

Appendix C Community Projects

Ontario Tobacco Research Unit

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APPENDIX C: COMMUNITY PROJECTS, 2003-04

This section describes the accomplishments of Community Grant projects funded through an RFP process conducted in April of 2002. All of these projects were funded for the latter part of 2002-2003 and all of 2003-2004. Since these projects are not continuing, their evaluations were not assessed by OTRU, unlike the province-wide projects in Appendix B.

Hands Across the North: Going for the Gold – Algoma District Health Unit

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$44,300

This project was a collaborative effort of the Algoma Health Unit, the Sudbury and District Health Unit, and the Thunder Bay and District Health Unit. The overall purpose was to contribute to the development of greater support for 100% smoke-free bylaws in municipalities across the region. While many of the project's activities were directed toward the general population, primary targets were identified as elected officials/municipal policy makers, and the parents and grandparents of young children and teens.

Project activities were divided into two components. The first part involved a signature ad campaign involving local health care providers who were asked to add their signature to a statement on second hand smoke and the need for bylaws. The list of signatures formed the background for full-page print ads. The second project component involved efforts to collect the signatures of young people on a youth statement on second hand smoke.

Additional Funding/Contributions

- Project staff reported having received some limited assistance from local tobacco-free coalitions to help extend radio airtimes. While welcomed, this did not compensate for the nearly \$10,000 in original funding lost to the project because of an inability to carry 2002-2003 funding over to 2003-2004.

Objectives for 2002-2003 and 2003-2004

- To increase the visible support from community role models for 100% smoke-free bylaws.
- To increase the visible support from youth for 100% smoke-free bylaws.

Evaluation Strategies and Methods

Process monitoring documented project activities and outputs throughout the development and implementation of both the health care professional and youth campaigns. In addition, an end of campaign teleconference involving representatives of all participating health units, Heart Health, and tobacco-free coalitions was convened to review accomplishments of the initiative and to identify possible ongoing activities.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objective one: To increase the visible support from community role models for 100% smoke-free bylaws.

Associated Activities

Pharmacists and dentists from across the three regions involved in the project were recruited to participate in the campaign by adding their signatures to an advertisement endorsing 100% smoke-free bylaws. These signatures formed the basis for both print and radio advertisements. The latter featured statements from selected health care role models. Press releases were sent to all participating newspapers announcing the health care professionals' signature campaign against

second-hand smoke kick-off.

Outputs and Outcomes

- A total of 114 dentists and 81 pharmacists participated in the signature ad across the regions of Sudbury, Algoma, and Thunder Bay. The signature ad was printed in 15 newspapers across these districts with a combined population reach of 210,865. Local Heart Health and Tobacco-Free Councils assisted with disseminating and displaying the signature ad poster that was created from the print advertisement. Copies of the poster ad were distributed to participating dentists in two regions and pharmacists in one region.
- Six radio announcements were developed from the three regions and aired on eight radio stations for a total of 354 spots, which had a population reach of 167,000. Sault Ste. Marie and Elliot Lake within the Algoma District chose to delay their radio ads to national Non-smoking Week in January 2004 to enhance public support for 100% smoke-free bylaw implementation. In other areas, the ads aired for two weeks around World No Tobacco Day, May 31, 2003.
- Media coverage from the press release announcing the campaign was received in local papers and television stations with a population reach of 267,967.
- Both the print ad and radio ads were translated into French and made available for use in participating regions. The French language print ad ran in one newspaper.

Objective two: To increase the visible support from youth for 100% smoke-free bylaws.

Associated Activities

Each participating Health Unit, in partnership with local youth tobacco-free advocacy groups, selected youth representatives to form a committee to spearhead the campaign. The committee participated in four teleconference meetings to plan and implement a strategy to secure youth participation in the signature ad campaign. Committee members from Sudbury, Sault Ste Marie, and Thunder Bay coordinated the collection of signatures in schools. The hand cut out signature cards were joined into a chain and used for presentations to municipal councils. In addition, a radio advertisement was developed to accompany the campaign.

Outputs and Outcomes

- In Sudbury, Sault Ste Marie, and Thunder Bay, 11 youth coordinators enlisted the help of volunteers to collect 6,500 signature cards from students in 47 schools. These cards were used in presentations to the Sault Ste Marie municipal council on January 13, 2003, to Thunder Bay's municipal council on January 20, 2003, and to the Sudbury municipal council on May 30, 2003.
- A radio message was produced and aired during National Non-Smoking Week, 2003. The English version of the ad was recorded by youth in Thunder Bay and French version was recorded by youth in Sudbury. The ads were aired on 12 radio stations having a combined listener base of more than 170,000 in the three municipalities.
- A press release announcing the kick-off of the campaign resulted in seven newspaper articles and one television news story across the regions.
- Both this campaign and the health care professional campaign contributed to movement toward smoke-free bylaws across the north. Specifically, Thunder Bay Council accepted recommendations to put a question regarding a 100% by-law on the November 2003 municipal ballot. Following this example, three other regional councils put by-law questions on their ballots. In Thunder Bay, the issue received 80% support and resulted in the council being bound to enact

a bylaw by 2004. In two other municipalities, results of the plebiscite were not binding, nevertheless their councils voted to enact 100% by-laws in 2004. Both Sudbury and Sault Ste. Marie had already passed bylaws to become 100% smoke-free on June 1, 2004.

- Both campaigns were presented at two Ontario Tobacco Retreats and one Youth Tobacco Coalition Conference. Poster presentations of the campaigns were designed and displayed at the OPHA Conference in 2003.

Networking

- Project staff reported considerable cooperation among the numerous stakeholders in the region to ensure the coordination of media activities. These stakeholders include Heart Health Coalitions, tobacco-free coalitions, and health units.
- Project staff maintained ongoing working relationships with representatives of OCAT. The latter provided strategic advice, support, and funding for associated by-law development activities.
- Regional retreats, which were organized and paid for by OTN for the local network of Tobacco Free coalitions, created opportunities to share experiences, train with skilled facilitators, and plan joint actions.
- The Program Training and Consultation Centre provided advice and assistance throughout the funding period.

