



Knowledge Exchange and Dissemination Tools and Technologies

**An Environmental Scan of Web 2.0 Technologies prepared by the Ontario Tobacco Research Unit for the
Canadian Public Health Association**

**Tracey Borland, MSc
Robert Schwartz, PhD**

**Ontario Tobacco Research Unit
March 31, 2010**

Production of this report has been made possible through a financial contribution from Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

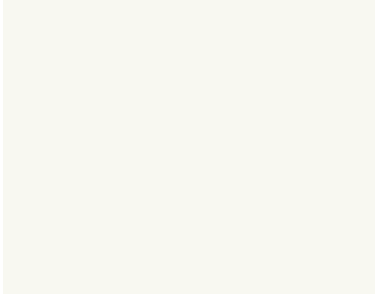
Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
GLOBALink (international)	Online tobacco control community	Managed by the International Union Against Cancer, GLOBALink is the leading international tobacco control community serving all those active in tobacco-control, and public health.	<p>News Bulletins: international, regional or thematic</p> <p>GLOBALink newsletters, tobacco access law news, and tobacco on trial, US status reports on tobacco, etc.</p> <p>Electronic Conferences</p> <p>Full-text databases</p> <p>Home-page service: free web/list-hosting to tobacco-control organizations</p>	Individuals belonging to international organisations worldwide, which include information centres, news editors, cancer societies, health educators, project officers and congress organisers	Evaluation not identified; awarded Luther L. Terry Award

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Program Training and Consultation Centre (PTCC) (Ontario)	<p>Communities of practice portal : (Tobacco-free sports and Tobacco use reduction for young adults)</p> <p>Online resource system</p> <p>Electronic network (Media)</p>	PTCC builds capacity in tobacco control at the local level through training, consultation, resource development, media analysis, and referral services.	<p>Resources:</p> <p>Better practices toolkit; webinars; project publications; LEARN (communities of practice portal, lessons learned repository, evidence-based reviews)</p> <p>Workshops:</p> <p>Advertised on/registration via website</p> <p>Media network:</p> <p>Members receive updates on events, policy and legislative developments, and support materials; are invited to participate, at their discretion, in specific media campaigns and register for PTCC workshops.</p>	Ontario public health units and Tobacco Control Area Networks (TCANs); Local tobacco-free coalition members; Community health centre staff; Voluntary organizations staff/volunteers; Health care providers; others	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>IDM best practices for health promotion, public health and population health</p> <p>Canadian: Funded by the editor Barbara Kahan</p>	Community of practice	<p>To promote discussion regarding best practices ideas</p> <p>To make the application of best practices easier</p> <p>To help build a broad best practices "community"</p> <p>To provide information about the IDM approach to best practices</p>	<p>IDM basics</p> <p>Monthly features</p> <p>Resources</p>	It is meant for anyone interested in developing or using best practices approaches to prevent illness and enhance health, whether in the area of health promotion, public health, or population health.	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Web-assisted tobacco interventions (wati.net)	Community of Practice including active members dealing with Web Assisted Tobacco Control Intervention (e.g.: prevention, smoking cessation)	Not stated	Directory Presentations Resources (<i>Global Web-Assisted Tobacco Intervention Inventory</i>) Uses Globalink for its discussions/network	Individuals involved in tobacco control and interested in WATIs	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Canadian Action Network for the Advancement, Adoption and Dissemination of Practice Informed Tobacco Treatment (CAN-ADAPTT)	Online community	<ol style="list-style-type: none"> 1. National Network: To create a national network of smoking cessation researchers, policy/decision-makers and practitioners/providers to inform smoking cessation research and practice. 2. Research Agenda: To develop a practice-informed research agenda in key areas of smoking cessation that bridges the gaps between clinical practice, research and theoretical frameworks. 3. Knowledge Translation: To translate research findings into a dynamic set of evidence-based guidelines on smoking cessation (i.e., Wiki- 	<p>Resource section:</p> <p>Wiki clinical best practice guidelines; online discussion group for members</p> <p>Members also receive:</p> <p>Updates on CAN-ADAPTT's research and funding opportunities</p> <p>Notices of General Meetings</p>	All individuals working in the area of tobacco control, either working directly or indirectly with clients/patients	Evaluation not identified

		<p>guidelines).</p> <p>4. Dissemination and Engagement: To disseminate findings and engage stakeholders from national and professional organizations to promote the adoption of the Wiki-guidelines.</p> <p>5. Collaboration: To collaborate with other projects in tobacco control.</p> <p>6. Evaluation: To evaluate the system and population impacts of the proposed practice-based research network.</p> 			
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Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>CAPTURE Project/ Le Project CAPTURE</p> <p>Canadian platform to increase usage of real-world evidence</p>	<p>Online community that utilizes a web-based IT platform and is open sourced and uses open architecture</p>	<p>The CAPTURE Project will collect, share and support the use of “real-world” evidence on what works, for whom and in what context, to improve primary prevention of chronic disease.</p>	<p>Blogs</p> <p>Facebook</p> <p>Twitter</p> <p>Videos</p> <p>Articles</p> <p>Monthly news bulleting</p>	<p>Researchers, prevention practitioners and policy makers</p>	<p>Evaluation not identified</p>

