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Youth Engagement and Tobacco Control in On-Reserve Aboriginal Communities

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January 2012

Suggested Citation: Irfan, S, Schwartz, R. *Youth Engagement and Tobacco Control in On-Reserve Aboriginal Communities*. Toronto, ON: Ontario Tobacco Research Unit, January 2012.

ACKNOWLEDGEMENTS

We would like to thank the Youth Action Alliance of Manitoulin Island's Advisory Committee for their guidance and input into the evaluation design and process. Special thanks to Amy Assinewai and Jessica Mae Manitowabi for their continued support and sharing of resources throughout the evaluation process. Thank you to Lorrilee MacGregor for conducting the interviews. We would also like to acknowledge members and affiliates of MAKWA for their time and insight.

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EXECUTIVE SUMMARY

This report summarizes findings from an evaluation of the Youth Action Alliance of Manitoulin Island (YAA MAN). The Youth Action Alliance (YAA) program was an Ontario Ministry of Health Promotion and Sport (MHPS) youth engagement initiative that focused on youth engagement, smoking prevention, and raising awareness of tobacco issues. This summative evaluation was conducted to learn about the processes in and results of establishing and operating a YAA on a reserve. Central findings include:

Perceived Impact

- Introduction of tobacco-free sports to community
- Initiation of dialogue around creating smoke-free spaces in communities
- Raised awareness of the importance of traditional ceremonial and spiritual use of tobacco across the broader YAA program (i.e., beyond Aboriginal communities)

Perceived Challenges

- Recruitment challenges: a limited pool of non-smoking youth because of high rates of commercial tobacco use on Manitoulin Island reserves; difficulty recruiting across all reserves on Manitoulin Island
- Communication between YAA MAN and Sudbury District Health Unit
- Significant time and resource investment in transportation

YAA MAN was unique among other YAAs in that local organizations rather than the Public Health Unit (PHU) administered the program and hired YAA staff. Benefits of this administration model were community ownership and openness to the program. One of the challenges with the model was ensuring strong lines of communication between host management (YAA MAN) and the Sudbury District Health Unit (SDHU).

Program activities were geared towards a diverse audience and anticipated reaching both youth and adults. YAA MAN peer leaders sought to reach their community peers with program messages and activities. Additional target age groups included younger youth, young adults in their twenties, and seniors. Each of these groups was outside the original target age group, and

this program demonstrated the importance of integrating these community members into YAA MAN in order to address non-traditional use of tobacco in the community.

Respondents shared advice on how to set up similar groups for youth who identified as being Aboriginal. Suggestions were offered for planning and creation of YAA MAN, as well as recruitment and program operations. This evaluation's findings are specific to YAA MAN (an on-reserve, island, rural alliance) and are not widely generalizable; nevertheless, the findings do highlight the importance of building relationships when implementing programs that involve on-reserve communities and regional and provincial agencies, such as Public Health Units and the Ministry of Health Promotion and Sport.

INTRODUCTION

The Youth Action Alliance program (YAA) was a provincial initiative in Ontario focusing on youth engagement, smoking prevention, and raising awareness of tobacco issues. YAA groups had a peer-to-peer focus and engaged in a variety of activities, such as presentations, advocacy work, and street marketing. A formative evaluation of the provincial program found that implementation was generally successful and that positive impacts were observed in sub-communities.¹

To date, the Ontario Tobacco Research Unit has completed evaluations of Tobacco Don't Own Toronto (T-DOT),² a YAA for youth in underserved communities, and Making Aboriginal Kids Walk Away (From Tobacco Abuse) (MAKWA), an Aboriginal YAA located off-reserve,³ in addition to the broader formative evaluation of YAAs.¹

This report presents findings from an evaluation of the Youth Action Alliance of Manitoulin Island (YAA MAN).

YAA MAN was the only YAA that operated on a reserve and was staffed entirely by Aboriginal people. The group was located on Manitoulin Island, home to seven First Nations communities. Six of these communities are part of the United Chiefs & Council of Manitoulin (UCCM): Aundeck Omni Kaning; M'Chigeeng; Sheguiandah; Sheshegiwaning; Whitefish River; and Ziibaahaasing (see Figure 1). The seventh community is Wikwemikong Unceded Indian Reserve.

