

NB ANTI-TOBACCO STRATEGY PROGRESS REPORT

November 2013 to October 2014



The NB Anti-Tobacco Strategy Progress Report depicts tobacco control actions taken by NBATC Stakeholders.

This report includes activities that took place from November 2013 to October 2014.

You may refer to www.nbatc.ca to view completed activities since October 2001.



NB anti-tobacco
COALITION
antitabac du N.-B.

Tobacco Free. Everyone. Everywhere.

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The New Brunswick Anti-Tobacco Coalition

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Vision

A tobacco-free province

Mission

To work collaboratively to denormalize tobacco and tobacco-like products by changing attitudes and behaviours.

To connect with those implementing specific tobacco control initiatives contained within the report, please contact the NBATC coordinator Christy Bigney at admin@nbatc.ca or 506-832-3857.

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ACTIVITY STATUS

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

1(a) Increase the skills and knowledge of stakeholders

ONGOING

- Develop and distribute NBATC Progress Reports.
- Maintain an up to date and relevant NBATC website to ensure that stakeholders are able to quickly and easily access important tobacco control resources.
- Attend conferences and workshops that relate to NB Anti-Tobacco Strategy and when appropriate, distribute outcomes of these events to stakeholders.
- Participate in trade shows and health fairs for the purpose of distributing tobacco control resources to advance the goals of the NB Anti-Tobacco Strategy (e.g. REACH Conference, NB Lung Health Symposium, Provincial Wellness Conference).
- Respond to stakeholder requests for information and resources to support their efforts in tobacco control and coordinate sending the required resources.
- Maintain stakeholders' database and list-servs.
- Participate as a key informant in national and provincial research initiatives.
- Increase NBATC social media presence and communication with stakeholders by updating NBATC Twitter feed with tobacco control resources, news and information.

PLANNED

- Contribute tobacco related content (i.e. events, new resources, webinars, statistics) for posting on the Wellness Movement Facebook page.

IN PROCESS

- Explore opportunities for provincial stakeholders training or regional development.
- Develop a new template for NBATC e-newsletter in MailChimp.

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COMPLETE

- Develop and disseminate fact sheet on smoking susceptibility based on data from the NB Student Wellness Survey.
- Collaborate with wellness partners to plan 2014 Provincial wellness Conference (May 2014).
- Host webinar for NBATC stakeholders entitled “Outdoor Tobacco Smoke: Evidence to Support expanding Smoke-Free Spaces” with Dr. Ryan Kennedy. The English webinar was held on January 29th, 2014 and the French on February 3rd, 2014.
- Hire a part-time 6-month contract communications coordinator for the NBATC (September, 2014).

1(b) Stimulate and disseminate tobacco research that will advance the goals of the strategy.

ONGOING

- Distribute and promote the use of Canadian Tobacco Use Monitoring Survey (CTUMS), Youth Smoking Survey (YSS), NB Student Wellness Survey, Canadian Community Health Survey and other related surveillance information among stakeholders.
- Maintain and collaborate with other tobacco control networks, provincially and nationally.
- Periodically poll New Brunswick public concerning opinions related to tobacco issues (e.g. Canadian Cancer Society public opinion polling) and provide results to stakeholders.
- Include tobacco indicators as part of New Brunswick Health Council’s “My Community at a Glance” Community Profiles.

PLANNED

- Build research capacity around tobacco control in New Brunswick. Smoking susceptibility is a new area of investigation that involves exploring the relationship between mental fitness and smoking.
- Work with the New Brunswick Department of Education and Early Childhood Development to plan the Student Wellness Survey content and administration.