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
The Health Communication Unit (Canadian)	Online learning community; resource system; blog, electronic network,	<p>To increase the knowledge, skill and confidence level of THCU client groups in the planning, implementation and evaluation of health promoting initiatives</p> <p>To increase the adoption of 'state of the art' health promotion ideas and resources in Ontario</p> <p>THCU provides provincial and regional workshops, tailored consultations, and quality resource materials.</p>	<p>The Online Health Program Planner (OHPP)</p> <p>Evidence to support planning decisions</p> <p>Models: evaluation, health communication, making the case, planning, policy change and sustainability</p> <p>Webcasts</p> <p>Health Promotion Essential Resource Tour</p> <p>THCU Blog: The Learning Community</p> <p>French resources</p> <p>Self-directed online courses</p>	HCU's services are available free of charge to Ontario health promotion practitioners from public health units, community health centres, district health councils, voluntary agencies, and others working in the field of health promotion.	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Online Health Promotion</p> <p>Health Nexus/ Nexus Santé</p> <p>(Ontario Ministry of Health Promotion, the Ministry of Children and Youth Services, Ontario Trillium Foundation, Public Health Agency of Canada and Health Canada.)</p>	<p>Online learning community, resources, blog, wiki, online course, listservs</p>	<p>To develop health promotion capacity to enhance community well-being, and advocate for policies and resources that promote health.</p> <p>Build capacity</p> <p>Connect communities to resources</p> <p>Form partnerships</p> <p>Advocate for change</p>	<p>Ontario health promotion e-bulletin</p> <p>Le Bloc-notes</p> <p>Click4HP</p> <p>Maternal Newborn and Child Health Promotion Network Newsletter</p> <p>Health Nexus Today Blog</p> <p>Online tools</p> <ul style="list-style-type: none"> - Web links - Health promotion assessment tool - Online community search - Health promotion 101-online course - Tools for an inclusive Ontario Workbook - Health Nexus Wiki - online projects 	<p>Public health, health promotion and community workers, general public, policy makers</p>	<p>Annual reports from 2001 to 2008</p>

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Interdisciplinary capacity enhancement: enhancing the science to reduce tobacco use (Canadian)	Portal	<p>Three teams of Canadian researchers were funded in 2003 to:</p> <ul style="list-style-type: none"> • Support innovative, trans-disciplinary, collaborative research in tobacco control; • Build capacity for the next generation of tobacco control researchers • Enhance the use of research to improve tobacco control policies and practices in Canada and beyond. 	<p>ICE Network;</p> <p>Wiki on tobacco control research methodology;</p> <p>Newsletter</p> <p>Online community directory; population health data repository</p>	Researchers and students	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Smoke-FX.com (Canadian)	Portal	<p>SmokeFX is part of The Youth Tobacco Vortal Project that is funded by Smoke-Free Ontario, Ministry of Health Promotion.</p> <p>The Youth Tobacco Vortal Project was designed to reach youth with tobacco control messages and news of local tobacco-related activities, via the Internet.</p> <p>The Project consists of a network of inter-related websites, the “portal” site of which is www.smokefx.com.</p>	<p>Smoke signals (what’s happening in your community)</p> <p>Kick Butt (what you can do)</p> <p>Clear the Smoke (the real facts about tobacco)</p> <p>Law and order (tobacco style)</p> <p>No butts about it (time to quit)</p> <p>Smoke and mirrors (Big Tobacco’s dirty tricks)</p> <p>Smoke gets in your eyes (Protection)</p> <p>Lights, camera, addiction! (Tobacco and the movies)</p> <p>Homework help, Fun stuff and Quizzes</p>	Youth	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Cancer View Canada (Canadian Partnership Against Cancer)	Portal	<p>Cancer View Canada connects Canadians to online services, information and resources for cancer control.</p> <p>It is an ever-evolving portal that brings together resources for cancer prevention, screening, treatment, and supportive, palliative and end-of-life care.</p> <p>Through its collaborative tools, Cancer View Canada also links people in the Canadian cancer community to each other.</p>	<p>Cancer View Finder</p> <p>Collaborative Communities</p> <p>Canada's Cancer Control Strategy</p> <p>Cancer control sites and services:</p> <p>Cancer information service; online telephone directory; psychosocial oncology educational opportunities; community services locator; Canadian cancer trials; Canadian virtual hospice; prevention policies; SAGE; Canadian Partnership Against Cancer</p>	<p>People affected by cancer including patients, survivors, friends, family and the public</p> <p>People who treat or care for people affected by cancer</p> <p>People who work in cancer control or health-care organizations across Canada</p>	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Cancer Control Planet/Portail Canadien P.L.A.N.E.T.E sur la lutte contre le cancer (Variety of US sponsors, such as CDC, NCI, ACS and SAMHSA)	Portal	To offer public health professionals resources for comprehensive cancer control planning	<p>This site provides resources that are categorized into five steps for comprehensive cancer control.</p> <p>Currently in its first release, the site offers:</p> <ul style="list-style-type: none"> • Cancer data by province • Information on research partners across Canada • Research reviews of cancer control intervention approaches • Downloadable research-tested intervention programs and products • Previous evaluations of cancer programs 	Public health professionals	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
The Canadian Best Practice Portal (Public Health Agency of Canada)	Portal	<p>To improve policy and program decision-making by enabling access to the best available evidence on chronic disease prevention and health promotion practices.</p> <p>It also aims to increase the decision-making involvement and awareness of the intended populations of interest. This is particularly important for decisions that support:</p> <ul style="list-style-type: none"> • The reduction of health disparities • Integrated approaches to the prevention of chronic diseases • The long-term goals of the Public Health Agency of Canada 	Ability to search for evidence-based public health interventions and resources	Public health practitioners, researchers and policymakers	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Canadian Council on Tobacco Control	Portal and online resource centre	<p>CCTC acts as a key facilitating agent to coordinate and support advocates in tobacco control. It does this by:</p> <p>Creating and maintaining a knowledge network; and</p> <p>Actively linking key persons and agencies throughout the tobacco control movement so that they may learn from and gain from each other's knowledge and experience.</p> <p>CCTC portal provides opportunity for people in tobacco control to network, discuss ideas, keep abreast of hot topics, and network with colleagues from across Canada in a private setting</p>	<p>Tobacco control research catalogue</p> <p>Portal for members:</p> <p>Online directory</p> <p>Forums</p> <p>Message boards</p> <p>Surveys</p>	Individuals working/involved in tobacco control in Canada	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Ontario Tobacco Research Unit	Online resources	<ol style="list-style-type: none"> 1. Exercise leadership in the design and conduct of research projects 2. Increase Ontario's capacity to conduct research, monitoring and evaluation 3. Monitor programs and activities conducted under the auspices of the Ontario Tobacco Strategy 4. Provide advice and technical expertise on program evaluation and best practices 5. Analyze and disseminate science-based information for the research and public health communities 6. Strengthen and broaden provincial, national and international network of researchers, programmers, policymakers 	<p>Online library</p> <p>Online glossary</p>	Researchers, students, public health practitioners, policy makers	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Tobacco Informatics Monitoring System (Forthcoming)</p> <p>Ontario Tobacco Research Unit</p>	Online resource	<p>The Tobacco Informatics Monitoring System will provide a major new resource to public health professionals, researchers, and policy makers. This web-based information system will greatly facilitate tobacco-related knowledge exchange by consolidating information in a user-friendly package. Stakeholders will be able to quickly identify regions and populations that may excel or lag when compared to national averages and will have ready access to data that can be used to develop evidence-informed initiatives.</p>	<p>User-friendly access to over a hundred key tobacco control indicators related to prevention, protection, and cessation</p> <p>The slick user friendly and easy-to-navigate front end empowers users to access data from limited circulation sources and to generate analyses which would otherwise require considerable time and expertise.</p> <p>TIMS will include a report creation function.</p>	<p>Researchers, students, public health practitioners, policy makers</p>	<p>Evaluation not identified</p>