Summary

Some of the municipalities involved in this project would have made significant progress toward smoke-free bylaws even without this campaign. Nonetheless, the mobilization of visible support from health care professionals and young people appeared to have made important contributions. The lessons learned may point to cost-effective strategies for displaying this support to decision makers.

Brantford Clean Air Bylaw Community Education Campaign – Brant County Health Unit

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$160,000

On June 1, 2002, the City of Brantford implemented a 100% smoke-free bylaw that encompassed all restaurants, bars, public halls, bingo and billiard halls, and bowling alleys. The purpose of this project was to support the implementation through a media campaign targeting the general population and the owners and operators of establishments covered under the bylaw. The overall goal of the campaign was to increase bylaw support and compliance among members of the public and the owners/operators.

Additional Funding/Contributions

- Project staff reported in-kind contributions from the Brant County Health Unit totaling approximately \$350,000 in the form of staff salaries, administrative support, rent and utilities, and funding for project promotion.

Objectives for 2002-2003 and 2003-2004

1. To increase awareness of the risks associated with exposure to environmental tobacco smoke among adult residents of the City of Brantford and among owners/operators and employees of bars, restaurants, bowling alleys, and billiard and bingo halls in the City of Brantford.
2. To increase awareness and knowledge of the implementation date and requirements of the City of Brantford smoke-free bylaw among adult residents and owner/operators and employees of bars, restaurants, bowling alleys, billiard and bingo halls in the City of Brantford.
3. To provide ongoing support and information to other communities regarding the implementation experience.

Evaluation Strategies and Methods

Progress toward objectives one and two was assessed by administering pre- and post-campaign telephone surveys of relevant knowledge and attitudes to separate random samples of adults within the catchment area. Specifically, baseline data was collected in January 2002 via a survey of a random sample of 508 respondents (CI \pm 4). Survey items included dimensions of knowledge and awareness of the health effects of environmental tobacco smoke, attitudes toward smoke-free spaces and policies, smoking behaviour, and frequency of visiting public places. Post-implementation surveys were conducted at various time intervals after the implement of the municipal bylaw: six months (December 2002, n=1003, CI \pm 3), one year (June 2003, n=1000, CI \pm 3), and two years (January 2004, n=1200, CI \pm 3). Accomplishments related to objective three were not formally assessed.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objectives one and two: To increase awareness of the risks associated with exposure to environmental tobacco smoke among adult residents of the City of Brantford and among owners/operators and employees of bars, restaurants, bowling alleys, billiard and bingo halls in the City of Brantford. To increase awareness and knowledge of the implementation date and requirements of the City of Brantford smoke-free bylaw among adult residents and owner/operators and employees of bars, restaurants, bowling alleys, billiard and bingo halls in the City of Brantford.

Associated Activities

Key project activities revolved around the development and implementation of a community education campaign. Following a review of materials and recommendations from other jurisdictions, campaign messages were created and focus tested for incorporation into campaign messages. In addition, information from a previous survey of owners/operators was also used to steer the development of messages.

Outputs and Outcomes

- Materials developed and deployed as part of the community education campaign included advertorials for local papers, billboard advertisements, direct mail postcards, newspaper banner advertisements, a street banner, a display and information booth for use at community events, as well as promotional items to be distributed to community members and owners/operators. In addition, a page was created on the health unit's website to provide information and resources relevant to the bylaw.
- Newspaper advertisements and advertorials appeared in local and community papers with a combined circulation of more than 62,000. It has been estimated that approximately 11,000 community members were exposed to the street banner.
- The results from a series of telephone surveys of random samples of the adult populations of the city of Brantford and Brant County indicated a number of encouraging changes between January of 2002 (pre-bylaw implementation) and January 2004 (two years post-implementation). While it was not possible to attribute the changes to the media campaign, as many as 76% of respondents in these surveys indicated they received most of their information about the bylaw from newspaper advertorials and other earned media. Key observations from these surveys include the following:
 - The proportion of respondents who report they are very concerned about second-hand smoke grew from 33% in 2002 to 44% in 2004. Over the same timeframe, the proportion of respondents that reported smoking never occurs within their home increased from 65% to 75%.
 - Between 2002 and 2004, the level of support for the clean air bylaw grew from 71% to 82%. The proportion of respondents who reported they strongly support the bylaw grew from 54% to 66%. Even among smokers, the proportion reporting they support the bylaw grew from 31% in January 2002 to 57% in January 2004.
 - 45% of respondents who smoked in January 2004 suggested that the bylaw has had some influence on the amount they smoke. This figure remained constant over the three waves of post-implementation surveys.
 - At the pre-test stage, 17% of respondents said they would go to restaurants more often if they were smoke-free. By January 2004, that figure had increased to 35%. Only 8% of respondents to all of the surveys suggested they would go less often to restaurants that were smoke-free.

Objective three: To provide ongoing support and information to other communities regarding the implementation experience.

Associated Activities

Project staff reported that information and resources that emerged from the project would be compiled and made available to practitioners facing similar challenges in other jurisdictions.

Outputs and Outcomes

- A report of the public opinion surveys that were conducted as part of the project has been drafted and made available through the health unit's website.
- A narrative report has been drafted outlining project activities, lessons learned, evaluation results, and providing samples of materials developed and implemented as part of the project.

Networking

- The Council for a Tobacco-free Brant was instrumental in demonstrating support for the Brantford Clean Air Bylaw and played a strong role especially relating to advocacy. Information was shared between the Brant County Health Unit and the Council for a Tobacco Free Brant throughout the funding period.

Summary

The changes in support for the bylaw and other environmental and behavioural transformations that have been highlighted can be the result of a great many factors and influences. Nonetheless, it would appear reasonable to assume that some portion of that change was influenced by the media activities and resources that were developed and implemented as part of this campaign. The lessons learned from this project may prove a valuable addition to the body of knowledge available to practitioners in other jurisdictions.

