



NB Anti-Tobacco Strategy Progress Report November 2009 to October 2010

NB anti-tobacco
COALITION
antitabac du N-B.

The NB Anti-Tobacco Strategy Progress Report depicts tobacco control actions taken by NBATC Stakeholders. This report includes activities that took place from November 2009 to October 2010. 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.

www.nbatc.ca

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New this year

In response to an open call to stakeholders to submit their activities which support the NB Anti-Tobacco Strategy, specific action highlights have been included throughout the report.

Legend:  Ongoing  Planned  In process  Complete

Goal 1





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

Objectives	Activity Status
<p>1 (a) Increase the skills and knowledge of stakeholders.</p> <div data-bbox="100 779 597 1241" style="border: 1px dashed black; padding: 10px; text-align: center; margin: 20px auto; width: 80%;"> <p>Tobique Valley Community Health Centre presented "Tar Wars" program to grds 4&5 at Donald Fraser School and provided smoking awareness talk to grd 12 students at Tobique Valley High School (2009-2010 school year).</p> </div>	<ul style="list-style-type: none">  Develop and distribute NBATC Progress Reports.  Monitor and update 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. Heart and Stroke Foundation Workplace Wellness Awards Conference, Winning Back our Youth Workshop, 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 (e.g. Public Health Organizational Capacity Study and <u>Youth</u> Health Collaborative: 'Excelerating' evidence-informed action").  Explore opportunities for provincial stakeholders training or regional development.  Collaborate with community champions to host 5-7 NBATC 10th anniversary tour workshops entitled "Celebrate Wellness: Join the Tobacco-Free Living Movement". The workshops will take place throughout New Brunswick between November 2010 and March 2011.  Host webinars for NBATC stakeholders.  Collaborate with wellness partners to plan the 2011 Provincial Wellness Conference scheduled for March 2011. <input checked="" type="checkbox"/> Identify on the NBATC website, key resources for stakeholders new to tobacco control (e.g. Online course "Tobacco & Public Health: From Theory to Practice", Canadian Council for Tobacco Control and Health Canada) (October 2010). <input checked="" type="checkbox"/> Launch NBATC 10th Anniversary Tour "Celebrate Wellness: Join the Tobacco-Free Living Movement" during the first provincial Wellness Week (October 2010). <input checked="" type="checkbox"/> Present at Premier's Committee on Healthy Families Non-Governmental Organizations Forum (February 2010). <input checked="" type="checkbox"/> Host Annual Forum "Live, Learn, Work and Play...Tobacco Free" which included presentations to support the goals and objectives of the NB Anti-Tobacco Strategy (November 2009). <input checked="" type="checkbox"/> Participate in 6th National Conference on Tobacco or Health (November 2009). <input checked="" type="checkbox"/> Respond to outcomes of "Creating Readiness to Change" workshop.





Legend:  Ongoing  Planned  In process Complete

<p>1 (b) Stimulate and disseminate tobacco research that will advance the goals of the strategy.</p>	<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.  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.  Carry out Youth Excel CLASP (Coalitions Linking Action & Science for Prevention) project entitled “Youth Health Collaborative: ‘<u>Ex</u>celerating’ 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 the 2009-2010 New Brunswick Student Wellness Surveys (Grades 6-12) to participating schools and districts.  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). <input checked="" type="checkbox"/> Administer cycle 2 of New Brunswick Student Wellness Survey to middle and high schools during the 2009-2010 school year. This survey includes questions on healthy eating, physical activity, mental fitness/resiliency and tobacco-free living (September 2009 – June 2010). <input checked="" type="checkbox"/> Provide two presentations at 6th National Conference on Tobacco or Health. The first was entitled “NB Student Wellness Survey: Linking Tobacco-free Living and Health Behaviours”. The second was entitled, “NB Student Wellness Survey: Relating Mental Fitness and Tobacco Use” (November 2009).
<p>1 (c) Engage diverse populations by providing opportunities for active leadership (e.g. Aboriginal, youth, seniors).</p> <div style="border: 1px dashed black; padding: 10px; margin: 10px auto; width: 80%; text-align: center;"> <p>Messages of traditional and non-traditional tobacco use shared through drumming and dancing by six active youth participants at Elsipogtog Powwow and Elsipogtog Day celebration.</p> </div>	<ul style="list-style-type: none">  Explore opportunities to support and link to tobacco control activities in First Nations communities.  Enhance knowledge, by Community Wellness Network Champions, of how to incorporate tobacco control initiatives as part of their efforts.  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. <input checked="" type="checkbox"/> Provided input into tobacco fact sheet developed by NB Senior and Healthy Aging Secretariat. Fact sheets are available at www.gnb.ca/0182/pdf/TobaccoFree-e.pdf (Spring 2010).





