed for broadcast on local television, website, etc.; may be filmed to be shared with other Aboriginal youth anti-smoking groups.

Youth Selection: Upon consultation and discussion, the youth decided to focus their planning on: Choice One: “*Project 200*”.

Comments: The youth connected to the visual representation of 200 deaths and felt that 200 could be represented by many symbols vs. simply focusing on shoes. Youth believed this created a potentially powerful connection for each community in that

the community could choose a symbol that most represented its residents. Specifically, by focusing on the concept of “200”, the youth felt this program required little revenue generation, limited elder support and could be accomplished with only a small committee. Additionally, the youth felt this choice yielded the most opportunity to “travel” between Aboriginal communities, allowing the project to support the most communities possible in getting the message across.

Prevention Implementation Plan

Goal:

- To raise awareness about the number of deaths that occurs every day as a result of commercial tobacco.

Activities to Achieve Goals	Action Required	Responsibility
Develop and implement a “Project 200” awareness campaign <ul style="list-style-type: none"> • Review existing successful Project 200 campaigns and modify as necessary 	<ul style="list-style-type: none"> • Develop work plan detailing the following: <ul style="list-style-type: none"> ○ activities ○ timeframes ○ Partners ○ responsibility ○ costs associated with implementation of a “Project 200” campaign • Develop communications strategy to get communities interested and participating in project 	ATS Youth Tobacco Working Group Aboriginal Youth Action Alliances ATS/ACCU ATSWG

Cessation

Group Three:

The Aboriginal youth in this group were given the choice of three areas of action under the guideline of “Cessation”. Youth were asked to choose one action to focus their work upon and create an implementation plan.

Area of Action - Choices	Description
<u>Choice One</u> Quit to Win	<ul style="list-style-type: none"> organize a contest for those who pledge to quit smoking commercial tobacco; local businesses may donate prizes to “quitters”; who pledge to quit; or, an existing online contest may be promoted by youth, and monitored for a set period of time
<u>Choice Two</u> Adult Role Modeling Posters	<ul style="list-style-type: none"> non-smoking youth coordinate with Elders and other non-smoking adults to create a visual role modeling campaign; youth solicit the non-smoking adults to pose for photos, which are used on posters, with relevant information about smoking cessation
<u>Choice Three</u> Buddy System	<ul style="list-style-type: none"> a commercial tobacco smoker in the community is paired with a non-smoker, who will be their buddy “sponsor” for a set period of time; The buddy is given a checklist of tools to use, including positive reinforcement, daily phone calls, etc.

Youth Selection: Upon consultation and discussion, the youth decided to focus their planning on: Choice One: *“Quit to Win”*.

Comments: Youth felt this incentive project would draw the most participants from within a variety of Aboriginal communities, as it builds the confidence to quit and potentially awards participants for achieving a goal. They believed that this extrinsic source of motivation would be “catchy”.

Cessation Implementation Plan

Goal:

- To provide incentives to people who pledge to quit smoking.

Activities to Achieve Goals	Action Required	Responsibility
Design and develop a “Quit to Win” contest for Aboriginal communities to implement at the local level <ul style="list-style-type: none">• Review existing, successful Quit to Win contests in both Aboriginal and non Aboriginal communities and modify accordingly	Develop detailed work plan and outline timeframes Partner with existing agencies and Aboriginal communities in order to deliver program Prepare proposal submissions to assist with funding to implement the contest	ATS/ACCU ATS Youth Tobacco Working Group ATSWG

Comments:

The initial choice was embraced by the implementation group, and all felt the idea of Quit to Win would work in their communities. One youth participant referred to successful campaigns already in place in non-Aboriginal cities.

Challenges:

- It was discovered that youth require further knowledge about smoking cessation in order to effectively design a plan
- Youth were asked to engage in a discussion about tobacco cessation
 - To identify what they knew about it
 - To identify the supports they required
 - To identify the challenges/barriers to implementing a smoking cessation initiative for Aboriginal youth

Refer to Appendix E – Questions to Youth for responses.

Appendices

Appendix A

Internet Research: Selection of Existing Programs, Activities and Education Available Online

Extensive review of support materials yielded helpful existing templates and ideas for youth. The helpful information was collated into background research on existing programs, activities and education available online.