Smoke-free Living Project – Haldimand-Norfolk Health Unit

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$200,000

Given the presence of tobacco farming in Norfolk County, this project began from the premise that tobacco control activity in the region needed to be built on a firm understanding of how attitudes regarding public policy to address smoke-free places may differ from other parts of the province. To evaluate this requirement the project was planned and implemented in two phases.

The first phase of the project (2002-2003) involved research into existing attitudes, perceptions, and behaviours around smoking and smoke-free public policies among adults and young people in the region. Data were collected from adults via a telephone survey of those living in Haldimand and Norfolk Counties. The investigation of youth perceptions and attitudes was conducted through focus groups with young people in community and school settings.

The second phase of the project involved using data from the adult and youth sources to plan two pilot projects, which were implemented and evaluated during 2003-2004. One project was a youth-based initiative that sought to prevent or reduce tobacco use among young people. The second pilot project was intended to begin progress toward the development and implementation of public policy through the initiation of a smoke-free public places campaign that was designed to be sensitive to community norms.

Additional Funding/Contributions

- While project staff acknowledged the receipt of significant in-kind contributions from the health unit (primarily in the form of staff time), they have not provided an estimate of the value of those contributions.

Objectives for 2002-2003 and 2003-2004

1. To determine the attitudes of adults living in Haldimand and Norfolk Counties toward smoke-free places and tobacco use prevention programs (2002-2003).
2. To determine the attitudes of youth (age 13-19) in the counties of Haldimand and Norfolk concerning: smoke-free places, tobacco use prevention programs, and smoking cessation programs (2002-2003).
3. To pilot one youth-based program to prevent and/or reduce tobacco use among young people in Haldimand and Norfolk Counties (2003-2004).
4. To plan and implement a smoke-free places campaign within Haldimand/Norfolk that is sensitive to local community norms.

Evaluation Strategies and Methods

Objectives one and two pointed toward activities that were essentially a needs assessment with respect to the current attitudes and behaviours of residents of Haldimand and Norfolk counties. As such, progress toward these objectives was not evaluated in any strict sense. Nonetheless, planning and implementation of activities was overseen by a community advisory committee and care was given to the development and pre-testing of data collection instruments.

Progress regarding objective three was assessed through the documentation of the process involved in determining

what school-based program to implement, the process of implementation, and a qualitative analysis of its usefulness and acceptability of the program to 20 high-school aged young people from one high school in the region.

Progress on objective four was assessed via an in depth analysis and documentation of the process of campaign development, the key activities of the campaign and associated outputs, and the policy developments that emerged from the campaign.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objective one: To determine the attitudes of adults living in Haldimand and Norfolk Counties toward smoke-free places and tobacco use prevention programs (2002-2003).

Associated Activities

In February 2003, a telephone survey of a random sample was conducted on 1,011 adult residents in the Haldimand and Norfolk counties. The purpose of the survey was to assess levels of knowledge regarding the health effects of second-hand smoke, to assess attitudes regarding and support for bylaws that would create smoke-free places, and to document what smoking respondents feel would help them quit. The results of the survey were intended to help guide the development of a smoke-free spaces campaign that would be sensitive to community norms.

Outputs and Outcomes

- Results of the survey were presented and discussed in a final report entitled “Listening to the Community.” This report formed the basis for presentations to the municipal councils of both Haldimand and Norfolk counties. In Haldimand County the report was accepted and council voted to move ahead with the development and implementation of a 100% smoke-free public places and workplaces bylaw. The bylaw came into force on August 15, 2003. In Norfolk County, municipal council and the county Board of Health accepted the report for information purposes only. A motion in council to proceed with further study of the economic implications of a bylaw was defeated.
- A summary of the findings of the survey have been presented elsewhere (OTRU, 2003). The full project report can be found at www.haldimand-norfolk.org.

Objective two: To determine the attitudes of youth (age 13- 19) in the counties of Haldimand and Norfolk concerning smoke-free places, tobacco use prevention programs and smoking cessation programs (2002-2003).

Associated Activities

The attitudes of area youth were documented using focus group techniques. Data was collected on young people’s attitudes toward smoke-free places as well as tobacco prevention programs and smoking cessation initiatives. Four focus groups were conducted with 31 participants from across the two county region.

Outputs and Outcomes

- Results of the focus group research formed part of a report entitled “Listening to Youth Voices.” Specific findings have been outlined earlier (OTRU, 2003). As above, the full report can be found at www.haldimand-norfolk.org.
- Eight specific and comprehensive recommendations emerged from the focus group research. Each recommendation has been adopted by the health unit as a key direction for all their tobacco control initiatives that target young people. In addition, the recommendations provided important guidance in the development of the youth-based pilot outlined below.

Objective three: To pilot one youth-based program to prevent and/or reduce tobacco use among young people in Haldimand and Norfolk Counties (2003-2004).

Associated Activities

Based on the results of focus group research, as well as a review and assessment of available youth-based prevention and cessation resources, a pilot project was developed and implemented with 20 young people from a single secondary school in the region.

Outputs and Outcomes

- Kic the Nic was chosen as the pilot resource and the ten-week program ran between November 2003 and February 2004. Of the twenty students who began the program, six remained active until the program was completed. A number of problems were noted that could have an impact on both program delivery and efficacy. Firstly, students who weren’t motivated to quit were disruptive to program sessions. Secondly, because the group was large, scheduling sessions to suit preferred times was difficult. Finally, it was felt that the program did not provide the necessary skill-building techniques required to remain smoke-free.
- Based on the experiences of the pilot project, the health unit made a decision to further pilot TAP (Helping Teens Stop Using Tobacco); an eight session, voluntary cessation program that provides teen tobacco users with the knowledge on how to quit and maintain their smoke-free status. TAP assists adolescents in building skills rather than provide conventional lectures. The program offers teen cessation options, guidance, and support to allow them to design their own personalized approach to quitting.