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
The Aboriginal Nurse Association of Canada	Online resources, social networking, portal	The mission of the Aboriginal Nurses Association of Canada is to improve the health of Aboriginal people, by supporting Aboriginal Nurses and by promoting the development and practice of Aboriginal Health Nursing.	News and Events Publications and resources Project and Programs NurseOne Portal Facebook and Twitter .	Aboriginal nurses	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Treattobacco.net (international)	Online resource centre	Treattobacco.net is for those working on the treatment of tobacco dependence throughout the world. It presents authoritative evidence-based information about the treatment of tobacco dependence, under five headings: Demographics and Health Effects, Efficacy, Health Economics, Policy, Safety.	Resource library Useful organizations Key links Core contents in 11 languages	Physicians, nurses, pharmacists, dentists, psychologists, researchers, policy makers, regulators and anyone interested in the personal and public health issues connected with tobacco use around the world.	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
The Knowledge Exchange Network (CCS KEN) of the Canadian Cancer Society Manitoba Division	Online resource centre	<p>Bridge the gap between research results and users of research in community, health care, education, government and non government settings.</p> <p>CCS KEN identifies relevant evidence from leading edge research and helps people use it in a meaningful way.</p>	<p>Information packages outlining the most effective practices in chronic disease prevention, healthy living and palliative care.</p> <p>Planning and evaluation resources</p> <p>Customized searches for program planners and policy makers</p>	Researchers, public health community, policy makers	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Health-evidence.ca</p> <p>A CIHR funded initiative; currently supported by a variety of Canadian partners</p>	Online resource centre and learning community	<p>Provide an easily-accessible source of published, reliable, up-to-date reviews evaluating the effectiveness of public health and health promotion interventions;</p> <p>Act as a communication tool to facilitate exchange among Canadian public health and health promotion decision makers and researchers;</p> <p>Build familiarity with the interpretation and integration of research evidence into the decision-making process;</p> <p>Provide decision makers with the tools to enhance their quality assessment skills;</p> <p>Improve strategic networking and</p>	<p>By registering, users can tailor the information they receive on recently completed reviews to their particular areas of interest;</p> <p>The registry is searchable by commonly-used public health and health promotion terms and categories; (e.g., focus of the intervention, intervention strategy, intervention location, and target population);</p> <p>All reviews have been assessed for methodological quality by 2 independent reviewers, and that rating is included with each review. Users can then choose to sort search results by review quality (strong, moderate, or weak);</p> <p>An online discussion group is in development for users to meet, ask and answer</p>	Canadian health and health promotion decision makers and researchers	Evaluation not identified