Protection

World Health Organization – visual media examples

<http://www.who.int/tobacco/resources/publications/wntd/2002/en/index.html>

Tobacco Free Sports

<http://www.tobaccofreesports.ca/>

http://www.tobaccotoolkit.ca/Tobacco_free_sports/Tobacco%20Free%20Sports%20index.htm

http://www.cdc.gov/tobacco/youth/educational_materials/sports/index.htm

http://www.cdc.gov/tobacco/youth/educational_materials/sports/00_pdfs/CDC_Sports_Playbook.pdf

Tribal Tobacco Policy Workbook

<http://www.westerntobaccoprevention.org/documents/Final%20Policy%20Wrkbk%20print%20all.pdf>

Tobacco Free Schools

http://www.tobaccotoolkit.ca/Tobacco_free_schools/index.htm

Tobacco Free Workplaces

http://www.tobaccotoolkit.ca/Tobacco_free_workplaces/index.html

http://www.hc-sc.gc.ca/hl-vs/pubs/tobac-tabac/work-trav/implementing-mise_e.html

http://www.hc-sc.gc.ca/hl-vs/pubs/tobac-tabac/work-trav/costs-couts_e.html

Smoke Free Zone

<http://www.smokefreezone.org/>

Smoke Free Homes

http://www.smokefreearoundme.ca/gasha_main.swf Smoke Free Pledge
<http://www.takethepledge.ca/>

Smoke Free Kings

<http://www.smokefreekings.org/spaces/pledgekit.html>

Smoke Free Cars

<http://www.respectmyride.org>

Smoke Free Spaces

http://www.hc-sc.gc.ca/hl-vs/alt_formats/hecs-sesc/pdf/tobac-tabac/commun/kit-trousse/smoke_free_booklet_e.pdf
http://www.hc-publication-sc.hc-sc.gc.ca/pacrb/cmcd/webpubs.nsf/CatPage_E?ReadForm&Category=00003

Kick Butts Day Carnival

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/KBD%20Carnival.pdf>

Kick Butts – PSA Examples

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/60%20Seconds%20of%20Fame.pdf>
http://www.kickbuttsday.org/getting_started/activism_gallery/Dover%20Youth2Youth%20Sucker%20PSA.mp3

Knock Out Tobacco

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Knock%20Out%20Tobacco%20Ads.pdf>

Teacher Toolkit

<http://www.takingitglobal.org/tiged/projects/tobacco/guide.pdf>

Kick Butts – Tobacco Free Facilities

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Tobacco-Free%20Facilities.pdf>

Kick Butts – Passing an Ordinance

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Working%20to%20Pass%20A%20Local%20Ordinance.pdf>

Kick Butts – They Put What in a Cigarette?

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/They%20Put%20What%20in%20a%20Cigarette.pdf>

Kick Butts – Face the Truth

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Face%20the%20Truth.pdf>

Smoke Free Spaces Activist Toolkit and Resources

http://www.hc-sc.gc.ca/hl-vs/alt_formats/hecs-sesc/pdf/tobac-tabac/commun/kit-trousse/smoke_free_booklet_e.pdf

http://www.hc-publication-sc.hc-sc.gc.ca/pacrb/cmcd/webpubs.nsf/CatPage_E?ReadForm&Category=00003

Non-Smokers Rights Association

<http://www.nsra-adnf.ca/cms/>

Program Training and Consultation Centre – Better Practices Toolkit

<http://www.ptcc-cfc.on.ca/bpt/bpt-matrix.cfm>

Prevention

Project 1200

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Project%201200.pdf>

<http://video.aol.com/video-detail/project-1200/1390924263>

Powerwalls

<http://www.ash.ca/powerwalls/>

<http://www.storealert.org/takingaction/default.asp>

Store Alert

http://www.storealert.org/default_flash.asp

Kick Butts – Graffiti Wall

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Graffiti%20Wall.pdf>

Kick Butts – Cigarette Cleanup

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Cigarette%20Butts%20Clean-Up.pdf>

Kick Butts – Taking it to the Streets

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/60%20Seconds%20of%20Fame.pdf>

Kick Butts – Memorial Wall

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Memorial.pdf>

No Smoking Theme Day Challenge

<http://www.nosmokingday.org.uk/organisers/themeideas2008.htm>

U.K. No Smoking Day

<http://www.nosmokingday.org.uk/organisers/triedtested.htm>

Smoke Free Movies

<http://smokefreemovies.ucsf.edu/actnow/parents.html>

Exposing the Truth About Tobacco: A Guide for Youth Leaders (ACT)