Objective four: To plan and implement a smoke-free places campaign within Haldimand and Norfolk counties that is sensitive to local community norms (2003-2004).

Associated Activities

In May and June of 2003, consultations were conducted with the public and key community stakeholders to guide the development of a smoke-free bylaw for Haldimand County. Furthermore, the consultations developed media messages that would appropriately educate the public prior to implementation and support the bylaw after its August 15 adoption.

Outputs and Outcomes

- The most tangible outcome of this process was the development and successful implementation of an effective 100% smoke-free bylaw in Haldimand County.
- The consultation process produced substantial earned media in the local press.

Networking

- Project staff acknowledged the support and assistance of the Smoke Free Places Action Network (SPAN) during the political process of bylaw development and implementation. This is a local community-based organization that supports smoke-free places in Haldimand and Norfolk Counties.
- Project staff also reported a cooperative relationship with the local Heart Health project.

Summary

In 2002-2003, this project generated important local information regarding the beliefs and attitudes of adults and young people living in the counties of Haldimand and Norfolk. In 2003-2004, this knowledge was put to use in the development of more informed plans for health unit activities addressing prevention and cessation with youth. The most significant accomplishment was the project's contribution to the development and implementation of a 100% smoke-free public places and workplaces bylaw in Haldimand County.

Tobacco Bylaw Campaign – Leeds, Grenville and Lanark Health Unit

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$200,000

At the outset of this project, only one of the 24 municipalities in this region had a bylaw in place that stipulated smoking restrictions. The overall purpose of the project was to develop and implement a campaign that would encourage and support the adoption of 100% smoke-free bylaws in all municipalities. While the campaign targeted the public with messages of the harmful effects of second-hand smoke, it also sought to mobilize citizens, community groups, organizations, and health care professionals to work together toward bylaw development.

Additional Funding/Contributions

- Project staff reported having received \$14,000 in additional funding from the Ontario Campaign for Action on Tobacco.

Objectives for 2002-2003 and 2003-2004

1. To pass 100% smoke-free bylaws in all municipalities in Leeds, Grenville and Lanark.
2. To foster partnerships among community agencies, groups, organizations, and citizens to push for a smoke-free bylaw.
3. To strengthen community readiness and capacity to accept a smoke-free bylaw.
4. To support implementation of bylaws through the development of appropriate enforcement strategies.

Evaluation Strategies and Methods

Progress concerning objectives one, two, and three was assessed in two ways. First, ongoing process monitoring of the development and implementation of the project's media campaigns was undertaken. Second, a telephone survey of a random sample of 1,470 area residents was undertaken by the Carleton University Survey Centre in June of 2003. The purpose of the survey was to outline levels of knowledge regarding the harmful effects of second-hand smoke, and to assess community attitudes about and support for smoke-free bylaws. Results of this survey were meant to be compared to data from an earlier telephone survey of 1,485 area residents conducted in December 2001. Progress toward objective four was examined through the monitoring of the development of an enforcement plan, in addition to the feedback on drafts of the plan received by key community stakeholders.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objectives one, two, and three: To pass 100% smoke free bylaws in all municipalities in Leeds, Grenville and Lanark. To foster partnerships among community agencies, groups, organizations and citizens to push for a smoke free bylaw. To strengthen community readiness and capacity to accept a smoke free bylaw.

Associated Activities

These objectives were pursued via the development and implementation of two relatively distinct media campaigns. The first campaign was used print media to educate the public about the dangers of second-hand smoke. The second campaign used both print and radio advertising to

mobilize members of the general public and community agencies to join in partnership with the health unit to work toward the development of smoke-free bylaws. Both campaigns were intended to have an impact on target communities' readiness to accept and support a bylaw.

Outputs and Outcomes

- In 2002-2003, the community education campaign made use of 55 print advertisements developed to increase awareness of the health risks of second-hand smoke.
- The community mobilization campaign made use of 55 print advertisements asking the public to get involved in efforts to bring about bylaws. These ads were run in 19 different local newspapers in 2002-2003 and again in 2003-2004. Five additional ads in 2002-2003 in one specific community asked residents to become involved in a community bylaw coalition. In 2002-2003, a radio advertisement was aired 180 times on three local radio stations. The advertisement was aired 590 times on the three stations in 2003-2004.
- Key findings of the public opinion surveys include the following.
- The majority of respondents from both surveys were aware of the seriousness of smoking and second-hand smoke as a health issue. In both survey years approximately 94% of respondents reported they believed it is a serious or very serious issue.
- The majority of respondents supported 100% smoke-free bylaws. Support in 2003 was 64%, not significantly greater than the rate of 62% reported in 2001.
- Thirty-five percent of respondents living in communities without bylaws in 2003 said they seek out smoke-free establishments in other municipalities while 42% said they avoid public places because of smoking.
- At the project's conclusion, 15 of the 24 municipalities in the area still reported that they did not intend to pass smoke-free bylaws. Nonetheless, results of the 2003 survey suggested that as surrounding municipalities adjust to smoke-free bylaws, Leeds, Grenville, and Lanark residents would adjust to the inevitability of living with smoke-free public places.

Networking

- Project staff acknowledged the contributions of the Ontario Tobacco-free Network and the Ontario Campaign for Action on Tobacco. Both provided information and resources to meet the challenges of bylaw development throughout the project period.
- Project staff collaborated with members of the Merrickville Community Bylaw Coalition in presentations and meetings with municipal councilors and in the planning and implementation of media and promotional activities.
- Project staff also acknowledged the contributions of the Ontario Tobacco Strategy Media Network as they supported and guided issues related to advertising and media relations.

Summary

As of March 2003, it was reported that none of the municipalities in the region had moved to give serious consideration of the development and implementation of smoke-free bylaws. Since that time, some progress has been made in several municipalities. While there may be many reasons for movement, the materials and messages implemented as part of this campaign probably made some contributions to this progress.