		<p>partnership building among researchers, decision makers, and practitioners, by providing a forum to connect online.</p> <p>Become a well-established and well-maintained source of published and unpublished research evidence</p> <p>Host various online communities (Canadian and international in scope)</p> <p>Evaluate ways to effectively provide information for public health and health promotion</p> <p>Act as a networking forum and platform for future public health and health promotion research as well as knowledge transfer and exchange.</p>	<p>questions, and network (will be moderated to ensure appropriate content);</p> <p>Online tutorials and case studies being developed will encourage users to learn more about quality assessing research, interpreting research results and integrating research into decision making and practice;</p> <p>Built in feedback links provide users with the opportunity to give suggestions on site improvement.</p> <p>Twitter updates</p>		
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Global Smokefree Partnership (international)	Online resource centre	A multi-partner initiative to promote effective smoke-free air policies worldwide. The Partnership helps practitioners and advocates of smoke-free policies to: Access the evidence for smoke-free policies; request assistance from a network of experts ; take action in support of smoke-free policies	Guidance documents and toolkits Action, Assistance and Evidence sections Members area News and features Events Newsletter Global map of smoke-free laws/status report on article 8	Practitioners and advocates of smoke-free policies (particularly in low and middle income countries)	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
The World Lung Foundation (international)	Online resource centre	To improve the lives of individuals across the world by strengthening community capacity to prevent and manage lung disease.	<p>Image and video library:</p> <p>Can be reproduced for non-commercial use</p> <p>Campaign resources:</p> <p><i>Mass Media Resource</i> Includes guidelines on campaign planning and implementation, research and evaluation, and obtaining free media through public relations efforts. Available in multiple languages</p> <p><i>Media Campaigns</i> Adverts from a variety of countries</p> <p><i>Posters and other materials</i> Available for lung health practitioners</p> <p>Tobacco Atlas and Atlas Community</p>	Individuals working in tobacco control in low and middle income countries	Evaluation not identified

			Social Networking: Facebook, twitter, flickr and youtube		
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The guide to community preventive services (Centers for Disease Control and Prevention)	Online resources that help you choose programs and policies to improve health and prevent disease in your community.	<p>Systematic reviews are used to answer these questions:</p> <ul style="list-style-type: none"> • Which program and policy interventions have been proven effective? • Are there effective interventions that are right for my community? • What might effective interventions cost; what is the likely return on investment? 	A range of community topic guides, which includes tobacco	Public health practitioners, community workers, policy makers	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Youth Advocacy Training Institute (Ontario)	Online resource centre and social networking	<p>Create and deliver age appropriate training curricula, materials and workshops for:</p> <p>To collaborate and coordinate with the Ministry of Health Promotion, Smoke-Free Ontario and Communications Services Branch, regarding YATI-sponsored social marketing/public education, policy change and advocacy events and media plans, including earned media strategies.</p>	<p>Adult/youth training advertised on website</p> <p>Newsletter</p> <p>Training resources</p> <p>Advocacy, tobacco control and healthy living</p> <p>Facebook page</p>	<p>Peer leaders, youth facilitators respecting social marketing/public education, policy change and advocacy</p> <p>Youth Advisors, Tobacco Control Area Networks and Youth Developmental Specialist respecting working with/supporting youth engagement and participation in social marketing/public education, policy change and advocacy;</p>	Evaluation not identified (although there has been a formative evaluation of the Youth Action Alliance by OTRU)

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
American legacy foundation	Online resource and advocacy centre and social networking	<p>The American Legacy Foundation® is dedicated to building a world where young people reject tobacco and anyone can quit.</p> <p>The Foundation develops programs that address the health effects of tobacco use. We want to help all young people reject tobacco, and give everyone access to tobacco prevention and cessation services.</p>	<p>Media centre</p> <p>Research (includes legacy tobacco documents library and feature to manage ‘my documents’)</p> <p>Blog</p> <p>Shroedar Institute</p> <p>Ex and Truth campaign</p> <p>Social networking (Facebook and twitter)</p>	<p>The foundation works to engage all Americans in the dialogue about tobacco control</p> <p>Youth, researchers, advocates, policymakers, public health practitioners</p>	Truth campaign has been evaluated extensively

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Tobacco.org (US based)	Online resource centre	Not stated	<p>It features tobacco news, information, assistance for smokers trying to quit, alerts on tobacco control issues, and open consideration of all aspects of the spectrum of issues concerning tobacco, nicotine, cigarettes and cigars.</p> <p>Ability to post feedback for members</p>	Anyone interested in tobacco control and tobacco issues	Evaluation not identified

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National Native Addictions Partnership Foundation (Canada)	Electronic Network, social networking and online cessation resource	Partnership between, First Nations, Inuit, & Health Canada at the regional and National level created to direct Aboriginal addiction system toward a holistic, culturally-relevant, and seamless addiction services driven from the community up.	Tobacco Cessation toolkit: Keeping the Sacred in Tobacco Network Twitter	Frontline workers/Aboriginal	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Tobacco control network (US based)	Electronic network	<p>To facilitate information sharing between the NCI-funded ASSIST Program, the CDC-funded IMPACT program and other national partners.</p> <p>The Network reorganized in 1999 to focus on raising the primacy of tobacco control in all state health agencies and fostering collaboration and communication among state programs.</p>	<p>Help your peers listserve</p> <p>Tobacco free press</p> <p>Member directory</p> <p>Job postings</p> <p>Links to state websites</p> <p>Materials and resources</p>	Individuals working in tobacco control, primarily in the US	No evaluation identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Smoke-free Housing Canada	Electronic network; resources	Smoke-Free Housing Canada is a national website dedicated to educating landlords, tenants and condominium owners on the issue of second-hand smoke in multi-unit dwellings. The Canadian Smoke-Free Housing Coalition helps to maintain and provide guidance on this site.	<p>Resources</p> <p>Links to smoke-free apartment registries in Canada and information on SHS (by province and territory) and in the US</p> <p>Provincial sites include:</p> <p><i>Smokefreeontario.ca</i> <i>Smokefreebc.ca</i></p>	Tenants/ future tenants, landlords, corporations, social housing, advocates, policymakers	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Ottawa model for smoking cessation hospital network</p> <p>(University of Ottawa Heart Institute)</p>	Electronic network	<p>To reach a greater number of tobacco users with effective, evidence-based tobacco-dependence treatments delivered by health professionals. The program includes three main components:</p> <ol style="list-style-type: none"> 1. Identify and document smoking status on admission; 2. Provide cessation advice and pharmacotherapy; and, 3. Provide long-term follow-up support. 	In 2005, UOHI began to develop a network of hospitals and assists each with the implementation of the OMSC program.	Physicians, nurses, allied health professionals, and administrators from participating hospitals to develop	Model is considered a best practice approach for hospital smoking cessation

