

NB Anti-Tobacco Strategy Progress Report November 2012 to October 2013



Tobacco Free. Everyone. Everywhere.
Sans tabac. Pour tous. Partout.

The NB Anti-Tobacco Strategy Progress Report depicts tobacco control actions taken by NBATC Stakeholders. This report includes activities that took place from November 2012 to October 2013. You may refer to www.nbatc.ca to view completed activities since October 2001.

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.

Legend:  Ongoing  Planned  In process  Complete

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Goal 1 Increase the number of individuals taking action to support anti-tobacco activities	
Objectives	Activity Status
1 (a) Increase the skills and knowledge of stakeholders.	<ul style="list-style-type: none">  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.  Communicate with stakeholders by updating NBATC Twitter feed with tobacco control resources, news and information.  Explore opportunities for provincial stakeholders training or regional development.  Collaborate with wellness partners to plan 2014 Provincial wellness Conference (May 2014).  Develop and disseminate fact sheet on smoking susceptibility based on data from the NB Student Wellness Survey. <input checked="" type="checkbox"/> Launch new NBATC website and branding (January 2013) <input checked="" type="checkbox"/> Host Webinar for NBATC stakeholders entitled "How to implement a tobacco free living challenge in your community using the "Qui cesse gagne!"(The Biggest Loser) challenge. Both the English and French webinars were held on December 17th, 2012. <input checked="" type="checkbox"/> Host Webinar for NBATC stakeholders entitled "E-Cigarettes: No Smoke but Plenty of Fire." The English Webinar was held on June 19th, 2013, with the French Webinar held on June 18th, 2013. <input checked="" type="checkbox"/> Develop and disseminate both provincially and nationally new NBATC fact sheet: "Outdoor Spaces: Smoke-Free for All."
1 (b) Stimulate and disseminate tobacco research that will advance the goals of the strategy.	<ul style="list-style-type: none">  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.

	<ul style="list-style-type: none">  Include tobacco indicators as part of NB Health Council Community Health profiles.  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.  Conduct Student Wellness Survey (round 3) with students in grade 4-5 and parents of elementary students  Administer the Student Wellness Survey (grade 6-12) in the 2012-13 school year through the NB Health Council.  Provide letter of support to Dr. Jbilou from the Université de Moncton for a research project on Men's Health in New Brunswick.
<p>1 (c) Engage diverse populations by providing opportunities for active leadership (e.g. Aboriginal, youth, seniors).</p>	<ul style="list-style-type: none">  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.  Provide new, relevant and up to date youth tobacco control content on NBATC website through links with appropriate youth organizations.  Add a cultural qualifier to the NB Anti-Tobacco Strategy to distinguish between the commercial use of tobacco and the cultural use of tobacco by First Nations/Aboriginal People.
<p>1 (d) Encourage comprehensive tobacco-free policies, practices and activities by workplaces, organizations and facilities.</p>	<ul style="list-style-type: none">  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.  Distribute special tobacco themed EZine to NB workplaces.  Offer webinar(s) on the Conference Board of Canada's 3 part series on Smoking Cessation and the Workplace.in partnership with the NB Workplace Wellness Community of Practice  Award 11 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 (April 2013).

<p>1 (e) Work to align tobacco-free initiatives with other strategies and networks to help advance the New Brunswick Anti-Tobacco Strategy.</p>	<ul style="list-style-type: none">  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. <input checked="" type="checkbox"/> Identify new networks and stakeholders to engage in discussion of anti-tobacco activities. <input checked="" type="checkbox"/> Participate in the renewal of the New Brunswick Wellness Strategy "Live Well, Be Well" with a focus on re-vitalizing the tobacco-free living pillar. <input checked="" type="checkbox"/> Participate in the evaluation of the New Brunswick Wellness Strategy "Live Well, Be Well."
<p>Goal 2 Increase the number of New Brunswickers who remain tobacco free.</p>	
<p>2 (a) Increase effective tobacco-free initiatives by school-community partnerships.</p>	<ul style="list-style-type: none">  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. <input checked="" type="checkbox"/> Explore new opportunities to increase involvement of Teens Against Tobacco Use clubs within high schools, youth groups, post-secondary and community colleges
<p>2 (b) Reduce youth access to tobacco and tobacco-like products by supporting and implementing policies, bylaws, legislation or activities.</p>	<ul style="list-style-type: none">  Review sales and tobacco prevalence data to support more focussed enforcement efforts. <input checked="" type="checkbox"/> Enforce the <i>NB Tobacco Sales Act</i> which regulates where, how and to whom tobacco products can be sold in NB; enforcement is conducted by Department of Public Safety compliance officers.