<http://www.hpclearinghouse.ca/act/downloads/Leader%20Guide%20LR.pdf>

Program Training and Consultation Centre – Better Practices Toolkit

<http://www.ptcc-cfc.on.ca/bpt/bpt-matrix.cfm>

Cessation

Inventory of Canadian Tobacco Cessation Programs and Resources – Ontario

http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/quit-cesser/info/on_e.html

REBEL (Reaching Everyone by Exposing Lies)

<http://www.njnotforsale.com/rebel/about.asp>

Kick Butts – Pledge Wall

<http://www.kickbuttsday.org/activities/downloads/2008%20Activities/Pledge%20Wall.pdf>

Aboriginal Youth Network Guide and Medicine Bag

http://www.ayn.ca/quit/en/manual_pdfs/tobacco_manual72.PDF

http://www.ayn.ca/quit/en/manual_pdfs/medicinebag72.PDF

Quit For Life Facilitator's Guide

http://www.hc-sc.gc.ca/hl-vs/alt_formats/hecs-sesc/pdf/pubs/tobac-tabac/quit-cesser-guide/quit-cesser-guide_e.pdf

Quit For Life and Handbook

www.Quit4Life.com

http://www.quit4life.com/ele/Q4L_Handbook_EN.pdf

Program Training and Consultation Centre – Better Practices Toolkit

<http://www.ptcc-cfc.on.ca/bpt/bpt-matrix.cfm>

Maryland Department of Health – Resources

<http://www.aahealth.org/contactfree.asp#quitsmoking>

A Tribe Called Quit

<http://www.ayn.ca/quit/en/home.asp>

Aboriginal Tobacco Resource List and Tobacco Control Strategy

<http://www.tobaccofacts.org/order/aboriginal.html>

http://www.tobaccofacts.org/tob_control/strategy.html

Centre for Excellence in Indigenous Tobacco Control

http://www.ceitc.org.au/resource_development_program

First Nations and Inuit Health Canada

http://www.hc-sc.gc.ca/fnih-spni/substan/tobac-tabac/index_e.html

Za-geh-do-win Information Clearing House

<http://www.za-geh-do-win.com/getinfo.asp>

Center for Disease Control

<http://www.cdc.gov/tobacco/>

World Health Organization

<http://www.who.int/tobacco/framework/en/>

Stop Smoking Center

ATS Action Planning Session for Youth Report

<http://www.stopsmokingcenter.net/>

Youth Smoking Cessation Activities – American Cancer Association

http://acsf2f.com/gaso/GASO_2007_website/Schools/YouthSmokingCessationPacket.pdf

Youth Tobacco Cessation Collaborative

<http://www.youthtobacco cessation.org/>

Quit Buddy

<http://www.trytostop.org/>

<http://www.canstopsmoking.com/quit-buddy/registration.htm>

<http://members.tripod.com/bubbajamesfl/id128.htm>

How to Set up and Run a Buddy Program

<http://www.ashscotland.org.uk/ash/files/How%20to%20set%20up%20and%20run%20a%20Buddy%20project.doc>

Extra Resources

Kick Butts Day Activities

<http://www.kickbuttsday.org/activities/index.html>

Kick Butts – Sample Press Release

http://www.kickbuttsday.org/getting_noticed/downloads/Sample_Press_Release.rtf

Kick Butts – Sample News Advisory

http://www.kickbuttsday.org/getting_noticed/downloads/News%20Advisory%2008.rtf

Kick Butts – Sample Press Release

http://www.kickbuttsday.org/getting_noticed/downloads/Sample_Press_Briefing_Statement.rtf

Kick Butts – Sample Letter to the Editor

http://www.kickbuttsday.org/getting_noticed/downloads/Letter_%20to_the_Editor.rtf

Kick Butts – How to Recruit

http://www.kickbuttsday.org/staying_involved/downloads/Recruitment.pdf

Appendix B – Youth Application Form



Aboriginal Tobacco Strategy Forum Call for youth participants

ARE YOU...???

- First Nations, Métis or Inuit and between 16 and 24 years old?
- Active in tobacco control efforts in your community?
- Interested in gaining skills and knowledge to develop leadership and community service skills and apply what is learned in your community?
- A youth who participated in the Aboriginal Tobacco Strategy Youth Summit 2007?
- Able to attend a workshop in Toronto on March 25, 2008?

READ ON...