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Inuit tobacco-free network (Canadian)	Electronic network; listserv; resources	<p>Provide Inuit health workers and their colleagues with up-to-date resources and the latest research on tobacco use reduction</p> <p>Connect health workers in remote communities to others working in other Inuit regions</p> <p>Inform health workers in Inuit communities of upcoming gatherings, training, and events related to their field</p> <p>Encourage Inuit health workers and their colleagues to share their stories and experiences with others</p>	<p>Online resources;</p> <p>Listserv,</p> <p>Training/distance education courses,</p> <p>events/meetings</p> <p>News clips,</p>	Inuit health workers and their colleagues	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
International network of women against tobacco (INWAT)	Electronic network	<p>Provides contacts between individuals and organisations</p> <p>Collects and distributes information</p> <p>Shares strategies on countering tobacco advertising and promotion.</p> <p>Supports the development of women-centred tobacco control prevention and cessation programmes.</p> <p>Assists in the organisation and planning of conferences on tobacco control.</p> <p>Collaborates in the development of publications on women and tobacco issues.</p> <p>Promotes female leadership</p>	<p>E-magazine</p> <p>Reports and resources</p> <p>Event listing</p> <p>Sub-sites: INWAT Europe INWAT Latin American and Caribbean (link to blog and facebook site)</p> <p>Membership updates</p>	Individuals and organizations (primarily women) working in tobacco control.	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
EU network for smoking prevention (European Union)	Electronic network	<p>Promote and facilitate the activities of national coalitions and specialised smoking prevention networks</p> <p>Promote collaboration between members through sharing of information, experience, activities and projects</p> <p>Ensure collection and dissemination of information between EU institutions, Member States and members of ENSP</p> <p>Establish a link between ENSP, intergovernmental and international NGOs and any other group concerned with smoking prevention</p> <p>Encourage and support organisations in the countries of Central and Eastern Europe</p>	<p>Network directory</p> <p>News reports</p> <p>Action</p> <p>Trends</p> <p>Publications</p> <p>Members section</p>	Those working /interested in tobacco control in the EU	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
National LGBT tobacco control network: <i>filterout</i> (US based)	Electronic network; blog; resource centre	Supports the many local tobacco control advocates in helping to eliminate tobacco health disparities for all LGBTs.	<p>Blog</p> <p>Online resource library</p> <p>LGBT tobacco control professionals and projects directory</p>	LGBT community; advocates working in LGBT tobacco control	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Tobacco and Public Health: From Theory to Practice</p> <p>Ontario Tobacco Research Unit</p>	Online course	NA	<p>The course consists of three modules - Protection, Prevention, Cessation - and is offered free of charge to approved participants.</p> <p>It covers a range of topics, from the biology and epidemiology of tobacco use, to programs, policies, treatment options, and strategies for countering tobacco industry opposition. The course features:</p> <ul style="list-style-type: none"> • easy-to-read Canadian content • citations • a glossary and key resources • interactive quizzes and videos • voiceovers to provide emphasis • a print function 	Individuals working public health units, government, NGOS, universities and other research settings	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Global tobacco control: learning from the experts (Johns Hopkins Bloomberg School of Public Health)	Online course	To help participants develop and implement effective tobacco control programs, advocate for substantial anti-smoking regulations and craft media campaigns that make a difference.	<p>Online training offers a broad introduction to the global public health problem of tobacco use and will be particularly useful for those starting to work on tobacco control.</p> <p>The training is free and open to anyone interested in learning more about tobacco control. A certificate is provided at end of course.</p>	Anyone interested in learning about tobacco control	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Skills enhancement for public health: Building a solid foundation for public health practice</p> <p>(Public Health Agency of Canada)</p>	Online course	The Skills Enhancement for Public Health program was created to help public health practitioners across Canada develop and strengthen the skills needed to meet the core competencies for public health.	<p>The Internet-based modules are offered over an 8-week period during Fall, Winter, and Spring sessions. Modules are available in both English and French to public health practitioners across Canada.</p> <p>Interdisciplinary teams of learners from across the country are guided through the Canadian-focused content and assignments by a trained facilitator, and are connected through discussion boards. Each module is relevant and specific to Canadian public health practice.</p>	Public health practitioners	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
HealthKnowledge (UK: Department of Health and Public Health Action Support Team)	Online course/learning forum	<p>Initially created to support Public Health Specialist Registrars and Multidisciplinary Specialists, who were taking the Faculty of Public Health Medicine Diploma and Part 1 Membership Examination. It has now changed dramatically into a holistic public health learning platform.</p> <p>To support the continuing and professional development of those working in the fields of health and social care, voluntary organisations and others who wish to increase their public health skills by providing fast and easy access to quality learning materials.</p>	<p>An online public health textbook</p> <p>E-learning modules in epidemiology, health information, and statistics at practitioner and specialist levels which are accredited for CPD</p> <p>A range of interactive learning modules in the form of audio podcasts with animated PowerPoint slides and supporting video components, Q&As, and further resources.</p> <p>Downloadable teaching resources with PowerPoint slides, workbooks, and trainer notes.</p>	Anyone working in health, social care and well-being across the NHS, local authorities, the voluntary, and the private sector	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
TobaccoWiki (US based)	Wiki	To make it easier to find information about tobacco industry behaviour, and to reveal what has been learned about the industry through its documents.	Contains information related to tobacco topics, that individuals may update by accessing Legacy tobacco documents online and Tobacco documents online	Participation from everyone: students, journalists, smokers and non-smokers, food service workers, public health workers, tobacco control advocates, musicians, scientists, researchers and just plain curious folks. <i>Everyone</i> is invited to join in this project to facilitate access to information in the tobacco industry documents.	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
OTRU-NET Ontario Tobacco Research Unit	Listserve	<ol style="list-style-type: none"> 1. Exercise leadership in the design and conduct of research projects 2. Increase Ontario's capacity to conduct research, monitoring and evaluation 3. Monitor programs and activities conducted under the auspices of the Ontario Tobacco Strategy 4. Provide advice and technical expertise on program evaluation and best practices 5. Analyze and disseminate science-based information for the research and public health communities 6. Strengthen and broaden provincial, national and international network of researchers, programmers, policymakers 	Listserve	Researchers, policymakers, public health professionals, students	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Smokefree.net (US based)	Listserve/online groups	<p>To win the right to breathe smoke-free air.</p> <p>To facilitate communication among smoke-free advocates.</p> <p>To facilitate communication between smoke-free advocates and key decision makers.</p> <p>To share information about the tobacco cartel.</p> <p>To provide an integrated login for all websites in the SMOKEFREE.net family.</p>	<p>Email lists</p> <p>Action alerts</p> <p>News</p> <p>Secret documents</p>	Those interested/working in tobacco control, particularly in the US	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Défi J'arrête, j'y gagne/ Quit to Win Challenge (Québec)</p> <p>ACTI-MENU, Prevention Division of the Montreal Heart Institute in partnership with numerous public and private organisations, notably the Quebec Ministry of Health and Social Services, the Quebec Public Health Departments, the Canadian Cancer Society, Jean Coutu, Pfizer, Novartis and TELUS Health Solutions.</p>	WATI	To help the greatest number of people possible to free themselves of tobacco by encouraging smokers and non-smokers to participate in a huge, dynamic and positive campaign based on mutual support.	<p>For 6 weeks, from March 1 to April 11, 2010, participants commit to not smoking, with the help of a non-smoking sponsor or by teaming up with another participant who wants to quit smoking.</p> <p>The Challenge offers:</p> <ul style="list-style-type: none"> • A free support kit available at PJC Jean Coutu drugstores; • The QuitChallenge.ca website, with information, tips, tools and a motivating virtual community; • A series of encouraging emails exclusive to participants. 	Québec citizens	<p>This initiative has existed for 11 years:</p> <p>As noted on their website, the results of many surveys show that:</p> <ul style="list-style-type: none"> - close to 70% of participants met the challenge not to smoke during the six-week period; - 21% to 29% were still non-smokers after a year.