Figure 1: Map of Manitoulin Island Showing Wikwemikong First Nation and UCCM reserves



Note: Adapted from original map on United Chiefs and Councils of Manitoulin website <http://uccm.ca>

The two reserves most involved in YAA MAN operations were Wikwemikong First Nation and M'Chigeeng First Nation. On Manitoulin Island, 5035 individuals identify as Aboriginal.⁴ Wikwemikong has a band membership of 7278 people, of whom 3030 are estimated to live on the reserve;⁵ in M'Chigeeng First Nation 725 individuals identify as Aboriginal.⁶

YAA MAN was hosted by the Waasa Naabin Community Youth Services Centre, which is run by the Wikwemikong Health Center in Wikwemikong First Nation. A second major player in the operation of YAA MAN was M'Chigeeng Health Services located in M'Chigeeng First Nation. Typically, Public Health Units have taken the lead in the hiring of staff and support of YAA groups. In the case of YAA MAN, Waasa Naabin Community Youth Services Centre and M'Chigeeng Health Services managed hiring, reporting, and other daily activities while the Sudbury and District Health Unit (the regional PHU for Manitoulin Island), played a supportive role.

The YAA program was formally discontinued in August 2008; the purpose of this evaluation was to explore successes and challenges in engaging Aboriginal youth on-reserve as part of a tobacco control initiative. The evaluation specifically focused on how YAA MAN was established and administered, perceptions of program impact for several audiences, insights about the on-reserve YAA model, and tools for engaging on-reserve youth.

METHODOLOGY

Advisory Committee

An advisory committee was formed to provide guidance on evaluation design and implementation. This committee consisted of representatives from Waasa Naabin Community Youth Services Centre, M'Chigeeng Health Centre, and SDHU who were involved in the establishment and operation of YAA MAN. An elder from Manitoulin Island was also invited to sit on the committee. Committee members offered valuable input into evaluation questions, a list of key informants, and an ethics proposal submitted to the Manitoulin Ethics Review Committee. Preliminary evaluation results were presented to members to review and they provided feedback, which was incorporated into the study. Ethics approval for the evaluation was also granted by the University of Toronto Research Ethics Board.

Data Collection

Interviews

The advisory committee generated a list of 21 individuals, from which a number of key informants were selected, representative of all aspects of program establishment and operation. There were challenges in reaching key informants, particularly because the YAA program was being disbanded at the time interviews were taking place.

Eleven interviews were conducted with YAA MAN youth and adult staff, a parent volunteer, and representatives from Waasa Naabin Community Youth Services Centre, M'Chigeeng Health Centre, and SDHU. All interviews were conducted by a member of the Aboriginal community with experience in First Nations and Aboriginal culture and protocol. Interviews were semi-structured and based on an interview guide (Appendix A). The interview questions and a consent form (Appendix B) were provided to participants before the interview. Parental consent was required for any participants under the age of sixteen. Written consent was requested for both the interview and its audio recording. The consent form stated that while the identity of the interviewee would be kept confidential, it would be impossible to keep the YAA group and location confidential. All interviews (except one, which had technical difficulties) were audio recorded. Interviews were conducted in person and over the phone and ranged from twenty-two minutes to just over one hour.

Data Analysis

The audio recorded interviews were transcribed and the data analyzed with NVivo 8.⁷ Data were organized into categories based on responses to questions and emerging themes across the interviews. Broader categories or themes were assigned a 'node' and sub-themes were identified and coded under these heading nodes.

FINDINGS

The interview findings can be grouped into several themes, which will be discussed individually. These themes are:

- Establishment of YAA MAN
- Peer leaders
- Youth advisors
- Program goals, partners, and activities
- Perceived Impacts
- The on-reserve YAA model
- Advice about youth engagement

Establishment of YAA MAN

The Sudbury District Health Unit approached First Nations communities on Manitoulin Island to discuss partnering on the establishment of an Aboriginal YAA. There are several reserves on the island, as well as an SDHU branch office, making Manitoulin Island an attractive choice for an Aboriginal YAA, with ease of access to potential partners and participants. This program offered a unique opportunity for SDHU to offer programs to reserve residents, and SDHU made a considerable effort to establish an initial partnership by identifying key resource personnel who would facilitate the PHU working on the island and developing a model that would be acceptable to partners and would function effectively.

Community representatives presented SDHU with a plan for implementation, the result of a series of meetings with representatives from United Chiefs & Council of Manitoulin (UCCM), Waasa Naabin Community Youth Services Centre, and island health centres, including Wikwemikong Health Centre, M'Chigeeng Health Centre, and Noojmowin Teg Health Centre. The proposed plan left responsibility for hiring youth, budgeting, and report generation with UCCM, Waasa Naabin Community Youth Services Centre and the health centres. The PHU was essentially a transfer agency for funding with no other administration responsibility. Staff hired by the YAA would follow the policies and procedures of Waasa Naabin Community Youth Services Centre (see Table 2). SDHU supported this plan, acknowledging that operating the YAA out of SDHU and having the staff follow its policies and procedures would have been logistically challenging.