In March, 2007, 147 Aboriginal youth from across Ontario came together at the Aboriginal Tobacco Strategy Youth Summit to share their perspectives on smoking and tobacco use. They created an Action Plan to tackle the staggeringly high smoking rates among Aboriginal youth in Ontario.

We are now looking to bring back 20 of the youth who attended that Forum for the Tobacco **Strategy Knowledge Exchange Forum** in Toronto on Thursday April 3, 2008.

The one-day Forum is designed to bring together professionals working in tobacco control in Aboriginal communities to share knowledge about what's currently going on at the community level for tobacco control. Research findings on tobacco cessations programming within Aboriginal communities will be presented at the Forum.

The Forum will also bring together Aboriginal youth to create an action plan to plan carry out the recommendations made in the Youth Action Plan developed at the Summit.

The Aboriginal Tobacco Strategy will invite 20 youth participants to join us at the Forum. Successful applicants will be selected from a panel of judges made up of ATS staff and the Aboriginal Tobacco Strategy Working Group Elder and Youth representatives.

WHAT? Aboriginal Tobacco Strategy Knowledge Exchange Forum. Includes Action planning session for Aboriginal youth involved in tobacco control
WHEN? Thursday April 3, 2008. Full day event with lunch, breaks and reception.
WHERE? Marriott Courtyard, Toronto, Ontario

How do you apply?

- 1) Complete the application form, answering the questions on the form provided
- 2) Youth between the ages of 16 and 18 must have the attached permission form signed by a legal guardian.
- 3) Send all required materials to the Attention of Laurie Legere, Public Affairs Coordinator – Aboriginal Tobacco Strategy. Email: laurie.legere@cancercare.on.ca. Fax: 416-971-6888

Deadlines:

All interested youth must submit an application via email on or before February 29th, 2008.

Registration & Fees:

There is no fee to attend the Knowledge Exchange Forum, however only 20 seats are open to Aboriginal youth with an expressed interest in Aboriginal tobacco control. Selection of applicants will be based on responses to the questions asked on the application form. The Aboriginal Tobacco Strategy will make every endeavour to give equal opportunity to First Nations (on-and-off reserve), Métis and Inuit youth. Selected applicants will be sponsored to attend. The cost of travel and accommodations (where necessary) will be covered by ACCU. Breakfast, lunch and snacks will be provided at the event. Participants will be reimbursed for other incidental costs in accordance with our Forum travel expense policy. See attached document for details.

Requirements:

- Must be an Aboriginal youth between the ages of 16 and 24 living in Ontario
- Must have been a participant at the Aboriginal Youth Summit held in Toronto on March 29-31, 2007
- Must be able to speak up and voice opinion about tobacco use in Aboriginal communities
- Must be willing to participate in group activities with other youth
- Must submit the attached application form and demonstrate an understanding of what is going on in your community relating to tobacco control and available resources. It may be necessary to conduct some research or interviews to gather this information.
- Chosen participants will receive an electronic copy of the 5 Year Action Plan developed at the Youth Summit and should be familiar with the plan before arriving at the Forum.

Please fill in the attached application form and send via email or fax to:

Laurie Legere, Public Affairs Specialist, Aboriginal Tobacco Strategy, Cancer Care Ontario, laurie.legere@cancercare.on.ca
FAX: 416-971-6888

Aboriginal Tobacco Strategy Knowledge Exchange Forum YOUTH APPLICATION

Last Name	First Name	Date of Birth (y/m/d)	Grade	Gender
Mailing Address			Aboriginal Identity <input type="checkbox"/> First Nations <input type="checkbox"/> Métis <input type="checkbox"/> Inuit <input type="checkbox"/> Living on reserve <input type="checkbox"/> Living off reserve	
City	Province	Code		
Email * <i>important because your registration confirmation will be emailed to you</i>				
Telephone	Fax	Cell		
Special dietary restrictions:				
Special physical needs:				
Teacher Contact & Telephone				
Background Questions: 1. Did you attend the Aboriginal Tobacco Strategy Youth Summit? <input type="checkbox"/> Yes <input type="checkbox"/> No				
1. How long have you had an interest in tobacco control? <input type="checkbox"/> have never had an interest <input type="checkbox"/> less than 2 years <input type="checkbox"/> longer than 2 years				
2. How would you benefit from attending the Knowledge Exchange Forum? (maximum 100 words)				

