

NB Anti-Tobacco Strategy Progress Report November 2010 to October 2011



The NB Anti-Tobacco Strategy Progress Report depicts tobacco control actions taken by NBATC Stakeholders. This report includes activities that took place from November 2010 to October 2011. You may refer to www.nbatc.ca to view completed activities since October 2001.

Vision

A tobacco-free province

Mission

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

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 the NBATC website and web portal.  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. Atlantic Chronic Disease Congress and NB Lung Health Symposium).  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.  Revise the NBATC website to ensure that stakeholders are able to quickly and easily access important tobacco control resources.  Create a new NBATC display booth to reflect new branding and messaging.  Explore opportunities for provincial stakeholders training or regional development.  Host webinars for NBATC stakeholders.  Collaborate with wellness partners to plan the 2011 Provincial Wellness Conference (March 2011).  Present at the Provincial Wellness Conference, “Building Momentum: The Wellness Movement in New Brunswick” on the topic of a Tobacco-Free Province. (March 2011).  Collaborate with community champions to host 5-7 NBATC 10th anniversary tour workshops entitled “Celebrate Wellness: Join the Tobacco-Free Living Movement”. The workshops took place throughout New Brunswick between November 2010 and March 2011.  Host Webinar for NBATC stakeholders entitled “Cause for Concern: NB Smoking Rates Remain High. What Can We Do About It? The English Webinar was held in December 2010 with the French Webinar held in February 2011.  Conduct a needs assessment survey of NBATC stakeholders to determine how best to share information, communicate and increase knowledge. (August-September 2011).

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

-  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.
-  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.
-  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 data on tobacco indicators as part of Community Wellness Network profiles.
-  Distribute CLASP Youth Excel (Youth Health Collaborative: 'Excellerating' evidence-informed action) Cross-case Lessons Learned among stakeholders.
-  Carry out Youth Excel CLASP (Coalitions Linking Action & Science for Prevention) project entitled "Youth Health Collaborative: 'Excellerating' evidence-informed action".
-  Facilitate knowledge translation activities to share information regarding youth health (part of "Youth Health Collaborative" initiative).
-  Provide feedback reports on results of cycle 2 of the New Brunswick Student Wellness Surveys for grades K-5 which includes a parent survey (Grades K-5) and a student survey (grades 4-5).
- Provide feedback reports on results of the 2009-2010 New Brunswick Student Wellness Surveys (Grades 6-12) to participating schools and districts (Spring 2011).
- Administer cycle 2 of NB Student Wellness Survey for grades K-5 which includes a parent survey (grades K-5) and a student survey (grades 4 and 5) (June 2011).

<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.  Implement "A Culturally-Driven and Evidence Based Program for Smoking Prevention Reduction and Cessation among Youth" in Elsipogtog First Nation. Utilize additional partnerships to link the program objectives to other community services.  Explore opportunities to support and link tobacco control opportunities through active membership on HEPAC First Nation/Aboriginal Peoples Working Group.  Provide new, relevant and up to date youth tobacco control content on NBATC website through links with appropriate youth organizations. <input checked="" type="checkbox"/> Disseminate call for a New Brunswick representative (Aged 14-18 years) on Health Canada's Youth Action Committee (July 2011). <input checked="" type="checkbox"/> Invite a representative of Health Canada's Young Adult Leadership Team to become a member of the NBATC steering committee (June 2011). <input checked="" type="checkbox"/> Host a three day workshop on motivational interviewing for the staff of the Elsipogtog Health and Wellness Centre. (May 2011). <input checked="" type="checkbox"/> Provide tobacco control training kits to all Aboriginal communities in Atlantic Canada as part of "A Culturally-Driven and Evidence Based Program for Smoking Prevention Reduction and Cessation among Youth" project in Elsipogtog First Nation. (September, 2011).
<p>1 (d) Encourage comprehensive tobacco-free policies, practices and activities by workplaces, organizations and facilities.</p>	<ul style="list-style-type: none">  Conduct reprints and distribute Workplace Wellness Tool Kits which include a tobacco-free living module. <input checked="" type="checkbox"/> Award 12 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 2011).
<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, CAN-ADAPTT, Newfoundland & Labrador Alliance for the Control of Tobacco). Enhance knowledge, by Community Wellness Consultants, of how to incorporate tobacco control initiatives as part of their efforts.  Identify new networks and stakeholders to engage in discussion of anti-tobacco activities.