Table 1: Role of Agencies Involved in YAA MAN Operations

Agency	Role
Waasa Naabin Community Youth Services Centre	<ul style="list-style-type: none"> • Program host – hiring body; set policies and procedures • Staff support • Administrative support • Financial support
M’Chigeeng Health Services	<ul style="list-style-type: none"> • Meeting space provision • Peer leader supervision • Transportation support • Financial support
Sudbury District Health Unit	<ul style="list-style-type: none"> • Transfer agency – funding • Ministry of Health and Sport & Tobacco Control Area Network liaison • Youth Development Specialist and training

Wikwemikong, the biggest reserve on the island with well-organized support services, hosted the YAA. The program was housed at the Waasa Naabin Community Youth Services Center, a program run by the Wikwemikong Health Centre. However, it was emphasized that youth from all seven of Manitoulin Island’s reserves could participate in the program and benefit from the group. As a result, it was proposed that the program would hire half its peer leaders from Wikwemikong and half from UCCM.

Following discussions and decisions on how the group would be run, Wikwemikong Health Centre sent a proposal to SDHU, which was then forwarded to the Ontario Ministry of Health Promotion and Sport (MHPS), and funding was secured for YAA MAN.

Peer Leaders

Several key themes emerged from interviews with key informants about peer leaders: recruitment and its challenges; peer leader skill development, training, and the learning experience; and the issue of non-smoking vs. smoking peer leaders.

Recruitment

Waasa Naabin took the lead in recruiting youth into the program, supported by M’Chigeeng Health Centre and other partners. SDHU was not involved in recruitment.

Recruitment was expected to be a challenge, because most youth on the reserve used commercial tobacco products and were not expected to be very interested in the program. To make the job more appealing, program administrators decided to limit the number of peer leaders to eight, offer higher than usual wages, and allow the position to be open to youth who smoked or chewed tobacco:

...we did have a student that chewed tobacco and we had two smokers.

(Interview 1)

Peer leaders were recruited by job advertisements in newspapers; as well, the youth advisor emailed the job posting to contacts for distribution. The job posting was also sent to the Community Health Representative at every First Nation on Manitoulin Island to ensure dissemination of the job advertisements in all communities. Community partners helped promote recruitment by distributing the job description to youth and encouraging young people whom they felt would be suitable (in some instances acting as references for applicants).

Word of mouth was a successful recruitment method; all five peer leaders interviewed said they heard about the program this way. Initial hires (except for one) heard about the job from their parents. Peer leaders were also asked to encourage their friends to apply to the position. Adult key informants said that they encouraged smoke-free youth to apply for the positions because posting on community notice boards was ineffective:

The other ones didn't even see job postings out, that's how little they pay attention to postings in the community. (Interview 1)

... one of my friends working, were working in here and she was talking about her job. And then, I think seen postings up for it so I decided to join in because she made it sound interesting. (Interview 3)

Just the word of mouth, I guess. Notifying all their adults to get their nieces, nephews, children to come out. (Interview 5)

Suggestions for future recruitment efforts included approaching schools and using Facebook.

Recruitment Challenges

Significant challenges for recruitment were the small pool of non-smoking youth, transport needs for youth, and difficulty in getting job information to youth. Efforts were made to represent all of Manitoulin Island, but almost all peer leaders came from Wikwemikong and M'Chigeeng, and one peer leader from Sheguiandah. Waasa Naabin and M'Chigeeng Health Centre, the lead recruiters, were located in Wikwemikong and M'Chigeeng respectively, meaning that youth in these areas were more likely to be recruited.

Three key informants agreed that recruitment was difficult, although a fourth felt that peer leader positions were filled relatively quickly. All acknowledged that it was difficult to find non-smoking youth to be peer leaders. The area's low population made for a small pool of potential recruits. In addition, there was considerable turnover of peer leaders.

Another barrier was transportation: YAA MAN meetings were held twice a week at M'Chigeeng and Wikwemikong (the distance between the two is roughly 55 km and can take over an hour to drive one-way). Transportation was needed to get peer leaders to these meetings and when a peer leader from Sheguiandah also attended, the transportation route had to be extended.

Peer Leaders: Smokers vs. Nonsmokers

Youth who smoked were hired as peer leaders in the early stages of the program; at the beginning of the program, two peer leaders smoked and one chewed tobacco. During the last year of the YAA program, however, provincial regulations required that YAA employees not use commercial tobacco products, and when YAA MAN gave their peer leaders three months to quit, one smoking peer leader successfully quit and stayed in the program.