<p>3. Have you ever been involved in any tobacco control projects or activities, and if so, can you describe the project and how you were involved? (maximum 100 words)</p>	
<p>4. What kind of programs/projects are going on in your community involving to help people quit smoking or provide education about smoking? If you don't know, please do a bit of research so you can provide an answer. (Maximum 100 words. Can be point form or a list)</p>	
<p>5. Does your school, family or band council have any funding to support your travel and attendance at the conference? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="margin-left: 40px;">If so, what would be the amount that could be contributed, or what arrangements could be made on your behalf? _____</p>	
<p>In case of an emergency at the Forum who should be contacted? (name and telephone)</p> <p>Health Card Number:</p>	
<p>Signature</p>	<p>Date</p>

Appendix C – Idea Generation of Three Focus Areas

In order to ensure maximum impact and implementation, the youth were asked to explore ideas under 5 key categories: Goals, Resources, Who, Transportability, Target Audience.

Protection Idea Generation: Commercial Tobacco Smoke-Free Hockey

GOALS – What do we want to do?	RESOURCES – What do we need?	WHO – Who do we need support from? Who can provide more information?	HOW TO MAKE IT TRAVEL – How do we help other communities implement this? How many communities should we target?	TARGET – What age, gender, group, etc. will we promote this to?
<ul style="list-style-type: none"> • Show role models • Promote awareness – children, adults, families • Reduce commercial tobacco use • Prohibit smoking for all peoples in area • Keep in shape (players) • Reduce # of children and youth smoking • Ban for social areas and physical areas • Promote health (physical) • Pamphlets about the effects of smoking while playing sports • Ban smoking for sports; slows heart rate, overworking body • Break the link between sports and smoking • Make a clear message about how smoking does not belong with sports 	<ul style="list-style-type: none"> • Walt Disney • A plan • Key message • Public health units • Volunteer officers/enforcement officers – smoke free • Handbook (practice info) policy • Pledge forms • Publications and awareness • Elders support • Proposal to Little NHL • Founder of Little NHL support would be really helpful 	<ul style="list-style-type: none"> • Parents, players, coaches, council, refs • Elders • Coaches • Organizers of event • Pow wow organizers • Little NHL organizers • Hockey leagues • Public health units • Support from Band members • Players • MC • Health community • Public lobbying • Public support • Tourney organizer • Chief and council “Band Members” • Arena director • Little NHL committee and hosts 	<ul style="list-style-type: none"> • Proposal • Package of info and photocopies • Copies of motions/policies so lasts • Target all players • Has much as we can in it • Getting noticed • If happens at Little NHL, could lead to other arenas, communities, leagues, sports, youth groups 	<ul style="list-style-type: none"> • Event organizers • Fans • Players • Kids • Youth involved in drop dead event on ice at beginning • Volunteers • Little NHL Committee • Host community

Additional Ideas Generated

- Policy #1 – make smokers invisible to youth/players/children at hockey arenas (must be in a secluded area)
- Policy #2 – we all agree to enforce the policy (make smokers invisible to hockey players/children/youth at hockey arenas; put this policy in the Little NHL program) and get Little NHL committee, arena and host community to sign
- 200 or 44 skaters to do a Drop Dead Illustration on the ice during opening ceremonies (tied in with “Project 200”, under “Prevention”)

Prevention Idea Generation: Project 200

GOALS – What do we want to do?	RESOURCES – What do we need/where can we get it	WHO – Who do we need support from? Who can provide more information?	HOW TO MAKE IT TRAVEL – How do we help other communities implement this? How many communities should we target?	TARGET – What age, gender, group, etc. will we promote this to?
<ul style="list-style-type: none"> • Shoes on clothesline • Make better choices • See • Think twice • See the effects • Show death • Relate • We all breathe the same air • Feel the difference • Listen • Realize • Understand • Think of others around you • Emotions • Shirt cut outs on clothesline • Gravestone cutouts • Body cutouts • Chalk outlines of footprints • Tobacco pouches used in burials 	<ul style="list-style-type: none"> • Stupid.ca • Value Village • Hand me downs • \$\$\$ • Public health nurses • Paper for body cut outs • People (volunteers) • Reservations' radio • Salvation Army • Community involvement • Reliable people • Photograph shoes • Yard sale shoes • Any woman's closet shoes • Place – schools, mall, park • Material – leather, cloth • Participation • Some possible reuse hoods from Sudbury version 	<ul style="list-style-type: none"> • Friendship centres • Youth programs • Identify motivators • Youth and elderly (bigger impact) • Who's most dominant in community • Committed people • School board (DEA) • Student council • Give permission and get group • Donors of shoes • Elders • Head start • Local government • Band offices peace keeping • School principal • Urban youth could help get shoes for remote communities (reinforce connection) 	<ul style="list-style-type: none"> • Media coverage • Power point • Pictures • Portfolio • Spring – fall • 50 communities Ontario and Nunavut • Email • World No Tobacco Day – May 31st • Advertisements • Radio • Posters 	<ul style="list-style-type: none"> • Bingo halls • High school • Youth • Adults • Children • Elementary school children • Friends and family • Elders • School principals