Smoke-free Bylaw Education and Communication Campaign – Niagara Regional Public Health Department

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$200,000

This project was developed to support the implementation of a strengthened smoke-free bylaw in the Regional Municipality of Niagara that took effect in May of 2003. The project employed a multi-faceted approach to provide education, build support, and ensure compliance among the general population, as well as among hospitality operators, workplaces, and bingo halls. In addition, the project involved the mobilization of young people to support the bylaw and the promotion and dissemination of cessation resources.

Additional Funding/Contributions

- Project staff reported in-kind contributions from the Niagara Regional Public Health Department of approximately \$294,000. These contributions were in the form of staff time allocated to the project as well as office space, equipment, and supplies.

Objectives for 2002-2003 and 2003-2004

1. Develop resource materials and establish effective distribution channels that will support the tourism and hospitality industry, workplaces, and bingo halls (2002-2004).
2. Develop and distribute mass media materials through appropriate channels to the community at large (2002-2004).
3. Support the development of a youth coalition within the schools to support compliance with the by-law and denormalize smoking (2002-2003).
4. Promote and support smoking cessation resources in the Niagara Region (2003-2004).

Evaluation Strategies and Methods

Progress regarding objectives one and two was assessed in four ways. First, the effectiveness of the various channels by which campaign messages were communicated was evaluated via two surveys that were included as an insert in community newspapers. One survey addressed issues relevant to objective one, while the second addressed issues relevant to objective two. In both cases, respondents could mail or fax back the completed survey. For the first survey, 440 responses were received. For the second, 430 responses were received. Second, short check-box surveys were distributed to members of the public at community displays that were deployed throughout the project period. In total, 373 completed surveys were received. This survey had similar objectives to the two surveys distributed in newspapers. Third, the RRFSS data was monitored throughout the project period to determine if there were changes in dimensions of awareness regarding the bylaw or changes in people's behaviour that may have relevance to bylaw implementation. Finally, calls to the health department's tobacco hotline were monitored as a possible indicator of public reactions to the bylaw's implementation and to department efforts to encourage enforcement and compliance.

Progress toward objective three was assessed by using participant evaluation forms that were distributed to young people who took part in project activities.

Finally, progress concerning objective four, and specifically progress in the redevelopment of the health

department's smoking cessation resources was monitored with focus groups.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objectives one and two: Develop resource materials and establish effective distribution channels that will support the tourism and hospitality industry, workplaces, and bingo halls. Develop and distribute mass media materials through appropriate channels to the community-at-large.

Associated Activities

Focus groups sessions were conducted with representatives of the hospitality industry and with representatives of area workplaces to determine what types of resources would be most appropriate to educate about the bylaw and to ensure compliance. In addition, consultations took place with the Chambers of Commerce from municipalities throughout the region, as well as with the Niagara Economic Tourism Corporation and Municipal Business Improvement Associations. This information helped to form the content of Resource Packages that were created for each sector. In addition, a community education and communication campaign was built around the lessons and resources that were available from other Ontario municipalities that had already successfully supported bylaw implementation.

Outputs and Outcomes

- A Resource Package was produced and distributed to approximately 5,000 workplaces, restaurants, bars, bingo halls, and private clubs throughout the region. These packages include a bylaw overview, a copy of the bylaw, various fact sheets with relevance to the specific target sector, and a tobacco hotline business card.
- A range of print advertising appeared in community newspapers and specialty publications with a combined circulation of more than 375,000.
- Other campaign channels included coasters, tent cards, and tear-off sheets that were produced and distributed to area workplaces and hospitality establishments.
- The results of the first newspaper survey suggested that the most successful communication methods were newspaper advertisements, print news coverage, and workplace information. The least successful methods were coasters and tent cards. In fact, the check box surveys suggested that newspaper ads and billboards were where the majority of respondents obtained information regarding the bylaw.
- RRFSS data suggest that the highest levels of knowledge regarding the bylaw were recorded in June and July of 2003, the two months following implementation.
- Six billboards throughout the region were rented for 4-6 weeks (average number of impressions per day, per billboard: 10,100). Images on these posters were similar to those used throughout the print media campaign.
- Bus advertisements were circulated in the Region's three largest municipalities, St. Catharines, Niagara Falls, and Welland.
- Transit shelter ads were on display in the Region's three largest municipalities, St. Catharines, Niagara Falls, and Welland for eight weeks preceding by-law implementation (average number of impressions per day, per shelter: 9,900).
- Lamppost signage was created and posted at five area malls and are on display for one year (average traffic flow per sign, per year: 2,000,000).
- Tobacco Hotline statistics showed a significant increase in calls around the time of bylaw implementation.

Objective three: Support the development of a youth coalition within the schools to support compliance with the by-law and denormalize smoking.

Associated Activities

Approximately 150 secondary school students attended a Youth Tobacco Forum in February of 2003. This forum was intended to lay the foundation for the development of a region-wide youth group to lead actions toward tobacco use prevention and denormalization.

Outputs and Outcomes

- While students at a number of secondary schools formed their own tobacco action groups, efforts to form a region-wide network were hampered by work to rule actions in Niagara's schools.

Objective four: Promote and support smoking cessation resources in the Niagara Region.

Associated Activities

Focus groups were conducted to inform the redevelopment of content for the Niagara Stop Smoking Guide. In addition, informal focus group testing occurred during the revision process.

Outputs and Outcomes

- Ten thousand copies of the revised Niagara Stop Smoking Guide were printed and used in cessation packages that are available, upon request, to aspiring quitters. In addition, copies of the guide were distributed to community agencies and were available at community displays that were conducted in conjunction with the education and communication campaign.

Networking

- Heart Niagara was the sponsor of the Youth Forum that was conducted as part of the project.
- Partner agencies (e.g. Centre for Addiction and Mental Health, Canadian Cancer Society, The Lung Association, Canadian Diabetes Association) of the Niagara Council on Smoking and Health provided assistance in the distribution of project resources.
- In planning for the Youth Forum, Hamilton Public Health and Social Service were consulted frequently. The travel expenses for a guest speaker were shared between health departments.
- Leave The Pack Behind assisted in the distribution of resources during Orientation week at Brock University and Niagara College.