Peer leaders who smoked or chewed did not reflect well on the program. Wikwemikong and M'Chigeeng are close-knit communities, and many people (including youth) knew if YAA MAN peer leaders smoked or chewed tobacco. One of YAA MAN's activities was a poster series featuring peer leaders and anti-smoking messages; this was received negatively by community members who asked why smokers were in the group and featured on the posters. These peer leaders were seen as hypocrites, undermining program's credibility:

They'd go have a smoke break and then they'd come inside and talk about tobacco and how it's not healthy for you. And how we should not be abusing it, so we looked like hypocrites, well they were hypocrites right? (Interview 1)

In the third year of the program, more emphasis was placed on ensuring that youth hired into YAA MAN were non-smokers:

I heard it from my cousin, 'cause they were lookin' for people didn't really, well, were non-smokers. (Interview 5)

Skills Development: Interviewing, Training and Learning

Interviewing: A New and Useful Experience

Applying for the peer leader job was the first interview experience for many youth. Typically, youth on the island employed in summer jobs are hired based on a written application and are not interviewed. A few key informants said that talking about oneself is not the norm in Aboriginal communities and can sometimes be perceived as arrogant:

Some of those interviews were pretty painful 'cause they hadn't had any experience, right? So, and even our culture it's not something we do. You know, you don't, people that are like that they're just, you know, kind of...Arrogant, yeah! And they get treated like they're not exactly the norm, for First Nation people I would say. (Interview 4)

Program staff looked for youth who were role models among their peers, and interview questions focused on drawing out these qualities. Youth who showed potential were also hired, as staff hoped to develop them into role models, an approach suggested in the YAA formative evaluation for staff wishing to engage at-risk youth into the program.¹

Training

Peer leaders regularly attended training sessions, including events held in Toronto, Sudbury, and Thunder Bay. They enjoyed attending conferences because they got to travel and had the opportunity to meet and learn from other youth.

At the beginning of the program, learning about sacred uses of tobacco was emphasized. Not all peer leaders in YAA MAN had experienced the traditional use of tobacco. To address this gap, peer leaders were invited to participate in ceremonies and received presentations from individuals who used traditional tobacco. Peer leaders also had the opportunity to learn about contraband tobacco, including its history:

I ended up talking on the phone with the Chief of Police from Goneawagnaey, Akswasey, and Six Nations because those three were identified as the biggest areas where contraband comes through to Canada. And ah, so I talked to them about the Chiefs of Police at each, at both First Nations, and got personal anecdotes and I got some history and then I did some research and I got some history – especially in Acknegoswy, because these young people have to understand that this is not happening overnight, that it was a culmination of events, right? (Interview 1)

The Learning Experience: Its Benefits and Impacts

Peer leader involvement in the program lasted from one to four years. Most peer leaders felt the experience exceeded their expectations, with two respondents identifying the opportunity to travel to youth conferences and summits as highlights. A third peer leader appreciated the interactive and social nature of group activities and enjoyed delivering presentations around the island. Public speaking skills were cited by both adult and youth respondents as a key area of improvement:

Well I guess my presenting to other people, like and also I was really shy from the beginning and, now I'm not really that shy anymore, I like really opened up to, to people. (Interview 5)

Peer leaders' confidence grew, and they learned about advocacy, understanding and following policy, development and running a program, and the operation of government and funding structures.

Development of employment skills was seen as a benefit of the program as well. Youth gained exposure to work-related procedures, such as doing paperwork and having workplace discussions. The peer leader job gave youth the experience of working in health promotion and in more important roles than those usually held by youth in the community. Instead of being

passive employees, peer leaders had a voice. They learned how to interact with the public and better understand how they could affect communities and people:

...the work that they have done it's just a little part, piece of the puzzle for public health but it's important. (Interview 4)

Another benefit to participating in the program was the knowledge gained by peer leaders about tobacco and health. According to an adult key informant, learning focused on tobacco use in Aboriginal culture, which likely had particular resonance for peer leaders. Another adult key informant felt that peer leaders probably gained lifelong insight into tobacco based on their training and their work, exemplified by a peer leader who entered nursing, remained a non-smoker, and continues to advocate against smoking.

Peer leaders also learned to develop ideas for activities, which may have contributed to a sense of ownership of the program.

...as long as it was something that they, they got to decide, as opposed to perhaps something coming, from elsewhere saying you have to deal with a certain issue. (Interview 6)

It was something you wanted to do... we got to plan our own activities. (Interview 11)

One of the peer leaders wanted to do was not just the focus on smoking but also like smoking and alcohol as well, or smoking and drugs so, kind of getting the bigger picture because you know like, they say when people drink they tend to smoke more so, sort of connecting the two... (Interview 2)

While peer leaders enjoyed the planning aspect of their jobs, they did find it challenging at times: YAA MAN organized a youth conference in August 2009 and peer leaders found it difficult to coordinate all details and ensure invitees attended.

Youth Advisors

Youth advisors enjoyed working with the youth, appreciated their positive qualities, ideas for activities, and found that ‘teaching them how to use their voice’ was most rewarding.

The major challenge faced by the youth advisor was scheduling, particularly as it related to youths’ school activities, after school activities, and part-time jobs, which affected their availability for daytime YAA MAN activities. Keeping peer leaders motivated and focused was sometimes a challenge too. However, the limited pool of peer leader candidates meant that youth advisors had to work with those who were available.