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COMPLETE

- Conduct Student Wellness Survey (round 3) with students in grade 4-5 and parents of elementary students
- Provide letters of support to a variety of tobacco related research projects both provincially and nationally:
 - Measuring the impact of smoke-free policies in community housing- Addressing the barriers of low literacy and non-English speaking residents. (Dr. Manske & Dr. Kennedy, University of Waterloo)
 - Cancer Risk Assessment in Youth Survey (CRAYS): Supplementing CSTADS to Evaluate Natural Experiments. (Dr. Manske et al, University of Waterloo)
 - “Smoke-Free Horizon: Saint John Regional Hospital Tobacco-Free Campus Pilot.” (Dr. Stevenson et al)

1(c) Engage diverse populations by providing opportunities for active leadership (e.g. Aboriginal, youth, seniors).

ONGOING

- Explore opportunities to support and link to tobacco control activities in First Nations communities.
- Explore opportunities to support and link tobacco control opportunities through active membership on First Nation/Aboriginal Peoples Network.

IN PROCESS

- Provide new, relevant and up to date youth tobacco control content on NBATC website through links with appropriate youth organizations.
- Promote and support the Health Canada young adult campaign “Break it Off.”

COMPLETE

- Provide letter of support for the Mawiw Council Inc project proposal entitled Olamoltinetj, Wollatomuhtine (A Breath of Life) which will be implemented in Eslipogtog, Esgenoôpetitj and Tobique First Nations.

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1(d) Encourage comprehensive tobacco-free policies, practices and activities by workplaces, organizations and facilities.

ONGOING

- Reprint and distribute Workplace Wellness Tool Kits which include a tobacco-free living module.
- Provide materials related to tobacco-free workplaces to the NB Workplace Wellness Community of Practice for inclusion in their resource library.

PLANNED

- Offer webinar(s) on the Conference Board of Canada's 3 part series on Smoking Cessation and the Workplace in partnership with the New Brunswick Workplace Wellness Community of Practice.

COMPLETE

- Award 7 workplaces with the Wellness at Heart Award for their efforts in improving the health and wellness of employees through tobacco-free living, healthy eating, physical activity and psychological wellness (May 2014).
- Distribute special tobacco themed e-zine to NB workplaces. (January, 2014).
- Attend the Workplace Wellness Solutions conference which is the annual conference for the Canadian Occupational Health Nurses Association with the purpose of networking and distributing tobacco control resources to advance the goals of the NB Anti-Tobacco Strategy. (October 2014).

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1(e) Work to align tobacco-free initiatives with other strategies and networks to help advance the New Brunswick Anti-Tobacco Strategy.

ONGOING

- Carry out strategic outreach, which aims to engage current and new stakeholders for the purpose of building capacity for action that supports the New Brunswick Anti-Tobacco Strategy.
- Meet with stakeholders and identify ways their strategies can support tobacco-free living.
- Provide links to key national and provincial tobacco control organizations on NBATC website (e.g. Physicians for a Smoke-Free Canada, National Non-Smokers' Rights Association, Newfoundland and Labrador Alliance for the Control of Tobacco).
- Enhance knowledge, by Regional Wellness Consultants, of how to incorporate tobacco control initiatives as part of their efforts.

COMPLETE

- Welcome the New Brunswick Cancer Network as a member of the NBATC steering committee.

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

2(a) Increase effective tobacco-free initiatives by school-community partnerships.

ONGOING

- Support schools, districts and Healthy Learners Program Public Health Nurses to successfully implement tobacco-free schools plans using a comprehensive school health approach.
- Promote use of the tobacco module found in the Joint Consortium for School Health (JCSH) “Healthy School Planner” which is an online tool designed to help individual schools create healthier environments.
- Provide School Wellness Grants (K-12) which enable schools to choose a priority area of focus including tobacco or mental fitness.
- Share best practices from School Wellness Grants and Student Wellness Survey data with schools to support planning school/district wellness strategies, including promotion of mental fitness initiatives as an approach to prevent tobacco use.

PLANNED

- Provide the “Tobacco - The Hidden Realities” presentation during a professional development session to all Saint John High School teaching faculty. (November 2014).

IN PROCESS

- Support community capacity and youth engagement to take action on tobacco-free living through the provision a tobacco-free living grant program.

