

BC Healthy Living Alliance Tobacco Reduction Strategy

UPDATE

NOVEMBER 2007 TO JANUARY 2008

This update provides a snapshot status report on the initiatives within the Tobacco Strategy of the BC Healthy Living Alliance from November 2007 to January 2008.

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

If you have questions about the overall strategy, please contact Jack Boomer, Project Coordinator at 250-721-4268.

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

Outlined on the following pages of this Update are the five initiatives and the progress that has been made since program implementation started in November, 2007.

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.

Three strategies were collaboratively developed by the BCHLA; Healthy Eating, Physical Activity, and Tobacco Reduction 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 pillar.

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 of 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 linking 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.



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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.

Information and resources about smoking prevention and cessation will be distributed by developing relationships and partnering “community partners” – businesses and organizations such as bars, restaurants, shopping centres, and recreation centres, where smokers aged 19-29 frequent. Resources will be created that are 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:

- In mid-January, 2008, the final proposal was submitted by the professional detailing company.
- The script for focus groups to test products and resources is being developed.
- Communities for the detailing initiative have been identified and will include: the Lower Mainland (encompassing communities in both the Vancouver Coastal and Fraser Health Authority), Victoria, Nanaimo, Kamloops, Kelowna, Prince George, and probably a rural community in the north.
- Proposals were sent to creative firms. Interviews with potential firms have been scheduled for late-January.

Tobacco-Free Post Secondary (PSI) Initiative

ORGANIZATIONAL LEAD: **BC LUNG ASSOCIATION**
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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 PSIs to improve access to cessation resources and develop campus-wide smoke-free policies to reduce and prevent smoking among students and staff. This will be accomplished by inviting 10 PSIs to participate in a pilot program.

UPDATE:

- Environmental scan was completed in November 2007 which looked at policies, resources, and practices on campuses across BC, Canada, and internationally.
- Results of the scan were used to design the telephone survey which was administered to 27 PSIs between December 2007 and January 2008.
- Individuals were contacted from each PSI including, but not limited to, the policy administrator, health and wellness coordinator, and student's association representative.
- Based on the survey results a preliminary list of PSIs has been identified and these institutions are being contacted by the end of January 2008 to determine interest.
- Up to two PSIs per health authority will be invited to participate in the pilots and their participation should be confirmed in February, 2008.
- A contract is being finalized to work with Dahlstrom and Associates to pilot a learning module on the synergistic effects of second-hand smoke and workplace substances. This module, initially developed for BC Institute of Technology (BCIT), will be piloted at up to five educational institutions across BC.

Targeted Education Initiative

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.

The Targeted Education Initiative is recruiting marketing classes at PSIs across BC to participate in a case study competition. In small groups, students will develop tobacco cessation concepts, determine the media vehicle, and define how the campaign will be distributed. A winning case study will be selected, further developed, and launched in September 2008.

UPDATE:

- An environmental scan of past and current tobacco related media throughout the country and worldwide was completed in December 2007.
- Five to seven PSIs have expressed interest in participating and are currently being invited to participate in the case study.
- In January, 2008 presentations were made to BCIT, Douglas College, and Okanagan College marketing classes to introduce the study and invite them to participate. Presentations at other PSIs will be made in early February.
- A request for proposal (RFP) to select a creative firm was issued in December 2007 and those that submitted RFPs will be interviewed in late January. The creative firm will help implement and develop the final campaign and assist with the media buy.

Smoke-Free Housing in Multi-Unit Dwellings Initiative

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

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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 Association (ROMA) of BC, 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). Pilot projects will be launched to provide guidance and technical support to housing providers interested in developing smoke-free housing options. Educational forums will also be held throughout the province in 2008/2009.

UPDATE:

- An environmental scan of existing smoke-free housing websites was completed in December 2007.
- An advisory committee of multi-housing stakeholders was established in November and includes representatives from the list noted above. The first advisory meeting was held on November 26, 2007
- ROMA, BCAOMA, Professional Association of Managing Agents and the Condominium Home Owners Association have agreed to partner with us to distribute an electronic survey to BC housing providers.
- Questions for a tenant survey were developed in partnership with BC Stats. The survey will be implemented in late January, 2008.
- Legal opinions under tenancy and strata law will be finalized at the end of February 2008.
- A video production company has been chosen to develop an informational video. To be completed in the Spring of 2008.

Tobacco Free Workplace Initiative

ORGANIZATIONAL LEAD: **CANADIAN CANCER SOCIETY**

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Phone: 604 675 7331



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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:

- An environmental scan that looked at workplace cessation best practices was completed in December. Ten corporate programs were identified in addition to workplace cessation resources/programs.
- A comprehensive telephone survey was administered to 53 employers throughout the province to identify information about each worksite to guide pilot site selection, including an overview of the organization and nature of work performed, current tobacco use policies and cessation/prevention programs, and the estimated proportion of smokers and young workers.
- Data from the survey has been collated and a list of 15 potential worksites to participate in the pilot has been identified and will be contacted by early February to determine their interest in participating.
- Initial discussions with Worksafe BC and Health and Safety Association have occurred.

If you have questions about the overall strategy, please contact the Tobacco Reduction Strategy Project Coordinator:

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Phone: 250-721-4268

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