Key informants identified several important characteristics for the youth advisor: being able to act as a role model for peer leaders, being a non-smoker, setting a good example, and not being hypocritical in their actions. Both adult and youth respondents thought that youth advisors should enjoy young people and have experience working with youth; should be approachable and good listeners; and should be able to connect with, engage, and relate to youth, train and transfer skills to youth, and encourage youth (especially in public speaking).

Other assets for youth advisors were: the ability to multitask; computer and organizational skills; financial and budgeting skills; effective and timely communication skills; and public relations skills. In the case of YAA MAN, the ideal youth advisor would be knowledgeable about traditional tobacco, the commercial tobacco industry and related legislation. A more practical asset was the possession of a Class G license, so that the youth advisor could transport youth to meetings.

Four respondents (including one youth) thought that the youth advisor should be Aboriginal, with a strong understanding of the culture and community. It was felt that someone from the community would be familiar with local organizations and related processes, which would be beneficial in administering the program and understanding the needs of Aboriginal communities. A youth advisor who understood the culture, and was knowledgeable about traditional tobacco and the commercial tobacco industry and related legislation, could teach peer leaders about these matters, as aboriginal youth were very interested in learning more about traditional tobacco:

... (they) are very hungry for information about tradition, about our past. ... they’re hungry for that information but they don’t know how to get it. (Interview 1)

Program Goals

YAA MAN program goals extended beyond general YAA goals of smoking prevention and raising awareness of tobacco issues, with three main areas emerging as being particularly important:

- Raising awareness and knowledge of traditional tobacco;
- Raising awareness and knowledge about commercial tobacco; and
- Decreasing tobacco abuse among youth in the community.

According to one respondent, while the group's initial goal was to decrease tobacco abuse in the community, it evolved to include increasing knowledge among peers about traditional and commercial tobacco. By educating their peers about sacred and ceremonial uses of tobacco, peer leaders wanted to demonstrate how 'they've gotten away from that' and promote traditional use of tobacco.

...it's not really made for just like smoking, just, supposed to be for us, it was like medicine for Aboriginal people. (Interview 5)

YAA MAN also encouraged youth to become and remain smoke-free. Peer leaders wanted to reach out to younger youth to prevent them from starting to smoke or chew. A few respondents observed that the focus was on educating youth rather than just telling them to quit.

Other goals included promoting healthy lifestyles and acting as role models and leaders for other youth in the community.

Program Partners & Support

YAA MAN benefited from the participation of three major program partners: Waasa Naabin Community Youth Services Centre, M'Chigeeng Health Services (MHS) and Sudbury District Health Unit (SDHU).

YAA MAN was hosted by Waasa Naabin Community Youth Services Centre and was seen as part of the centre. Staff, youth and adult volunteers helped YAA MAN with activities when needed. Waasa Naabin also provided financial and administrative support (e.g., Waasa Naabin's Finance Officer completed financial reports for YAA MAN).

M'Chigeeng Health Services (MHS) provided meeting space, transportation and financial support to YAA MAN, and also occasionally supervised peer leaders. The youth program at MHS helped YAA MAN with its youth conference. An MHS representative attended youth advisor training and went on to play a major supportive role in the program, particularly for peer leaders from M'Chigeeng. MHS representatives promoted the group's work by putting up its posters around community centres and public facilities, and supported recruitment efforts by helping identify and encourage youth to apply to the program.

SDHU was not involved in the day-to-day operations of the group, but rather liaised between YAA MAN and MHPS. SDHU's responsibilities included fielding questions from both YAA MAN and MHPS about each other and ensuring monthly reports from YAA MAN were sent to MHPS. The Youth Development Specialist (a regional position) supported the group through training, organizing teleconferences for all the YAA groups run through SDHU, and ensuring they were included in YAA-related activities.

An additional source of support was parent volunteers who transported youth to meetings.

Program Activities

In the early days of YAA MAN, activities were geared towards increasing its community profile through events such as chalk attacks (where people write messages in chalk on sidewalks), a poster series, beach clean ups, sports events, movie nights, school assemblies, and workshops.

Several peer leaders mentioned sports nights as a particular favourite, and a key informant noted that sports events in Wikwemikong and on reserves in general are quite successful and draw a lot of young people:

...we did a lot of like sports nights, tobacco wise sports nights and those worked good. Like a lot of youth showed up to do all kinds of different sports and like throughout the whole night, like evening, 6 to 9 or whatever, the youth abstained from smoking. So we thought that was really good, that activity. (Interview 2)

One of YAA MAN's activities that stands out as being especially creative and geared towards their communities was a five day canoe trip across the north shore of the island. Peer leaders visited four First Nations communities on Manitoulin Island, stopping at each one to talk to local youth

and make a presentation on tobacco. The trip culminated with a celebration at the youth centre followed by a youth conference the next day to discuss the voyage with other youth.