Cessation Idea Generation: Quit to Win

GOALS – What do we want to do?	RESOURCES – What do we need?	WHO – Who do we need support from? Who can provide more information?	HOW TO MAKE IT TRAVEL – How do we help other communities implement this? How many communities should we target?	TARGET – What age, gender, group, etc. will we promote this to?
<ul style="list-style-type: none"> • Set goals • Promoting awareness • Bring back traditions • Not cool • Increased community support • Set due dates for goals • Driven to win – win a car (Brockville) • Denormalize smoking • Reduce # of people who smoke 	<ul style="list-style-type: none"> • Prizes • Free tickets • Support • Local stores • Friends and family • Cancer Care • Advertise contest • Band council • Develop the forms – health care nurse, etc. • Local store prizes • Nintendo DS • Apply to ATS, Cancer Care, government organizations • The forms must already exist? • Driven to Quit – Sudbury • Make posters to promote campaign • Stop selling smokes to underage kids • Trip – expenses free • \$ for school • Leaders • Spa prizes • Promotional material • www.stupid.ca • Fishing rods • Funds? – ATS, local government? • Partner with community businesses (nicorette, patch, etc.) • ATV 	<ul style="list-style-type: none"> • Elders • Radio stations • Brockville connection • Friends and family • Health centre • Health professionals • Youth centre coordinator • Ask Chief and council for support • Chief and council • Councilors 	<ul style="list-style-type: none"> • “Smell Goods” – you smoke you stink • Pamphlets • Advertisement (posters) • Guest speakers (story behind tobacco related illnesses) • Commercials • Commitment • Newspaper • Be a good role model • Theme song to campaign • Action packages • Beebo • Facebook group • Publications and resources • Bring in guest speakers to slam commercial tobacco • YouTube • MySpace 	<ul style="list-style-type: none"> • Youth (13-18) • Family and friends • Adults, elders • Female and male elementary/high school students

	<ul style="list-style-type: none"> • Appeal to Apple computers • Ipod (young or old) • Ipod Touch • Wii as prize • Pay as you go cell phone 			
--	--	--	--	--

Appendix D – Notes Taken During the Workshop

Protection – Commercial Tobacco Smoke-Free Hockey

Resources	Goals	How Do We Make it Travel
<ul style="list-style-type: none"> • Posters • An MC for the event; announcer giving the tobacco facts • Have 200 kids come out on the arena and drop dead • Coaches, arena, director, fans, organizers of the event, players 	<ul style="list-style-type: none"> • Raise awareness about negative effects of tobacco • No second-hand smoke • Parents not to be seen by the kids smoking • Role modeling; Disney targets young kids with no smoke campaign • How do we enforce it? 	<ul style="list-style-type: none"> • Proposal development • Sport is about health • If we pull smoking away from front of arena where would it be, do we create another smoking area? • Secluded area for the smokers • Not in the public eye • Start at Little NHL • Pow wows • Have organizers at both events (Sudbury Pow wow, Sky Dome Pow wow) • Develop a presentation to attach • Start small first then go bigger • There is a Little NHL committee (in Sarnia next year) • We need to speak with the Little NHL committee • We need to speak with the host community • Giving presentations to these groups • Policy to make smokers invisible to children at Little NHL