Summary

This project used new and adapted existing resources to provide comprehensive support for the implementation of a much-strengthened smoke-free bylaw for the Regional Municipality of Niagara. In addition to the accomplishments outlined above, the campaign contributed to the publication of some 184 earned media articles that appeared in the region's newspaper between January 2003 and May 2004. Furthermore, the increase in calls to the health department for cessation support has led to the development of new partnerships with the Niagara Health System for the improved provision of support.

Tobacco Bylaw Public Education Campaign – Porcupine Health Unit

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$200,000

Smoke-free bylaws came into effect in Timmins and Kapuskasing on June 1, 2003 and March 31, 2003, respectively. Both communities have further plans to become 100% smoke-free. Kapuskasing will implement a gold standard bylaw on May 31, 2004, while Timmins will do so on December 31, 2005. The purpose of this project was to support the implementation of existing and future bylaws through a media campaign targeting the general population, municipal leaders, employers, and the owners and operators of establishments covered under the bylaw. The overall goal of the campaign was to increase levels of support for and compliance with the bylaw among all four target groups.

Additional Funding/Contributions

- Project staff reported in-kind contributions from the sponsor health unit of approximately \$78,000 for the two-year period. The contributions were in the form of staff time and office space and equipment.

Objectives for 2002-2003 and 2003-2004

1. To educate the public, municipal leaders, employers, and proprietors about the health effects of second-hand smoke.
2. To raise awareness among all target groups about the bylaws implementation.
3. To educate proprietors and the public about the requirements of the bylaws.
4. To provide support to municipalities in the region, including Timmins and Kapuskasing, to encourage the development and implementation of smoke-free bylaws.

Evaluation Strategies and Methods

The evaluation of progress toward objectives one, two and three involved the documentation of process dimensions and the outputs of awareness and education activities. In addition, a pre - and post-test random consisting of telephone surveys of the general population were conducted to identify possible changes in knowledge and attitude dimensions. Progress toward objective four was assessed through the documentation of project activities and outputs, as well as through the monitoring of political events in municipalities that had relevance to the development and implementation of bylaws.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objectives one, two, and three: To educate the public, municipal leaders, employers, and proprietors about the health effects of second-hand smoke. To raise awareness among all target groups about the bylaws implementation. To educate proprietors and the public about the requirements of the bylaws.

Associated Activities

Campaign messages were distributed using community billboards, radio and print advertising, and through periodic press releases. A high school poster contest was conducted with the production and distribution of winning submissions to high schools and businesses in Timmins

and Kapuskasing. In addition, public forums and presentations were held in Kapuskasing to gather input from employers and members of the public, and to provide information to targets. Information on the coming bylaws was posted on the health unit website, as well as the municipal websites in Timmins and Kapuskasing. In addition, a postcard campaign targeted households throughout the two municipalities.

Outputs and Outcomes

- One public forum was held in Kapuskasing and was attended by approximately 250 people. Attendees represented both employers and the public at large.
- The Medical Officer of Health for the region conducted an informational presentation in Kapuskasing and approximately 300 people attended.
- Winning posters from the high school contest were distributed to 48 businesses and 5 high schools in the region.
- Educational postcards were mailed to every household in Timmins (15,490) and Kapuskasing (4,283).
- At the time of writing, results were not yet available from the pre- and post-test telephone surveys.

Objective four: To provide support to municipalities in the region, including Timmins and Kapuskasing, to encourage the development and implementation of smoke-free bylaws.

Associated Activities

During the funding period, health unit staff sat on tobacco-free committees in Timmins, Kapuskasing, and Hearst to help encourage the development of smoke-free bylaws. These individuals also acted as a link to provincial bodies such as the OTN and OCAT and provided resources and knowledge to those trying to mobilize municipal action.

Outputs and Outcomes

- Thirty information kits were distributed to support post-bylaw efforts in Timmins, Kapuskasing, and Hearst.
- To support local efforts, education sessions were conducted for proprietors, employers, and members of the public in Timmins and Kapuskasing. Two sessions in Timmins attracted 12 participants, while four sessions in Kapuskasing attracted 17 participants.

Networking

- Project staff reported significant cooperation with the Kapuskasing Smoke-Free Committee, the Timmins Bylaw Review Committee, and Tobacco Free Timmins Sans Tabac throughout the project.
- The Porcupine Health Unit is a member of the Breathing Space group. The project used media advertisements produced by Breathing Space to promote smoke-free spaces.

Summary

This project developed and disseminated resources and media messages to encourage and support the implementation of smoke-free bylaws in two municipalities in the health unit's catchment area. The gains made from this project will ease the transition to more stringent bylaws in these municipalities. In addition, the lessons and resources may play an important role in the development and/or strengthening of bylaws in other municipalities across the region.

Not To Kids – Select Public Health Units

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$575,300

Having received OTS funding in the past, this project has a long history of addressing issues related to the sale and supply of tobacco to minors. Between September 2002 and March 2004, the Not To Kids coalition grew to include 18 of the province's public health units:

- Simcoe County District Health Unit
- Durham Region Health Department
- Halton Region Health Department
- City of Hamilton
- Kingston, Frontenac and Lennox and Addington Health Unit
- North Bay and District Health Unit
- City of Ottawa Public Health
- Regional Municipality of Peel Health Department
- Peterborough County-City Health Unit
- Toronto Public Health
- York Region Health Service Department
- Regional Niagara Public Health Department
- Perth District Health Unit
- Chatham-Kent Health Unit
- Grey Bruce Health Unit
- Huron County Health Unit
- Middlesex London Health Unit
- Sudbury and District Health Unit

Much of the past effort had been dedicated to educating retailers about the requirements of the Tobacco Control Act and providing them resources to assist and to facilitate compliance. During this funding period, however, attention was turned more toward efforts to reduce youth access to tobacco through social sources. In 2002-2003, Phase One of the project revolved largely around the development and implementation of a radio-based advertising campaign targeting community young people aged 19 through 24. In 2003-2004, Phase Two of the project saw the development and implementation of cinema advertisements targeting the same group. In addition to this, the project continued to produce and distribute retailer support resources.