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



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)



“Tobacco the Hidden Reality” community outreach workshop in Chipman and which focussed on the variety of new tobacco products hidden behind the counter and how the tobacco industry is using social media to market their products. (February, 2013)

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.



Maintain listing of cessation resources on NBATC website.



Conduct an online and digital campaign to promote the Smokers' Helpline (included Facebook and Youtube).



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 into diabetes care within RHA Diabetes Education Settings.



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



Build capacity of community pharmacists to provide smoking cessation counselling/services in community/workplaces through a research project.












Welcome NB Dental Hygienists Association as a member of the Cessation Working Group









Host, through the Atlantic Centre of Excellence for Clinical Smoking Cessation, a clinical smoking cessation workshop for health care providers (June 2013).



Facilitate a smoking cessation group program for private workplaces in the Fredericton area.

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.	 Support youth cessation through School Wellness Grants.  Promote Quit 4 Life Program with school health intermediaries.
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.	 Enforce the <i>NB Smoke-free Places Act</i> 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 through the work of the Tobacco-free Outdoor Spaces Working Group  Consider opportunities for future amendments to the <i>Smoke-Free Places Act</i> . <input checked="" type="checkbox"/> Meet with New Brunswick Union of Municipalities during their annual general meeting and distribute "Outdoor Spaces: Smoke-Free for All" fact sheet. (October 2013).
4 (b) Increase public awareness, active support and adoption of 100% tobacco-free indoor and outdoor spaces.	 Monitor public attitudes and behaviours related to smoke-free spaces through available research and surveillance efforts.  Explore new opportunities to increase public support for smoke-free spaces, including, outdoor public spaces, patios, homes, and multi-unit dwellings.  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 a guide/toolkit to assist event organizers in branding their public outdoor events as tobacco-free. <input checked="" type="checkbox"/> Develop and disseminate both provincially and nationally new NBATC fact sheet: "Outdoor Spaces: Smoke-Free for All."

Activities that provide support to all Goals and Objectives

	<ul style="list-style-type: none">  Ensure funding is optimized to support priority activities of the NBATC.  Secure NBATC administrative support and coordination (currently identified under the <i>Partnership and Collaboration</i> 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.  Consider opportunities to promote mental fitness as a strategy for reducing tobacco use.  Encourage stakeholders to make tobacco free living commitments as part of Join the Wellness Movement (Wellness Strategy social marketing initiative). <input checked="" type="checkbox"/> Encourage stakeholders to host tobacco-free living activities during New Brunswick's Wellness Week, October 1-7, 2013. <input checked="" type="checkbox"/> Revise and update the New Brunswick Anti-Tobacco Strategy. (September 2013).
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Provincial Legislation that supports the NB Anti-Tobacco Strategy

NB Smoke-free places Act	<p>Smoking prohibited in enclosed workplaces and public places (effective October 1, 2004).</p> <p>Smoking prohibited in vehicles with children under the age of 16 (effective January 1, 2010).</p>
New Brunswick Tobacco Sales Act	<p>Tobacco retail displays banned (effective January 1, 2009).</p> <p>Federal Bill C-32 was proclaimed in fall 2009 and covered the proposed provincial legislation in Bill 48 under the N.B. <i>Tobacco Sales Act</i>. Therefore, Bill 48 was not proclaimed in January 2010.</p>
New Brunswick Tobacco Tax Act	<p>Tobacco tax increased 5.25 cents per cigarette, tobacco stick and per gram on all other tobacco products, except cigars. (Effective March 23rd, 2011).</p> <p>Tobacco retail licence fees were changed April 1, 2012. The fee for a new licence is \$100 with an annual renewal fee of \$50.</p>