Humiliation Box (similar to penalty box and the only place smoking is allowed on site)	What would it look like in the end?	Have the policy ready for Little NHL
<ul style="list-style-type: none"> • All smokers in the humiliation box – this is their designated smoking area • Illustrate the effects of cigarette smoking • Negative effects • Visuals of the negative effects • Traveling display that could move around to communities • Youth can request it for their communities 	<ul style="list-style-type: none"> • All entrances fresh air • No butts on the ground • Have the humiliation box – penalty box outside arena • Pictures/visuals in the humiliation box • Trach tube visual • Cancerous lung visual • What will we do to stop parents taking their kids into the box? • Designated smoking officers (from local enforcement) • Volunteer officers for enforcement • Put them in plain clothes • Give them a badge for their coats 	<ul style="list-style-type: none"> • Put it in the sponsorship handbook for Little NHL • Opening ceremonies – drop dead event • Need travel \$ for the committee • Would be great if displays could travel
Presentations	Support	What do we need?
<ul style="list-style-type: none"> • What and how to present to Committee and community • Show them an outline – for drop dead, for pick your butt, for whole concept and create policy for future • Youth arrive early to set up – see through butt cans, pick up all butts and present them to someone • Give a token of appreciation for volunteers • Pure white suits with hood – mom, dad, uncle, brother, sister, babies, etc. – don't show their faces (similar to even held in Sudbury) • No commercial tobacco event – caught 	<ul style="list-style-type: none"> • From the rez, ACCU, Little NHL Committee, community, arena • Purpose? Proposal? 	<ul style="list-style-type: none"> • \$ to create humiliation box • Tent rental for humiliation box • Hang artwork in humiliation box • \$ for artwork supplies • Butt cans • Gloves • Garbage bags • Sudbury might have masks and suits for 200 person drop dead event • Travel support to attend planning meetings • Have a founder come and support us delivering our presentations • Have them or their partners present

smoking be fined		
YAA	Travel	Manitoulin Expositor
<ul style="list-style-type: none"> • Going for work • Need volunteer hours – invite local schools • Give a tobacco pouch to volunteers 	<ul style="list-style-type: none"> • For the presentations • Rent a van • Get an agenda for the planning committee [listed names of six youth who worked on this event] 	<ul style="list-style-type: none"> • Article about the founders

Prevention – Project 200

Goals
<ul style="list-style-type: none"> • Consider to rethink or think twice about smoking • Geared toward family • Quitting for your friends and family • TV (media coverage) • Commercial on MCTV • TV5 • Giving shoes is cool • How to find the shoes – yard sales, grandparents' old shoes, Salvation Army • Set up two poles – in a public place, hang the shoes • Do it at the school • Have the fire bell ring and everyone gets out to the front • Can have this move around to other communities • Can do it at the grade school/elementary school – stand strong message to young kids • Spread awareness – target negativity of commercial target • Painted a mural on a side of a building – graffiti wall of shoes, have kids write their own messages on the shoes • Put the shoe picture into smoking area – not good • Traveling puzzle pieces • Have to talk to school principals, teachers • Creation of a big puzzle with 44 or 200 dead bodies on it

Cessation – Quit to Win

Cessation Comments	Who is invited to draw
<ul style="list-style-type: none"> • When presented with all three options, quit to win is what they feel will work best for community • One felt that Fort Albany would not be receptive to quit to win • Quit to win will be more successful because it is more catchy – reason because it means giving away something for free <ul style="list-style-type: none"> ○ Participants believed their peers will most likely quit to win a prize • Students agreed to chose quit to win to make that the main focus for the day • Why? <ul style="list-style-type: none"> ○ Provides confidence to quit ○ It reward achieving a goal 	<ul style="list-style-type: none"> ○ Community ○ Chiefs ○ Michael Moore ○ Jerry Springer ○ Phil Fontaine ○ Stan Beady ○ Community officials
Goals Quit to Win	How is the draw taking place
<ul style="list-style-type: none"> • Resources – prizes, support • Reduce the number of people smoking • Denormalize smoking • Community involvement and support • Friends and family support • Board council support • Increase community unity • Promote traditional and how commercial is not cool • Promotional material • Two separate campaigns – one for the adults and one for the youth • Prizes – Apple iPods • Apply for funding • Appeal to companies to provide prizes • Reduce smoking tools such as tobacco gum, patches, substitutes • Health centers should be involved • Socials, fun nights, digging 	<ul style="list-style-type: none"> ○ Genuinely real ○ Passion ○ People who care