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<p>J'arrête</p> <p>Conseil québécois sur le tabac et la santé, la Société canadienne du cancer (Division du Québec) et le Ministère de la Santé et des Services sociaux du Québec.</p>	WATI	<p>Proposé par le Conseil québécois sur le tabac et la santé, le Site J'arrête offre, en version ado ou adulte, une méthode d'abandon personnalisée basée sur des recherches scientifiques reconnues. On y profite de l'entraide chaleureuse d'une communauté virtuelle qui vit les mêmes choses que vous.</p>	<p>Adolescent and adult website</p> <p>Chat</p> <p>Helplines</p> <p>Forum</p> <p>Personalized cessation web page</p> <p>Cessation and tobacco information</p>	Adolescents and adults who are interested and/or want to quit	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Pregnets (Canadian)	WATI	To decrease the negative consequences of smoking and environmental tobacco smoke on the woman, fetus, and child by encouraging healthcare providers to include minimal contact interventions into routine assessments and healthcare. Encourages healthcare professionals, researchers, policy makers and consumers to develop a network that will focus on the issue of smoking in pregnancy and postpartum.	Online discussion board Nicotine dependence test Toolkit for health professionals, Advice/information and links to helplines	Health care providers, educators, researchers, moms and moms to be	Evaluation report found at: Pregnets.org

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Stop Smoking Center 6.1 (Canadian-Evolution Health)	WATI	Not stated	<p>Self-guided behaviour change program</p> <p>Quit tools and resources</p> <p>Enhanced social networking (online support groups moderated by health educator)</p>	Individuals trying to quit smoking (free for first 10 memberships per day)	Outcome studies demonstrate the success of patients who participate in their programs (stated on website)