Community-wide events gave the group the chance to reach a larger audience. For example, YAA MAN organized a karaoke night as a kick-off event for a Winter Carnival; it was attended by over 200 band members from Wikwemikong. They made the most of this opportunity by collecting signatures for a petition to make their arena smoke-free during intramural sport competitions. The signatures collected were mailed to the Chief and Council, but without the desired result. YAA MAN also attended larger events such as powwows, youth conferences, and Little NHL where they set up booths and talked to people to promote their work.

YAA MAN was invited to make presentations on sacred and ceremonial tobacco at youth summits organized by the Youth Advocacy Training Institute. YAA MAN activities at these summits included composing and singing a hand drum song about tobacco in their native language, and showing a video they made at a medicine lodge featuring peer leaders speaking with a medicine man about traditional tobacco.

Activities were typically conducted in Wikwemikong or M'Chigeeng, home to most peer leaders. It was difficult to find a location for activities in M'Chigeeng because available sites are not as big as those in Wikwemikong; consequently, YAA MAN used local school gyms in M'Chigeeng for sports nights rather than the youth centre, which was small and does not have a gym.

There is some evidence that YAA MAN responded well to the community's needs with activities and events, particularly for youth. On hearing how local youth who play hockey were misinformed that chew products were safer, peer leaders provided information on the negative effects of chewing tobacco. Youth at Waasa Naabin also benefited from YAA MAN activities and participated in a workshop aimed at helping youth realize how much money they spend on cigarettes.

YAA MAN planned different activities to draw in youth with different interests, such as sports events and dance events. According to a peer leader, being directly connected to their peers gave them an understanding of what activities youth would like:

I think that's one of the reasons why is they wanted youth as peer leaders just because their friends could tell them oh yeah I wish you know they'd have this in our community or you guys should put on a dance or something like that and it was

something that we were able to do, like readily available to you. Because we could put that in the works for them right? (Interview 11)

Perceived Reach

YAA MAN's activities were geared towards a range of audiences, including youth and adults. Youth were targeted through activities such as the canoe trip, sports nights, and other activities at the youth centre, while adults were reached through community events like karaoke nights and chalk attacks. YAA MAN's main target was youth aged twelve and older. Key informants felt that youth between the ages of 13 and 18 were being reached because peers of the peer leaders fell in this age group. Reaching younger youth was more challenging:

I think maybe the younger groups they kind of tried but, that sort of that age where they don't really want to listen or because they're older they don't want to listen to like they think that they're trying to be authoritative or something, so I know that was one problem that they had mentioned to me when I first started and they said they wanted to specifically work with their age and up, because of that. (Interview 2)

As a result, programming for youth 12 years and under was inconsistent. YAA MAN did facilitate presentation of a module from the Aboriginal Shield Program on tobacco use to youth in Grades 5 to 8, but it was felt more could have been done to reach this group.

One individual commented that youth who smoke were reached through activities such as smoke-free sports nights, where participants and observers had to refrain from smoking.

According to an adult key informant, individuals in their early twenties form one of the harder to reach groups on Manitoulin Island. They are seen as difficult to reach because they are not in school, are more likely to be involved in illicit drug use, and may have other priorities (some are young parents). As well, smoking is seen as being more prevalent in this age group. It was suggested that hiring youth from this age group into the program might encourage their peers to attend YAA MAN activities as well as apply to the program:

But there's a whole gamut there that's completely missed. Maybe there was a lack of representation for that age, like early 20s. (Interview 7)

It was also suggested that YAA MAN could have targeted seniors, particularly at a local senior's home where many are seen smoking cigarettes on its front porch.

Perceived Impact: Community, Youth, SDHU, Partner Organizations, and Other YAAs

Impact on Community

Although respondents felt that YAA MAN's messages were relayed to the community, they were unsure of long-term impacts. Smoking is perceived to be very prevalent in the community and impacts on smoking prevalence are yet to be seen. However, it is clear that YAA MAN made an impression on the community. YAA MAN is recognized for its presentations, and its work in schools and at youth conferences. The mission and activities were also well supported by several community members. This is reflected in a comment about a chalk attack YAA MAN organized and executed at the Band Office and Health Centre in Wikwemikong. With permission from the Chief and Council, peer leaders wrote messages about tobacco in chalk on sidewalks around the building.:

...there's a lot of support from all of the older, older adults I guess, like the Chief and the teachers and other resource people, like a lot of, a lot of them thought that what the youth were doing was really good and that, they really supported anything that we did, like if we needed, like if we wanted to do something then they would support us like all the way. Like when ... did a chalk attack and ... asked the Chief before they did it, and she was really open, like she said yeah go ahead do it, you know I won't stop you or I won't let anyone know that they did it...

