

BC Healthy Living Alliance Tobacco Reduction Strategy

UPDATE #2

FEBRUARY TO APRIL 2008

This is the second update which provides a snapshot status report on the initiatives within the Tobacco Strategy of the BC Healthy Living Alliance from February 2008 to April 2008. The BCHLA is funded through ActNow BC.

Five initiatives have been developed which focus on the settings where young adults work, learn, live, and socialize.

If you have a question about the individual initiatives, please contact the specific project manager.

The tobacco initiatives are well underway since program implementation started in November 2007. Outlined on the following pages of this update are the five initiatives and the progress that has been made from February to April 2008.

The BC Healthy Living Alliance

The BC Healthy Living Alliance (BCHLA) is a group of organizations that works together to improve the health of British Columbians. In 2006, the BCHLA was awarded a one-time grant of \$25.2 million from ActNow BC, the provincial government's health and wellness initiative that encourages healthy choices for all British Columbians.

Four strategies, including Healthy Eating, Physical Activity, Tobacco Reduction, and Community Capacity Building, were collaboratively developed by the BCHLA to help reduce the number of people in BC with chronic disease. Each strategy has been assigned one or more organizational lead, project coordinator, and a working team to implement the various initiatives under each strategy.

The Tobacco Reduction Strategy

The Tobacco Reduction Strategy is led by the BC Lung Association, the Canadian Cancer Society, British Columbia and Yukon, and the Heart and Stroke Foundation of B.C. & Yukon.

This strategy will address tobacco use among 19 to 29 year olds, a group with a tobacco prevalence rate that is much higher than the provincial average. They represent a significant gap in research and tobacco control programs and are targeted by tobacco companies.

The Tobacco Reduction Strategy will use a comprehensive approach to decrease tobacco use with a focus on preventing

young adults from starting, encouraging smokers to quit, and protecting non-smokers from exposure of second-hand smoke. Five initiatives have been developed which focus on the settings where young adults work, learn, live, and socialize.

Jack Boomer is the Project Coordinator and is responsible for liaising with the other project coordinators/managers from the other pillars. He works closely with the five project managers to ensure projects are linked closely together. Jack may be contacted by email at jboomer@contextresearch.ca or by phone at 250-721-4268.



BC Healthy Living Alliance
working together to promote wellness and prevent chronic disease

An initiative of these
BC Healthy Living Alliance members

THE LUNG ASSOCIATION™
British Columbia



ActNowBC



Community Detailing

ORGANIZATIONAL LEAD: **BC LUNG ASSOCIATION**

Project Manager: Gene Chin (gchin@contextresearch.ca)

Phone: 604 685 7036



Beyond the workplace, homes, and schools, tobacco reduction initiatives must reach young adults where they socialize and have fun.

Relationships will be forged with “community partners”—businesses and organizations such as bars, restaurants, retailers, and recreation centres — where smokers aged 19-29 frequent. Information and resources about smoking cessation will be distributed through these community partners. The resources created will be unique to tobacco control and in most cases unique to the business of the community partner in question.

The initiative will engage young adults in creative ways by distributing these developed products through the community partners. The initiative will seek to engage each Health Authority so that information regarding tobacco control related to this initiative will flow between the project team and the front line tobacco control workers.

UPDATE:

- Mosaic Experiential Marketing was hired as the marketing firm and is responsible for conducting focus groups, finding and hiring detailers, and testing and developing products for distribution to community partners.
- Focus groups of between nine to twelve members were held with smokers aged 19-29 year in Vancouver, Kamloops, and Prince George to find out where young smokers frequent, what messages and materials/products they would be receptive to receiving regarding quitting smoking and what would entice them to want to quit.
- Over 750 community partners will be contacted to participate in this initiative in the following communities: the Lower Mainland, Victoria, Kamloops, Kelowna, and Prince George. At least one other community will be selected in the Vancouver Island Health Authority and the Northern Health Authority.

Tobacco-Free Post Secondary Initiative

ORGANIZATIONAL LEAD: **BC LUNG ASSOCIATION**

Project Manager: Tyler Janzen (tjanzen@contextresearch.ca)

Phone: 604 637 0114



The majority of 19 to 29-year-olds are either working or still in school, so to effectively reduce tobacco use among this age group the BCHLA must target students on campus.