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Not to Kids!</p> <p>(Funded by Ontario Ministry of Health and Long-term Care and Health Canada)</p>	WATI	<p>A partnership of public health agencies, community members, school boards and retailers. Currently there are 31 public health agencies across Ontario working together to keep our kids tobacco-free. The Not to Kids Coalition respects the traditional use of tobacco within aboriginal communities.</p> <p>NOT TO KIDS! is helping to stop the flow of tobacco to youth by reminding both retailers and the community that it is against the law to sell or supply tobacco to anyone under 19. NOT TO KIDS! is also involved in preventative work addressing chew/snuff tobacco and youth.</p>	<p>Home: Media resources Links Cinema program What's new?</p> <p>Retailers: NTK retailer binder; SFO signs; retailer resources</p> <p>Community: resources (poster and video)</p> <p>School: resources (posters)</p> <p>Youth: FAQs</p>	Community, retailers, school, youth	Identified as a promising practice in tobacco control by the Program Training and Consultation Centre

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Teaming up for tobacco-free kids/Ensemble pour une jeunesse sans tabac</p> <p>(Alberta Alcohol and Drug Abuse Commission & Health Canada)</p>	WATI	<p>Combines curriculum with community development strategies</p> <p>To raise awareness about the risks associated with tobacco use, and to denormalize the use of tobacco products in order to prevent youth from forming regular tobacco use patterns and increase the capacity of communities to address tobacco use.</p>	<p>Classroom lesson plans</p> <p>Youth role models</p> <p>Poster contest</p> <p>Games</p> <p>Tobacco Truth</p>	Grades 4, 5 and 6 and teachers	<p>Piloted in public and catholic schools in Edmonton in 2001/2001, then in Capital Health Region. This program went province wide in 2002 and remains active today</p>

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
The Smoking Zine (University of Toronto Initiative)	WATI	To help smokers explore reasons to stop or cut down smoking while helping nonsmokers strengthen their resolve not to smoke.	<p>Five stage website that walks youth users through a set of assessments and tailored quizzes based on smoking status to create an interactive experience for both smokers and non-smokers.</p> <p>Delivered as either a stand alone or as part of an integrated school-based program as part of a virtual classroom on tobacco control with curriculum guidelines</p> <p>Available in multiple languages</p>	Youth, teachers, health care professionals	A recommended practice by the PTCC

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Virtual Classroom on Tobacco Control</p> <p>Initiative by TakingITGlobal (Canada and US based)</p>	WATI	Developed to positively influence behavioural intentions and resistance to smoking initiation among young people, inform youth about global tobacco issues and the global impact of their choices and actions, and increase the number of youth involved in tobacco control.	<p>The Classroom contains four interrelated units:</p> <ol style="list-style-type: none"> 1. Facts and Figures: 2. The Smoking Zine: 3. Denormalization: 4. Social Justice: <p>Also has interactive discussion boards; online student galleries and a teacher toolkit and area for teachers to voice their ideas</p>	Youth, teachers	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Leave the Pack Behind (Ontario)	WATI	<p>A comprehensive, age-tailored, tobacco control initiative for young adults on post-secondary campuses.</p> <p>LTPB integrates cessation, protection, prevention and industry denormalization activities to:</p> <ul style="list-style-type: none"> • Promote smoking cessation among occasional and regular smokers • Protect non-smokers from second-hand smoke • Expose tobacco industry tactics that keep people hooked on its deadly products 	<p>Links to campus LTPB units</p> <ul style="list-style-type: none"> - Facebook pages - Blogs <p>Quitting resources</p> <p>Health professional section</p> <p>Contests</p>	University and college students in Ontario, health professionals and health educators working on campus	LTPB has acquired official standing as a provincial best practice for tobacco control in the young adult population.

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
exposé (Ottawa Public Health)	WATI	<p>A team of public health staff, youth facilitators and student volunteers from all across Ottawa that are dedicated to exposing the truth about the tobacco industry.</p> <p>Their goal is to lower the youth smoking rates in Ottawa to 10% by 2012.</p>	<p>Event postings</p> <p>Online petitions</p> <p>Blog</p> <p>Smokers' section</p> <p>Videos</p> <p>Wallpaper</p> <p>Facebook</p>	Youth	<p>The exposé project is evaluated using the Ottawa Student Tobacco Survey, which examines smoking behaviour and attitudes. Each school receives their own report that outlines student smoking prevalence and attitudes about smoking and the tobacco industry. Recommendations for action are included in the report (Health Canada, 2007)</p>

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Quit 4 Life/La Vie 100 Fumer (Health Canada)	WATI	<p>Helps youth:</p> <p>Learn more about why they smoke.</p> <p>Prepare for quitting.</p> <p>Know what to expect when they quit.</p> <p>Increase self-confidence to keep trying – even if they slip.</p> <p>Create and follow a step-by-step action plan to quit successfully – for life!</p>	<p>4 central steps: Get Psyched, Get Smart, Get Support, Get On With It.</p> <p>The site has been re-designed as an interactive and personalized 4 week web program. Each week, individuals asked to complete 3-5 activities</p> <p>Users can create a personalized profile, store and save completed activities, build a quitting calendar, track your smoking on-line, sign up for e-mail reminders and messages,</p>	Adolescents	Identified as a promising practice by the PTCC