Additional Funding/Contributions

- Project staff reported having received in-kind contributions from participating health units approximating \$250,000 over the two-year funding period. This was received primarily in the form of staff time made available to conduct project activities and the provisions of office space and equipment.

Objectives for 2002-2003 and 2003-2004

1. To increase awareness among 19 to 24 year old community members of the TCA regulations that pertain to the supply of tobacco to minors.

2. To educate 19 to 24 year olds about TCA regulations relating to the supply of tobacco to minors.
3. To begin to stimulate a shift in attitudes among 19 to 24 year old suppliers that it is socially unacceptable to supply tobacco to minors.

Evaluation Strategies and Methods

Formative evaluation activities were undertaken to aid in the development of media messages with the intent of stimulating progress toward the project objectives. A total of 24 focus groups and 30 interviews were conducted involving approximately 150 youth smokers between the ages of 16 and 20 to underscore the development of relevant, meaningful, and acceptable radio advertisements. An additional seven focus groups involving 40 young people were conducted to expand on the earlier information and to inform the development of cinema advertisements. Finally, focus groups were also conducted with 90 young people to assist in the development and production of print advertising messages.

Progress regarding the three project objectives was assessed in three ways. First, online surveys were conducted with young people aged 15 through 19 prior to the media campaign (n=524) and again after its completion (n=514). The pre-test survey examined attitudes, awareness, and reported behaviour with respect to the sale and supply of tobacco to minors. The post-test survey examined the same dimensions among a separate sample of young people, as well as message recall. Second, intercept interviews were conducted with 326 young people in cinema lobbies following a movie screening to assess recall and reactions among young people to the cinema advertisements. Finally, participating health units monitored monthly data from the Rapid Risk Factor Surveillance Survey over the course of the campaign to determine if there had been changes in responses to survey items that have relevance to youth access to tobacco.

In addition to this, ongoing process monitoring was conducted to document project activities as well as the distribution of print campaign materials and project resources.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objectives one, two, and three: To increase awareness among 19 to 24 year old community members of the TCA regulations that pertain to the supply of tobacco to minors. To educate 19 to 24 year olds about TCA regulations relating to the supply of tobacco to minors. To begin to stimulate a shift in attitudes among 19 to 24 year old suppliers that it is socially unacceptable to supply tobacco to minors.

Associated Activities

Throughout 2002-2003 and 2003-2004, Not To Kids resources were produced and distributed to tobacco retailers, secondary schools, and the community at large. This included the distribution in 2003-2004 of 2000 Retailer Binders to tobacco retailers in the areas served by new coalition members (i.e., health units that had not been part of the Not To Kids coalition in 2002-2003). As suggested above, information gathered via focus groups and interviews with young smokers was used to shape three radio advertisements airing in March of 2003 and one thirty-second cinema advertisement for screening over a four-week period from December 5, 2003 through January 1, 2004. Additionally, print advertising creative materials were developed and distributed to participating health units to be produced and used as they saw fit at local events and venues.

Outputs and Outcomes

- A market analysis of radio stations was conducted and 16 stations were identified as having a high youth audience within the jurisdictions of the participating health units. This included one French language station serving the Ottawa region. To air the three radio advertisements, 1,852 radio spots were purchased, with an additional 1,621 provided by the radio stations free of charge. This resulted in a total of 3,217 spots played over a four-week period in March of 2003. The advertisements ran at various times throughout the day, evening and overnight, weekdays and weekends. A post-campaign survey was conducted in January 2004 to determine the awareness among young people of the NTK campaign, their recollection of particular messages, and the effect the campaign may have had on the awareness, attitudes, and behaviour of these young people. For the latter purpose, a pre-campaign survey had been fielded in February 2003. The post-test survey was distributed via the internet to a random sample of 40,000 young people between the ages of 15 and 19. Completed surveys were received from 514 respondents. Results indicated that over 80% of the respondents were aware in one way or another of the Not To Kids project in general. While encouraging, the potential for selection bias may have been a significant factor in the reported levels of awareness and the results may not be generalizable to the larger population of young people in the target areas. Nonetheless, the pre-test versus post-test analyses did not indicate any significant changes in outcome dimensions over the campaign period.
- The Not To Kids cinema advertisement was screened in 26 theatres throughout the coalition regions having a total of 262 screenings. The ads were played on each screen before every movie at the selected theatres. As a result, the ad was played approximately 23,580 times during the four weeks from December 5, 2003 to January 1, 2004. Intercept interviews were conducted by health unit staff in theatre lobbies following movie screening. The intention of the interviews was to determine ad recall and to gather input from young people regarding their reactions to the ad. A total of 326 interviews were completed with young people between the ages of 14 and 20. Nearly 60% of those interviewed recalled the advertisement (unaided and aided recall) and of these 15% identified Not To Kids as the sponsor of the ad. Two thirds of respondents who recalled the ad were unable to identify the sponsor. Thirty-five percent of those who recalled the ad were able to accurately identify its message. In all cases, whether the respondent was a smoker or a non-smoker, more than 50% of those who recalled the ad either agreed or strongly agreed that the ad caught their attention, that its message was clear, and that it made them think. Similarly, more than 50% also reported they thought the ad was either better or much better than the other ads they had just viewed before the movie.
- A local media kit was developed and distributed to participating health units for use in local campaigns and activities. The kit included a media article, media release, the cinema ad, and the radio ads (CD and cassette).
- A high school resource kit was developed and distributed to participating health units. The high school kit included resources and activities to help educate youth aged 15-19 about the issue of youth access to tobacco through social sources. The kit included the cinema ad and radio ads, posters, promotional items, and information on the Tobacco Control Act and the issue of social supply. Eight health units used various strategies for implementing initiatives in local high schools.
- The project developed strategies and resources to encourage health units to involve young people in action to address social supply and to supplement regular TCA enforcement activities to increase awareness and action on social supply.