COMPLETE

- Provide a shortened version of the “Tobacco – The Hidden Realities” presentation to 75 school wellness champions from the Anglophone South School District. (October 2014).

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2(b) Reduce youth access to tobacco and tobacco-like products by supporting and implementing policies, bylaws, legislation or activities.

ONGOING

- Enforce the *NB Tobacco Sales Act* which regulates where, how and to whom tobacco products can be sold in NB; enforcement is conducted by Department of Public Safety compliance officers.
- Review sales and tobacco prevalence data to support more focussed enforcement efforts.

2(c) Expose tobacco practices that promote the use of tobacco or tobacco-like products.

IN PROCESS

- Develop a new presentation to re-engage stakeholders in tobacco control by exploring the “end game” for tobacco use by creating a “tobacco-free next generation.”

COMPLETE

- Deliver a plenary session at the Provincial Wellness Conference to re-engage stakeholders in tobacco control by exploring new tobacco products and marketing. (May 2014)

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

3(a) Increased reach of a comprehensive, coordinated, accessible network of cessation supports and services.

ONGOING

- Maintain listing of cessation resources on NBATC website.
- Promote adoption of an integrated cessation continuum, which includes the Smokers' Helpline, Smokers' Helpline Fax Referral (Ask, Advise, Refer), Smokers' Helpline Online and the Clinical Tobacco Intervention (CTI) Ask Advise Assist program by all health/helping professionals and organizations.
- Provide and promote Smokers' Helpline and Smokers' Helpline Online services (including dissemination of resources).
- Integrate Smokers' Helpline services with Integrated Voice Recognition (IVR) service used by Ottawa Model.
- Expand and support the Ottawa Model for Smoking Cessation (Provincial Health Plan 2013-18 Year 1 initiative), to hospitals, outpatient and community practice settings in Horizon Health Network and Vitalité through training, facilitation, and building infrastructure to support sustainable change (policy development, standardized tools, key performance indicators providing measures for process improvement etc).
- Expand the Ottawa Model for Smoking Cessation within RHA's Diabetes Education Settings and Ambulatory Clinics.

PLANNED

- Offer a smoking cessation challenge "Défi Qui Cesse Gagne" to the communities of Dieppe, Richibouctou and Shediac via radio promotion.

IN PROCESS

- Provide presentations to dental hygienists to engage them in cessation efforts and specifically how the Smokers' Helpline can be a resource to them.

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COMPLETE

- Host, through Horizon Health Network's Centre of Excellence for Clinical Smoking Cessation, a Certified Medical Education (CME) accredited learning event. The purpose of the Education Forum was to facilitate the continued education of health care providers in evidence based clinical tobacco dependence treatment. The target audience included clinical leaders within Horizon Health Network that have integrated the Ottawa Model for Smoking Cessation (OMSC) as a standard of patient care. (October, 2014).
- Post 5 intensive e-learning modules on the Horizon Health Network's intranet to facilitate the continued education of health care providers in evidence based clinical tobacco dependence treatment. The learning modules include the following: *Ottawa Model for Smoking Cessation (OMSC) program overview, Nicotine Addiction, Quit Smoking Medications, Brief Strategic Advice and Completing a Tobacco Cessation Consult*
- Welcome the New Brunswick Department of Health Chronic Disease Prevention and Management Unit to the Cessation Working Group.
- Prescription smoking cessation therapies Champix and Zyban will now be covered under the New Brunswick Prescription Drug Program and the New Brunswick Drug Plan (July, 2014).
- Conduct an online and digital campaign to promote the Smokers' Helpline (included Facebook and Youtube).
- Offer a smoking cessation challenge "Défi Qui Cesse Gagne" to the communities of Dieppe, Caraquet and Bouctouche via radio promotion. (January 2014).

3(b) Promote an understanding of the impact of social influences within home, school, community and workplace settings.

3(c) Incorporate youth cessation within comprehensive school health initiatives.