(Interview 2)

The event appeared to have an impact as cigarette butts in the front of the building were cleaned up the next day. The messages also made staff uncomfortable, and they now smoke at the side or the back of the building, rather than the front where clients can see them.

YAA MAN's work encouraged the creation of smoke-free spaces and smoke-free activities for their community:

And they are working out a lot of the education that the kids have done, the presentations even to Council at what they're looking at doing is that even at the complex, by the time the leases are renewed they're going to make sure that it's smoke free. (Interview 4)

...I can't say that we decreased the number of smokers in the community but we definitely created tobacco-free sports for the community. (Interview 11)

Impact on Youth

There were mixed responses on how YAA MAN impacted the youth in their communities. According to one respondent, YAA MAN was successful in informing youth about the short-term health hazards of smoking, which affected youth more than facts on long-term effects, and some felt encouraged to quit smoking. Three respondents felt that YAA MAN increased youth awareness of the issues and causes of tobacco abuse.

One respondent commented that YAA MAN had good recognition in schools:

...within our schools ourselves you know, they can identify us as oh hey! You know you're YAA MAN or you work for YAA MAN or what's the next activity you're doing or you know, what, what do you guys do? Like it made people aware of who we are and made them want to question. (Interview 11)

Peer leaders reported varying degrees of involvement among their friends. While one did not speak to friends about the group and felt they would not be interested, another peer leader spoke about how friends who smoked were reached through smoke-free sports activities and abstained from smoking for up to three hours during those activities.

YAA MAN was housed at Waasa Naabin and staff who worked there recognized and used the group as a resource to deliver programming to youth at the centre. In turn, some of the youth saw YAA MAN as part of the centre. This raised awareness of YAA MAN among youth and of opportunities to participate, including by becoming peer leaders:

So it definitely made them aware like oh you know, well I can apply for this job now and you know, you have so much fun and you know you still get to do high school and it made them want to join. (Interview 11)

Youth who smoked would abstain from doing so at Waasa Naabin because they were aware of YAA MAN and were targeted with their messages:

...we would see them smoking but we would get them for that, once in a while we would, just tell them what's in there. Make them grossed out. So it's fun. But, they knew after not to really do that in front of us, when we're here, I guess. (Interview 5)

Impact on SDHU and Partner Organizations

YAA MAN made a significant impact on SDHU's understanding of traditional and ceremonial uses of tobacco. At a Tobacco Control Area Network (TCAN) meeting, a peer leader and youth advisor from YAA MAN made a brief presentation about traditional tobacco to all PHUs in the north-east region and led a traditional smudging ceremony at the meeting, which resulted in raised awareness of traditional tobacco among PHUs beyond SDHU.

SDHU also learned from the process of establishing YAA MAN, particularly about the value of being open to a youth group's ideas, and giving that group more control in the group's management; ultimately this meant that SDHU learned more from listening and interacting with people from Manitoulin Island than they would have by simply delivering a program without this interaction:

... learned more from the youth and the youth advisors and the support people in Wiki than ... would have learned you know from reading something or, you know, looking at a power point presentation or something, it was really amazing. (Interview 6)

Impact on Other YAAs

YAA MAN worked most closely with the other two YAAs from SDHU, one of which was the only Francophone YAA in the program. They collaborated on larger-scale events when they wanted to create a bigger impact – for example, Drop Dead events where a large group of youth would assemble and 'drop dead' on the ground to represent the number of lives affected by commercial

tobacco use. By working and traveling to training events and conferences together, SDHU's three YAAs developed a sense of camaraderie and an understanding of their similarities and differences:

...they were coming from different um, communities and they did identify themselves as being different. You know, like, the Francophone group was very different too, they were like 'we're the only, truly Francophone group, and we do everything in French' and you know, and I think, you know I think it was important that they got to learn about each other as well as they got to, to talk about some of their issues around tobacco as well. Because there are unique areas in for all of them. (Interview 6)

YAA MAN invited the other two YAAs to their reserve and to Waasa Naabin, where these youth had the opportunity to be exposed to life on the reserve:

...it was important that the Sudbury kids actually went, went to Manitoulin, to the reserve and went to the Waasa Naabin Youth Centre and got to see what it was all about and learned by doing these interactive games, um, and sharing, um, many issues related to tobacco and smoking. (Interview 6)