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
MediResource (Canadian company)	WATI	Not stated	Pay service that offers smoking cessation resources as part of a larger suite of corporate health promotion programs	Patients, consumers, physicians and pharmacists	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Stupid.ca (Ontario Ministry of Health Promotion)	WATI	Youth-targeted program designed to foster social action in young people.	<p>Graphically intensive site focused on providing information and inspiring action for youth-driven tobacco control.</p> <p>Briefing room</p> <p>Tech room</p> <p>Boardroom (allows youth to connect to their local YAA)</p> <p>Lounge</p> <p>Science room</p>	Youth	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Smokers Helpline online (Canadian Cancer Society)	WATI	Not stated	Self-directed quit program Online community (Uses the Stop Smoking Centre platform)	Individuals who are interested or want to quit	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Habitrol Support Program (Habitrol Canada)	WATI	Not stated	Community forums Quit program tools Support program My progress Product information and toll-free support (Uses the Stop Smoking Centre platform)	Individuals interested in quitting smoking	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Quit Smoking Nurse Best Practice Guidelines (Registered Nurses of Ontario)	WATI	To provide direction to practicing nurses during daily practice in all care settings	Clinical best practice smoking cessation guidelines	Registered Nurses	Evaluation forthcoming

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Smokershelp.net The Lung Association, Newfoundland and Labrador	WATI	To improve public health by reducing the provincial smoking rate and by encouraging and supporting Newfoundlanders and Labradorians of all ages to quit using tobacco and stay tobacco free.	The Smokers' Helpline (SHL) is a toll free confidential 1-800 # (1-800-363-5864) whereby anyone in Newfoundland & Labrador can call and receive free information, resource materials, advice, support and motivational counselling while working towards being smoke-free or creating a smoke-free environment.	While the primary purpose of the Smokers' Helpline is to assist individuals in quitting smoking, the Helpline is available to the entire community. Family and friends, workplaces, schools, or anyone in the community can call the Smokers' Helpline for information on tobacco control, creating smoke-free places, or how to support smokers in quitting.	The Newfoundland & Labrador Smokers' Helpline more than doubles clients' success in quitting smoking. Clients also report a very high level of satisfaction with its provincial Helpline service with over 95% of clients stating they would recommend the Helpline to a friend.

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Albertaquits.ca The lung association: Alberta and NWT	WATI	To help the Alberta and North West Territories population quit smoking	My Quit Community Resources Expert support Quit med support	Individuals living in Alberta and North West Territories	No formal research documenting "quit rates" completed. But several research efforts are in the works.

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Quitnow.ca</p> <p>The Lung Association BC, Act Now BC</p>	WATI	<p>QuitNow Online is an Internet-based quit smoking service, available free-of-charge for all British Columbians. It aims to help people quit or reduce smoking. This community can be accessed from any computer simply by providing your postal code to verify that you are a BC resident.</p>	<p>Personal Quitting Tools</p> <p>Medication Support</p> <p>Online Community</p> <p>Resources</p>	British Columbians	<p>From January to December 2006, 5,364 persons who smoke registered with Quitnow.ca</p> <p>This is up from a year earlier when 3,498 persons who smoke registered with QuitNow.ca</p> <p>One in four (24%) British Columbia smokers reported that they were aware of QuitNow.ca</p>

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Clinical Tobacco Intervention</p> <p>(Ontario Medical Association, Ontario Pharmacists' Association, Ontario Dental Association)</p>	WATI	<p>A cooperative effort between the Ontario Medical Association (OMA), the Ontario Pharmacists' Association (OPA) and the Ontario Dental Association (ODA). Helps medical, dental, and pharmacy professionals help their patients stop smoking and prevent younger patients from starting.</p>	<p>Education kits</p> <p>Materials</p> <p>CTI bulletin</p> <p>Cessation services</p> <p>Programs: Quit Connection Training E-learning (Youth and smoking cessation & Clinical tobacco interventions for health professionals</p> <p>This program has recently lost its government funding and has switched to a self-serve website, thus some of the features described above may not work.</p>	Medical, dental and pharmacy professionals	Evaluation not identified

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
<p>Tobaccowise.com</p> <p>Hosted by the Aboriginal Tobacco Program of Cancer Care Ontario</p>	WATI	<p>To create tobacco wise media messages <i>with</i> and <i>for</i> Aboriginal youth.</p> <p>Someone who is tobacco wise knows the difference between traditional and commercial tobacco and is <i>empowered</i> to make the necessary changes to protect their well being and that of their friends and community.</p>	<p>A media library with downloadable radio public service announcements and posters created with the help of Aboriginal youth across Ontario</p> <p>Information on tobacco and your health</p> <p>Information about Traditional Tobacco</p> <p>Teachings about tobacco from the Elders</p> <p>A quiz to show what you know about tobacco</p> <p>A survey to let us know how we can improve our site</p>	Aboriginal youth	<p>Website has been created with input from Aboriginal youth and guidance from community Elders, however no evaluation was identified</p>

Name	Type of tool/technology	Objectives	Features	Target audience/clients	Evaluation
Pauktuutit Inuit Women's Association	WATIs	Pauktuutit has produced high-quality information and counselling materials for use in schools, communities and by the media; conducted research on tobacco use among Inuit youth; raised awareness of tobacco as a serious public health issue; and mobilized support from dozens of northern organizations, institutions and individuals	<p>Prenatal decisions: a workshop model</p> <p>Pauktuutit Kit: our ancestors never smoked</p> <p>Aniqsaattiarnig- Breathing Easy: tobacco recovery resource manual</p> <p>Guidelines for Inuit communities on reducing tobacco use (\$10)</p> <p>Youtube PSAs</p>	Inuit community	Evaluation of Breathing Easy found that the training was well designed and well delivered, and that the training materials were of exceptional quality.