PLANNED

- Promote Quit 4 Life Program with school health intermediaries.

IN PROCESS

- Support youth cessation through School Wellness Grants.

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

4(a) Support increased number of 100% tobacco-free policies in all indoor and outdoor spaces including public, private and workplace environments.

ONGOING

- Enforce the *NB Smoke-free Places Act* which prohibits smoking in enclosed public places and indoor workplaces; enforcement is conducted by Public Health inspectors, Public Safety compliance officers and Work Safe inspectors.
- Exchange information and resources, increase public and professional awareness of the health benefits of tobacco-free outdoor spaces, support the formation of tobacco-free policies in outdoor environments and seek opportunities to promote tobacco-free outdoor spaces with traditional and non-traditional partners.

IN PROCESS

- Consider opportunities for future amendments to the *Smoke-Free Places Act*.

COMPLETE

- Work with the Town of Sussex to develop signage to increase awareness of their smoke-free outdoor spaces policy.

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4(b) Increase public awareness, active support and adoption of 100% tobacco-free indoor and outdoor spaces.

ONGOING

- Monitor public attitudes and behaviours related to smoke-free spaces through available research and surveillance efforts.

IN PROCESS

- Explore new opportunities to increase public support for smoke-free spaces, including, outdoor public spaces, patios, homes, and multi-unit dwellings.
- Develop and disseminate a guide/toolkit for event planners to assist them in hosting smoke-free outdoor events.

COMPLETE

- Provide information for the *in motion* Trails and Parks Day event planning guide to brand all activities related to this event as tobacco-free.
- Develop and share with stakeholders a success story highlighting that 44 of the 47 *in motion* Parks and Trails Day events were smoke-free.
- Provide a presentation at the Recreation New Brunswick Annual General Meeting to delegates from a variety of provincial municipalities on the benefits of smoke-free outdoor spaces and events. (September 2014).

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Activities that provide support to all Goals and Objectives

ONGOING

- Ensure funding is optimized to support priority activities of the NBATC.
- Secure NBATC administrative support and coordination (currently identified under the *Partnership and Collaboration* strategic direction in New Brunswick Wellness Strategy).
- Maintain and develop linkages with other health-related coalitions and organizations, provincially and nationally (e.g. Canadian Council for Tobacco Control, Chronic Disease Prevention Alliance of Canada, Healthy Eating Physical Activity Coalition of NB, Provincial Coalitions and Councils Network, Non-Smokers' Rights Association, Canadian Smoke Free Housing Coalition).
- Ensure linkages are made between tobacco control and province-wide wellness, healthy living and chronic disease prevention and management initiatives.

IN PROCESS

- Consider opportunities to promote mental fitness as a strategy for reducing tobacco use.

COMPLETE

- Encourage stakeholders to host tobacco-free living activities during New Brunswick's Wellness Week, October 1-7, 2014.
- Encourage stakeholders to make tobacco free living commitments as part of **Join the Wellness Movement** (Wellness Strategy social marketing initiative).
- Participate in the review and revision of the Wellness Movement website.

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Provincial Legislation that supports the NB Anti-Tobacco Strategy

New Brunswick Smoke-free Places Act

- Smoking prohibited in enclosed workplaces and public places (effective October 1, 2004).
- Smoking prohibited in vehicles with children under the age of 16 (effective January 1, 2010).

New Brunswick Tobacco Sales Act

- Tobacco retail displays banned (effective January 1, 2009).
- Federal Bill C-32 was proclaimed in fall 2009 and covered the proposed provincial legislation in Bill 48 under the N.B. *Tobacco Sales Act*. Therefore, Bill 48 was not proclaimed in January 2010.

New Brunswick Tobacco Tax Act

- Tobacco tax increased 5.25 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective March 23rd, 2011).
- Tobacco retail licence fees were changed April 1, 2012. The fee for a new licence is \$100 with an annual renewal fee of \$50.