Networking

- By its nature, this is a collaborative project built around a coalition of 18 of the province's public health units.

Summary

Well over half of the population of Ontario lives in jurisdictions served by the 18 health units that consisted of the Not To Kids coalition and it would seem that each year, more jurisdictions come to express an interest in the project and its resources. The evidence presented here also suggests there may be a sizable proportion of young people are beginning to recognize the project and its mission.

York Region Chinese and Italian Tobacco Awareness Campaigns – York Region Public Health

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$494,000.

This project involved two distinct tobacco awareness campaigns, the first targeting the Chinese population in the region, and the second targeting the Italian community. Both campaigns used a number of media vehicles to communicate messages regarding the hazards of second-hand smoke, youth and smoking, smoke-free workplaces, smoke-free public places, and cessation. In addition, the Chinese campaign involved the development and implementation of a community cessation program.

Additional Funding/Contributions

- Project staff acknowledged significant in-kind contributions from the host organization. The contributions included: time dedicated to the project by Managers (Substance Abuse Prevention and Workplace, Health Protection, Injury Prevention), Directors (Family and Community Health, Healthy Lifestyles, Community Development), and project team members (PHN, Tobacco Control Officers, Health Inspector, Health Educator). Staff were unable to estimate accurately the value of these contributions.

Objectives for 2002-2003 and 2003-2004

1. To increase knowledge and awareness among Chinese and Italian populations living and working in York region of the health effects of second-hand smoke, and to increase support for smoke-free public places.
2. To develop and implement a tobacco cessation strategy for the Chinese community.
3. To increase compliance with the Tobacco Control Act among Chinese tobacco retailers in the region.

Evaluation Strategies and Methods

Evaluation activities to assess progress toward objective one included the use of focus groups to develop and test Chinese and Italian media messages and materials. Outcomes of the media campaigns were assessed through conducting pre- and post-test telephone surveys with random samples of Chinese and Italian residents in York Region. The pre-test included 800 completed surveys utilized to assess baseline measures of knowledge, attitudes, and beliefs regarding tobacco use and its effects, and measures of tobacco use behaviour. The post-test consisted of 1,200 completed surveys with a separate sample of Chinese and Italian residents to assess campaign awareness and the possible impacts of exposure to campaign messages.

Progress concerning objectives two and three was examined through focus testing of materials and resources created or adapted for use with Chinese health care professionals and Chinese tobacco retailers. Testing focused on the cultural relevance and appropriateness of the materials and resources prior to their wider distribution to target groups.

Activities and Accomplishments for 2002-2003 and 2003-2004

Objective one: To increase knowledge and awareness among Chinese and Italian populations living and working in York region of the health effects of second-hand smoke, and to increase support for smoke-free public places.

Associated Activities

Culturally appropriate media messages were developed and implemented on television and radio targeting the Chinese and Italian communities in York Region. Both campaigns were launched in March of 2003.

Outputs and Outcomes

- The cultural appropriateness of media messages was assessed through the conduct of focus groups. One focus group addressed Chinese messages and included six residents of the region and three members of the project advisory committee. Two focus groups were convened to elicit input on the Italian media messages.
- Project staff suggested the project provided important lessons regarding useful strategies to overcome language and cultural barriers in media communication.

Objective two: To develop and implement a tobacco cessation strategy for the Chinese community.

Associated Activities

Existing resources were adapted for use in providing clinical tobacco intervention training to Chinese health care professionals practicing within the region. These resources were distributed to professionals and used in conjunction with training events.

Outputs and Outcomes

- Chinese educational materials were developed or revised from existing materials and were provided to Chinese health professionals for use with their clients.
- A clinical tobacco intervention workshop was developed for Chinese health professionals (physicians, dentists and pharmacists). Two workshops provided training almost 100 professionals. The workshops occurred in March and October of 2003 and included the adapted CTI program as well as a module specific to the issues and concerns of Chinese patients.
- A qualitative follow-up with workshop participants provided input on how the materials and resources might be further improved for use with this population.

Objective three: To increase compliance with the Tobacco Control Act among Chinese tobacco retailers in the region.

Associated Activities

Existing Not To Kids retailer materials were translated into Chinese and distributed to tobacco retailers throughout the region.

Outputs and Outcomes

- Project activities identified a need of resources for Korean retailers. As a result, Not To Kids retailer resources were translated into Korean and distributed.
- As a qualitative follow-up, focus groups were conducted with Chinese retailers to gain input into how materials might be further adapted to better meet their needs.

Networking

- Project staff acknowledged the cooperation of the Not To Kids Campaign. Existing campaign materials were provided for translation and adaptation.
- Dr. Howard Wu developed the Chinese module to be used with translated CTI materials. This module addressed the special needs of Chinese clients who are being counseled on tobacco cessation.

Summary

There has long been a shortage of tobacco use prevention and cessation resources developed specifically for implementation within ethnic communities. This project produced preliminary lessons regarding how existing resources might be adapted to ensure cultural relevance and improve potential efficacy.

Workplace Smoking Cessation – Aon Consulting

Background

- Funded for the period September 2002 through March 2004.
- Combined budget for 2002-2003 and 2003-2004: \$400,000

In this project, Aon Consulting partnered with Addiction Management Systems Incorporated to deliver and to assess smoking-cessation services within selected pilot workplaces. The overall intention of the project was to demonstrate the business case for the adoption of workplace cessation initiatives. Project staff had hoped not only to demonstrate the impact of the initiative on smoking behaviours and associated attitudes, but also the benefits of the initiative for employers (e.g., changes in rates of absenteeism, productivity, disability claims, etc.)

While progress toward project implementation to March 31, 2003 had been reported (OTRU, 2003), at the time of writing this report, no description of activities and accomplishments from April 1, 2003 to March 31, 2004 had been received. Consequently, no information is available beyond what has been previously reported.