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

<p>2 (a) Increase the quality and quantity of 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.  Monitor and share strategies undertaken by schools receiving School Wellness Grants where tobacco or mental fitness is a primary area of focus.  Share best practices 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.  Provide guidance and support for the Teens Against Tobacco Use (TATU) clubs at the Bonar Law High School and Eleanor Graham Middle School as part of "A Culturally-Driven and Evidence Based Program for Smoking Prevention Reduction and Cessation among Youth" project in Elsipogtog First Nation.  Increase awareness around the public health impact of contraband tobacco products.  Explore new opportunities to increase involvement of Teens Against Tobacco Use clubs within high schools, youth groups, post-secondary and community colleges <input checked="" type="checkbox"/> Distribute "Pumped" magazine for youth aged 9-12. This magazine provides youth friendly articles on healthy living, including tobacco-free living ("Pumped" is a product of Heart and Stroke Foundation of Canada).
<p>2 (b) Reduce youth access to tobacco products by supporting and implementing policies, bylaws, legislation or activities.</p>	<ul style="list-style-type: none">  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. <input checked="" type="checkbox"/> Increase in tobacco taxes of \$ 10.50 per carton (March 2011).
<p>2 (c) Expose tobacco industry practices that promote the use of tobacco products.</p>	

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

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



Integrate Smokers' Helpline services with Integrated Voice Recognition (IVR) service used by Ottawa Model.



Support Regional Health Authorities' efforts to build system wide capacity for cessation.



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).



Maintain database of cessation resources on NBATC portal.



Through partnership with the Centre of Excellence for Clinical Smoking Cessation, further expansion and ongoing support of the Ottawa Model for Smoking Cessation to both hospitals and community practice settings in New Brunswick (both in Horizon Health Network and Vitalité) through training and facilitation



Disseminate and promote the adoption of CAN-ADAPTT guidelines (*Canadian Action Network for the Advancement, Dissemination and Adoption of Practice-informed Tobacco Treatment*)



Implement a pilot program regarding cessation and low-income smokers in New Brunswick.



Implement "Buckle Up and Butt Out" project which includes the development, pilot phase and promotion of cessation tool kits for employees and employers of Atlantic Canada's professional trucking industry.



Build capacity of community pharmacists to provide smoking cessation counselling/services in community/workplaces.



Develop and pilot "making QUIT happen for BaRs" an Atlantic-wide tobacco cessation project for employees of restaurants and bars. This initiative also includes piloting Leave the Pack Behind for students enrolled in NBCC Campuses across the province.



Disseminate "Smoking Cessation in the Workplace: A Guide to Helping Your Employees Stop Smoking" which is being used as a supplement for the Heart and Stroke Foundation of NB's Wellness at Heart Toolkit.



Develop a network of *3 minute Empowerment Training Program* facilitators in primary care, public health and addictions in Horizon Health Network and Vitalité Health Network.



Launch an Atlantic-wide public awareness campaign that will include messaging regarding the health risks of combined radon and tobacco exposure. The campaign will encourage home-owners to have their homes tested for radon and encourage individuals to quit smoking.



Implementation and/or expansion of the Ottawa Model for Smoking Cessation in 11 sites in Atlantic Canada through the "ACE-OMSC: Atlantic Canadian Expansion-Ottawa Model for Smoking Cessation" project.



Explore opportunities to increase access and awareness of cessation training for health care providers.



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



Visit over 90 locations (communities, events and workplaces) with the Heart and Stroke Wellness Van. Tobacco-free living was one pillar of focus addressed by the van wellness staff (May-August 2011).



Expand the Ottawa Model for Smoking Cessation (OMSC) to outpatient, specialty clinics and primary care settings in Horizon Health Network by providing local consultation and implementation supports to surrounding institutions through EXTENDS - Extending Tobacco Treatment Excellence: A National Dissemination of Systems.



Develop partnership between Vitalité Health Network (VHN) and Registered Nursing Association of Ontario (RNAO) to implement national nursing best practices for smoking cessation. This includes implementing coordinated cessation services, providing best practices training for VHN health professionals and systematically identifying tobacco users in order to provide immediate and effective intervention.



Develop inventory of cessation resources available for individuals, providers and workplace leaders (September 2011).



Develop an inventory of bilingual stop-smoking website resources entitled "English & Bilingual Stop Smoking Sites." (May, 2011).



Host, through the Atlantic Centre of Excellence for Clinical Smoking Cessation, two clinical smoking cessation workshops for health care providers (November 2011 and September 2011).



Develop, facilitate and pilot a smoking cessation group program for City of Fredericton employees (June-July 2011).

3 (b) Promote an understanding of the impact of social influences within home, school, community and workplace settings.	 Consider ways to address social sources through an integrated approach.
3 (c) Incorporate youth cessation within comprehensive tobacco-free school initiatives.	 Support youth cessation through School Wellness Grants.  Promote Quit 4 Life 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 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.  Distribute Tobacco Free Sport materials and seek opportunities to encourage implementation of Tobacco Free Sport policy.  Consider opportunities for future amendments to the Smoke-Free Places Act.  Follow-up on opportunities for action identified during the think tank meeting “Tobacco-free policies in public, private and workplace environments” to discuss opportunities for action
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.  Distribute “Keep it Outside” materials that promote smoke-free homes and vehicles.  Establish a working group to explore new opportunities to increase public support for smoke-free outdoor spaces.

Activities that provide support to all Goals and Objectives

	<ul style="list-style-type: none">  Ensure funding (Health Canada, or other funding sources) 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. <input checked="" type="checkbox"/> Encourage stakeholders to host tobacco-free living activities during New Brunswick's Wellness Week, October 1-7, 2011.
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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>