Legend:  Ongoing  Planned  In process Complete

<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"/> Develop resource entitled "Work to be Tobacco Free" to support the collective action by both employer and employee to create a supportive tobacco free environment. This resource is intended to promote Smokers' Helpline as part of a comprehensive approach (Spring 2010). <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 2010).
<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.  Identify new networks and stakeholders to engage in discussion of anti-tobacco activities (e.g. NBATC 10th Anniversary Tour). <input checked="" type="checkbox"/> Participate in 21 strategic outreach meetings with various groups and organizations for the purpose of encouraging action to support NB Anti-Tobacco Strategy (April 2009-October 2010). <input checked="" type="checkbox"/> Provide presentation entitled "Protecting New Brunswickers from Second Hand Smoke" at NB Lung Health Symposium (September 2010). <input checked="" type="checkbox"/> Provide presentation entitled "Taking Action to Support the NB Anti-Tobacco Strategy" at the 2010 NB Pharmacy Conference (May 2010).










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> <div style="border: 1px dashed black; padding: 10px; text-align: center; margin: 20px auto; width: 80%;"> <p>Fredericton High School students and teachers create "Quitin Time"; a song that promotes tobacco cessation. Song was presented during Terry Fox assembly and posted to YouTube (search "youtube@mrgfhs" to view song).</p> </div>	<ul style="list-style-type: none">  Support schools, districts and Healthy Learners Program Public Health Nurses to successfully implement their 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.  Make available "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).  Share best practices and Student Wellness Survey data with schools to support planning school/district wellness strategies.  Explore new opportunities to increase involvement of Teens Against Tobacco Use within high schools, youth groups, post-secondary and community colleges.
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Legend:  Ongoing  Planned  In process Complete











	 Increase awareness around the public health impact of contraband tobacco products.  Utilize youth mental fitness initiatives as an approach to prevent tobacco use.  Provide examples of youth driven anti-tobacco activities during NBATC Annual Forum (November 2009).
2 (b) Reduce youth access to tobacco products by supporting and implementing policies, bylaws, legislation or activities.	 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.
2 (c) Expose tobacco industry practices that promote the use of tobacco products.	Note: A federal ban on manufacturing flavoured cigarettes, cigarillos and blunt wraps came into effect on April 6, 2010. These products were banned at the retail level on July 5, 2010.

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



<p>3 (a) Increase the reach of a comprehensive, coordinated and accessible network of cessation supports and services.</p> <div data-bbox="97 987 584 1449" style="border: 1px dashed black; padding: 10px; text-align: center;"> <p>Grd 6 students of District 15 participated in tobacco use prevention sessions. Sessions were conducted by the Healthy Learners Program Nurse, District 15 Community Development Agent, and Addiction Services Health Care Youth Worker.</p> </div>	<ul style="list-style-type: none">  Support Regional Health Authorities' efforts to build system wide capacity for cessation.  Integrate the Ottawa Model within eight New Brunswick hospitals providing a comprehensive, systematic approach to clinical smoking cessation for inpatients and follow-up after discharge (resulting from the 3-year tripartite national demonstration project).  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.  Pursue new partners for the Clinical Tobacco Intervention program and Smokers' Helpline Fax Referral.  Provide and promote Smokers' Helpline and Smokers' Helpline Online services (including dissemination of resources).  Maintain database of cessation resources on NBATC portal.  Provide grants to support the delivery of cessation services to pregnant women and parents of young children.  Explore opportunities for CAN-ADAPTT (<i>Canadian Action Network for the Advancement, Dissemination and Adoption of Practice-informed Tobacco Treatment</i>) to support NB Cessation Working Group in addressing gaps.  Explore opportunities to increase access and awareness of cessation training for health care providers.  Develop a network of <i>3 minute Empowerment Training Program</i> 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.
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Legend:  Ongoing  Planned  In process  Complete








Oromocto High School students created a float for the Gagetown Fair Parade to promote Teens Against Tobacco Use.