The BC Lung Association is working with universities and colleges to improve access to cessation resources and campus-wide policies to reduce and prevent smoking among students and staff. This will be accomplished by inviting 10 universities and colleges to participate in a pilot program.

UPDATE:

- Nine colleges and universities have confirmed participation in the pilot project, which include: BC Institute of Technology (BCIT), Camosun College, North Island College, Kwantlen University-College, Okanagan College, Thompson River University, University of Northern BC (UNBC), University of Victoria (UVIC), and Vancouver Community College (VCC).
- Vancouver Community College and the College of the Rockies have confirmed their participation for the learning module. Other interested institutions include: College of New Caledonia, Kwantlen College, and TRU.
- Campus advisory teams/tobacco working teams have been established at participating institutions. Working groups are developing the terms of reference and draft work plans/budgets that outline campus activities for the fall, winter, and spring semesters.
- The advisory teams may link with other students and staff on campus to promote smoking cessation resources, strengthen smoke-free policies or undertake other campus-specific activities that support tobacco control.
- A poster has been developed for Camosun College that will raise awareness of their new smoking policies. This template will be shared with, and tailored to, other institutions.
- UVIC student organizations have written a play titled ‘Six Billion Suicides’ that is being directed and performed by students during the first week of June which features the interactions of young adults and tobacco.

Targeted Education Campaign

ORGANIZATIONAL LEAD: **HEART AND STROKE FOUNDATION OF B.C. & YUKON**

Project Manager: Lea Anne Sexton (lsexton@contextresearch.ca)

Phone: 604 637 0116



Finding answers. For life.

Young adults, tend to obtain most of their information from non-traditional sources. Therefore, a multi-media campaign has been designed to target this age group on the prevention and cessation of tobacco use.

The Targeted Education Initiative is recruiting marketing classes at post secondary institutions across BC to participate in a case study competition. In small groups, students will create a tobacco cessation campaign, determine the media vehicles, and identify the communities in which it should be implemented. A winning case study will be selected, further developed, and launched in September 2008.

UPDATE:

- Four institutions participated in the competition: Douglas College, BCIT, Malaspina College, and Okanagan College. 110 students participated.
- Eight team finalists presented to the evaluation committee on April 11th and the winning campaigns were selected in early May. The first place team was from BCIT and won \$4,000. The second place team was from Malaspina College and won \$1,000.
- Publicis Vancouver was selected as the creative firm for this initiative. They are responsible for implementing and developing the final campaign and the media buy.
- Focus group testing will take place over the summer to test the final campaign before implementing it in the fall.

Smoke-Free Housing in Multi-Unit Dwellings Initiative

ORGANIZATIONAL LEAD: **HEART AND STROKE FOUNDATION OF B.C. & YUKON**

Project Manager: Sharon Hammond (shammond@contextresearch.ca)

Phone: 604 732 1859



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Many people living in apartment and condominium complexes are regularly exposed to second-hand smoke entering their homes from neighbouring units. Due to financial considerations, many young adults reside in rented apartments and have little or no defense against unwanted smoke entering their homes.

The Heart and Stroke Foundation is working with leaders in the multi-unit housing sector, including, the Rental Owners and Managers Society of BC (ROMS), the BC Apartment Owners and Managers Association (BCAOMA), BC Non-Profit Housing Association, BC Housing and other stakeholders to increase the number of voluntary smoke-free policies implemented in multi-unit dwellings (MUDs). Resources and tools are being developed to help housing providers adopt smoke-free policies, and educational forums are being planned across the province to educate them on the benefits of increasing smoke-free options for British Columbians. In addition, a smoke-free pilot project will be launched to provide guidance and technical support to housing providers interested in developing smoke-free policies.

UPDATE:

- New smoke-free housing website, including a smoke-free housing registry, is under construction. Tools to assist

housing providers develop and implement smoke-free policies will be accessible on website.