<ul style="list-style-type: none"> • Ask your chief and council 	
Do any of you smoke: NO	Were any of you smokers in the past: YES
Why did you quit: <ul style="list-style-type: none"> • Siblings • Role models • Passion for life • Went to chew • B/c I knew I would get addicted • Family encouraged me to and I love and respect them so I obeyed 	Why do some people smoke and some do not: <ul style="list-style-type: none"> • A lot do not like the taste • Peers play a role – everyone knows everyone and everyone is family
What will it take to get youth to quit:	How do you keep youth from starting up again or from not starting:
<ul style="list-style-type: none"> • Prizes • Pledge wall • Trips • Technological items • Love • Lifestyle – improve the way you are and who you are <ul style="list-style-type: none"> ○ You cannot change anybody but by providing awareness and choice 	<ul style="list-style-type: none"> • Guilt • Talk to them • Sunflower seeds • Gum – nicotine gum • Extracurricular activities – entertainment, sporting centers • More youth centers that have better hours – MORE FUNDING is needed • Youth centers that have utilities such as: <ul style="list-style-type: none"> ○ Pool tables ○ Gym ○ B-ball court ○ Cessation programs ○ Drum making ○ Scrap booking for elders ○ Everyone participating in cultural activities

How do you denormalize smoking:

- Posters around the school
- People do not get affected by information about the health risks and smoking b/c they do not think it would have happened to them
- Challenge is that Thunder Bay and other places near reserves are very spread out over large landmasses
- Hockey teams require players to sign an agreement/contract agreeing not to smoke or chew; however, players do anyways. Rules need to be enforced more
- How implement in communities that derive income from selling tobacco promote non-smoking?

Appendix E – Questions to Youth

What Do You Need from ATS in order to assist with implementing the work plans created?	What do you see as being the barriers/what gets in the way of not being able to implement to work plans?
<ul style="list-style-type: none"> • Traditional teachings • More conferences (education, cultural, recap/follow up) • Kick boxing • Dance classes • More events (music) • Peer leaders • Research on what is happening in your communities on the tobacco side • Media (radio); have callers calling in • Training in media • Advertise; sponsorship of the robe/shorts • Keep it sacred • Communication (phone, email, blogs, websites, community forums) • Radio announcements (PSAs) • Train how to approach radio stations • Training youth to use their voice • Promotional items • Mentoring programs • Designing curriculum, games, assistance with developing the presentations/exercises • PowerPoint on disk • Youth groups, camps, schools • Principals, teachers • Chief, council • Website; youth hosted, with information/presentations, upcoming events links, pictures, have youth host a discussion board 	<ul style="list-style-type: none"> • Training (presentations) • Funding • Ideas on how to get things started • Youth representation in ACCU – Youth Advisors Board • Consistent support – check ups, don't leave us on our own • Bring people into the communities who will be respected and listened to • Engagement strategies – how to get people to step out of their comfort zone • Youth who are willing to take action a the community level • Confidence boosters • Facebook – Aboriginal Cancer Care Unit 2008 • Templates for media letter writing • Training in speech making • Funding • Go up to Sarnia – do our project in Sarnia • Don't be stiff in your presentations/speeches – motivate us with passionate speakers • Mentor/committees, individuals at ACCU (i.e. smoker advocate hotline... “how do I...?”) • Too many barriers in government agencies for internet based communication (firewalls) • Need help in removing these barriers • Money • Bus (or big van) • Website (Facebook group, contact info) • Meet more often • Training (presentations... Stan Wesley)

<ul style="list-style-type: none"> • Cultural packages – tool development • Role model training – motivational speaking, communications to all age groups • Designing age appropriate games – post on web • Assist with designing the presentations to present to band councils, schools • Youth volunteers to lead it at the community level • Youth workers, students, Pow wow dancers, singers 	<ul style="list-style-type: none"> • Turtle concepts • YATI training • Public support • More YAA openings • Commitment (public, youth advisors) • Traditional teachings • More provincial support • “Cause in a Box” – posters, info, pictures, puzzles
---	---

If you are interested in any information or would like to find out more please feel free to contact our office.

Aboriginal Cancer Care Unit, Cancer Care Ontario, 505 University Avenue, 18th Floor, Toronto, ON M5N 2G3

Please view our website for up-to-date information:

<http://www.cancercare.on.ca/english/home/about/programs/aborstrategy/>

Funding for this program has been provided by the government of Ontario. No endorsement by the Ministry of Health Promotion is intended or should be inferred. The views expressed in the material are the views of the recipient and do not necessarily reflect those of the Ministry.



Cancer Care Ontario is the provincial agency responsible for continually improving cancer services. As the government's cancer advisor, Cancer Care Ontario works to reduce the number of people diagnosed with cancer and make sure that patients receive better care every step of the way.



cancer care
ontario

aboriginal cancer
care unit

action cancer
ontario

l'unité des soins de cancérologie
pour les peuples autochtones