-  Implement a pilot program regarding cessation and low-income smokers in New Brunswick.
-  Implement "Buckle Up and Butt Out" which includes the development, pilot phase and promotion of cessation tool kits for employees and employers of Atlantic Canada's professional trucking industry.
-  Integrate Smokers' Helpline services with Integrated Voice Recognition (IVR) service used by Ottawa Model hospitals.
-  Through Atlantic Centre of Excellence for Clinical Smoking Cessation, develop partnerships with Vitalité Health Network and health regions in Nova Scotia and Prince Edward Island to implement the "Ottawa Model" for smoking cessation.
-  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 Vitalite 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.
-  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 strategy for employees of restaurants and bars. This initiative also includes piloting Leave the Pack Behind for students enrolled in the Hospitality and Tourism program at NBCC St. Andrews.
-  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.
- Implement a 3-year tripartite national demonstration project, with Zone 3 of Horizon Health Network as the Eastern Canadian site, Vancouver Coastal Health Authority as the Western site and lead partner University of Ottawa Heart Institute (October 2010).
- Host, through the Atlantic Centre of Excellence for Clinical Smoking Cessation, two workshops regarding smoking cessation and implementation of the Ottawa model (March and September 2010).
- Visit 55 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 2010).
- Pilot motivational interview training with cessation providers and host debriefing session to discuss needed revisions to best meet the needs of NB providers (Spring 2010).
- Contribute to development of "Smoking Cessation in the Workplace: A Guide to Helping Your Employees Stop Smoking" (February 2010).
- Promote Smokers' Helpline via mass media during National Non-Smoking Week (January 2010).

Legend:  Ongoing  Planned  In process Complete

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 Department of Wellness Culture and Sport, School Wellness Grants. <input checked="" type="checkbox"/> Meet with school district representatives that expressed interest in addressing student tobacco use (December, 2010).






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

<p>4 (a) Support increased number of 100% tobacco-free policies in all indoor and outdoor spaces including public, private and workplace environments.</p> <div data-bbox="100 835 597 1255" style="border: 1px dashed black; padding: 10px; text-align: center;"> <p>City of Fredericton continues to promote tobacco-free living by providing NRT for city employees who wish to stop smoking and prohibiting smoking from within 20 metres of all city buildings.</p> </div>	<ul style="list-style-type: none">  Monitor public support for legislation on 100% smoke-free spaces through available research and surveillance efforts.  Support new opportunities to increase smoke-free spaces in outdoor settings.  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.  Identify key events and other opportunities to promote the message of Tobacco Free Sport.  Consider opportunities for future amendments to the Smoke-Free Places Act.  Follow-up on opportunities for action identified during tobacco-free policies think tank meeting. <input checked="" type="checkbox"/> Provide Public Health Inspectors with “Keep it Outside” brochures to use as an educational tool when following up on complaints under the Smoke-Free Places Act related to taxis (June 2010). <input checked="" type="checkbox"/> Host workshop in partnership with Non-Smokers’ Rights Association to build awareness and support for Smoke-Free Multi-Unit Dwellings. Developed list-serv to keep participants informed about advancements in this area (May 2010). <input checked="" type="checkbox"/> Host think tank “Tobacco-free policies in public, private and workplace environments” to discuss opportunities for action. Participants included those that have taken action to promote smoke-free spaces. Developed opportunities for future collaboration and specific next steps. (March 2010). <input checked="" type="checkbox"/> Incorporate Tobacco Free Sport into the Theory Courses of the Centre for Coaching (November 2009). <p>Note: As of January 1, 2010 the NB Smoke Free Places Act banned smoking in vehicles with children under the age of 16.</p>
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Legend:  Ongoing  Planned  In process Complete

<p>4 (b) Increase public awareness, active support and adoption of 100% tobacco-free indoor and outdoor spaces.</p>	<ul style="list-style-type: none">  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, homes, multi-unit dwellings and vehicles.  Distribute “<i>Keep It Outside</i>” materials that promote smoke-free homes and vehicles. <input checked="" type="checkbox"/> Support the Heart and Stroke Foundation of BC/Yukon proposal submission entitled “Addressing the New Frontier: National Websites on Smoke-Free Housing in Multi-Unit Dwellings” (resubmitted for new funding) (August 2010).
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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 first Wellness Week, October 1-7, 2010.
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Provincial Legislation that supports the NB Anti-Tobacco Strategy

<p>NB Smoke-free places Act</p>	<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>
<p>New Brunswick Tobacco Sales Act</p>	<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>

Legend:  Ongoing  Planned  In process Complete