- Two legal opinions were completed in April 2008 on the legalities of implementing smoke-free policies under the Strata Property Act and the Residential Tenancy Act.
- BC Stats surveyed 1,000 multi-unit dwellers across BC about second-hand smoke in their buildings; results will be released in late May.
- The electronic survey of landlords and strata corporations was completed in mid-April. Over 220 respondents participated, with over half requesting more information about the Initiative and the Smoke-Free Pilot Project.
- Partnered with BC Non-Profit Housing Association to survey housing providers; results should be available in late June 2008.
- An educational video for housing providers is being produced. The purpose of the video is to promote the benefits of and market demand for smoke-free housing in MUDs. Participants include Hon. Gordon Hogg, Minister of State for ActNow BC; Hon. Wally Oppal, Attorney General; Dr. Perry Kendall, Provincial Medical Health Officer and key representatives of the MUDS Advisory Committee.

Tobacco Free Workplace Initiative

ORGANIZATIONAL LEAD: **CANADIAN CANCER SOCIETY**

Project Manager: Kate Carty (kcarty@bc.cancer.ca)

Phone: 604 675 7331



**Canadian
Cancer
Society**

BRITISH COLUMBIA AND YUKON

Since one-third of every day is spent at work and 19 to 29 year-olds represent the fastest growing segment of the B.C. labour force, the workplace is an increasingly important venue for the delivery of tobacco-free programs and education.

The Canadian Cancer Society is working with employers, Worksafe BC, Health and Safety Associations, and the Unions and Health Authorities to reduce the health and economic impacts of tobacco use among young employees in the workplace. This initiative will implement pilot programs designed to assist worksites/companies to create workplace environments (including policies and program activities) that help young workers stay tobacco free and support those who wish to quit.

UPDATE:

- Workplace selection criteria were identified based on an initial telephone survey conducted with 54 companies. Priority given to companies with at least 30% of employees aged 19-29, those that have an existing health and safety committee, and those from the following sectors: construction, trades, forestry, oil & gas, manufacturing, retail, hospitality, warehousing and transportation.
- Four Tobacco-Free Worksite Facilitators (TFWF) have been hired. Please see below for locations and contact details.
- TFWFs will help employers recognize the benefits of a smoke-free workforce and will assist worksites to implement an integrated program that includes company benefit programs, policy development and prevention and cessation activities and information.
- An Employee Needs Assessment Tool has been developed and is available in hard copy or online via survey monkey. This tool will be used to plan additional events and campaigns to promote quitting and staying smoke free in accordance with the needs of each workplace.
- Confirmed worksites for phase one of the pilot project, to begin in June, include: Milestones (Park Royal site in North Vancouver), Grouse Mountain (North Vancouver), HeliJet (Richmond and Victoria), Telus (selected sites throughout the province), and Tembec (Kamloops). Additional worksites are in the preliminary planning stages and may also begin during phase 1 of the pilot including: 1-800-Got-Junk (Vancouver), Lake City Casino (Kelowna), and Teck Cominco (Trail).
- Onsite Restoration (Vancouver, Surrey, Victoria, and Squamish) and Alcan (Kitimat) intend to begin in September 2008 during phase 2.

Tobacco-Free Workplace Facilitators (Regional)

Darko Berisavac
**Lower Mainland
(North Vancouver)**
dberisavac@bc.cancer.ca
Phone: 604.990.9098

Susan J. MacNeill
Northern Region (Quesnel)
smacneill@bc.cancer.ca
Phone: 250.991.9664

Louise Poole
**Interior Region
(Nelson)**
lpoole@bc.cancer.ca
Phone: 250.825.9202

Jill Shaw
Vancouver Island (Victoria)
jshaw@bc.cancer.ca
Phone: 250.652.1452

Tobacco Reduction Strategies Project Managers

Tobacco Reduction Strategy Project Coordinator

Jack Boomer
jboomer@contextresearch.ca
Phone: 250.721.4268

Community Detailing Initiative

Gene Chin
gchin@contextresearch.ca
Phone: 604.685.7036

Smoke-Free Post Secondary Initiative

Tyler Janzen
tjanzen@contextresearch.ca
Phone: 604.637.0114

Targeted Education Initiative

Lea Anne Sexton
lsexton@contextresearch.ca
Phone: 604.637.0116

Smoke-Free Housing in Multi-Unit Dwellings (MUDs) Initiative

Sharon Hammond
shammond@contextresearch.ca
Phone: 604.732.1859

Tobacco-Free Workplace Initiative

Kate Carty
kcarty@bc.cancer.ca
Phone: 604.675.7331