There were mixed feelings about interactions with the other YAAs in the program. Two respondents, including a youth, felt that the other YAAs were not very interested in YAA MAN's focus on traditional tobacco. A few others felt that the group mainly presented information passively to other YAAs rather than interacting more actively, but it was acknowledged that interaction was challenging at larger conferences. One respondent felt that YAA MAN was more connected to MAKWA (Making Aboriginal Kids Walk Away (from Tobacco Abuse), a YAA based in Thunder Bay, Ontario) because of their shared interests in traditional tobacco. A fourth respondent acknowledged that, while youth from other YAAs had a lot of misconceptions about life on reserves and youth on reserves, this presented an opportunity to correct these mistaken beliefs, and generated interest in YAA MAN and their work. In the early days of YAA MAN, the group was a source of information to other YAAs about traditional tobacco. For example, one YAA asked YAA MAN to review material in their pamphlet on Aboriginal use of tobacco and provide feedback. The group was generally able to change phrasing around tobacco and smoking used by the other YAAs to show that it was smoking rather than traditional tobacco use that was 'bad':

...we're mostly mainly focused on traditional so they had to, like make sure that they don't say we just want to get rid of tobacco, like straight. We had to come back and tell them that we need this tobacco 'cause it's a medicine for us, so that's how they got an impact, so they know, like, we, we need it, so. Well we mostly had to educate them after. (Interview 5)

On-Reserve YAA Model: Benefits and Challenges

Benefits

The primary benefit to an on-reserve YAA program was that program staff felt a greater sense of ownership. Having youth from Manitoulin Island deliver programming may result in better uptake of messages by communities on Wikwemikong and neighbouring reserves:

...where they don't feel like an outsider is coming in to tell them about the stuff but it's all like... it's all made here and then it's just presented to the whole community. (Interview 2)

Youth Advisors collaborated regularly with each other, but one respondent suggested that greater communication and collaboration at the administrative and managerial level was needed, and suggested sharing work plans among other SDHU YAAs to identify opportunities to pool resources and put on larger activities. This respondent also proposed increased access to the Performance Indicator Monitoring System (PIMS) used by MHPS to track YAA activities. Information on data from other YAAs across Ontario would have been useful in making YAA MAN aware of their activities. More information presented in narrative and/or graphic form, would have better shown what activities YAAs were involved in, their successes, and the challenges they faced. Although YAAs could submit qualitative as well as quantitative data to PIMS, not all did so.

Challenges

There were significant challenges, summarized in Table 1; availability of youth to participate in the program and the geography of the area emerged as major issues.

Table 2: Summary of Perceived Challenges

Recruitment
<ul style="list-style-type: none"> Limited pool of youth for peer leaders <ul style="list-style-type: none"> High rates of commercial tobacco use and difficulty recruiting non-smokers Smaller communities Turnover among peer leaders <ul style="list-style-type: none"> Investment into mentoring peer leaders lost Lack of representation across all reserves on Manitoulin Island
On-Reserve Model
<ul style="list-style-type: none"> Limited communication at administrative and managerial level Limited sharing of resources and experiences across provincial YAAs; no access to PIMS data of other YAAs
Geographical
<ul style="list-style-type: none"> Limited opportunity to hold activities across all reserves High time and resource investment into transportation High prevalence of smoking in community and easy access to contraband cigarettes Limited access to alternative location (for both Wikwemikong and M'Chigeeng sites)

Manitoulin Island is very large – 2766 km² – and its size posed a challenge for the running of YAA MAN, especially with respect to recruitment and member participation in meetings and activities.

Originally, YAA MAN was intended to be open to youth from all seven reserves on the Island; however, youth from Wikwemikong and M'Chigeeng were the primary beneficiaries from YAA MAN. As noted earlier, most peer leaders recruited into the program were from one of these two communities, and this influenced where activities were held:

This past year they did a lot in M'Chigeeng because most of the YAA MAN kids were from there. The year before that they did a lot in Wikwemikong... (Interview 1)

A few peer leaders confirmed that activities were conducted most often in Wikwemikong and M'Chigeeng. One of the adult key informants felt that having youth from a particular reserve helped deliver programming to that community. For example, Peer Leaders from Wikwemikong held assemblies at their high school in the community, while a youth from another community facilitated a workshop at their high school. Attendance at events was also affected by location. A youth conference held on one reserve was attended only by youth who lived there. YAA MAN was not successful in attempts to reach other communities on Manitoulin Island.

The costs and times related to transportation were another challenge. YAA MAN held meetings twice a week, alternating between Waasa Naabin and M'Chigeeng Health Centre. With no public

transport on Manitoulin Island, a driver had to make return trips from Wikwemikong to M'Chigeeng and vice-versa twice a week to bring peer leaders to their meetings (roughly an hour's journey each way). Volunteer drivers who were not part of the program could only sit and wait during the two-hour meetings. The location of meetings and the travel requirements might have deterred youth from other communities from applying to YAA MAN, although a peer leader from Sheguiandah did attend meetings (and also required transport). All reserves on Manitoulin Island are equipped with teleconferencing and videoconferencing capabilities and this might be one way to conduct meetings in the future.

Meeting at two sites also posed a problem. Both sites needed to be organized for meetings as staff from one site did not have access to facilities at the other.

The high prevalence of smoking in the community was one of the bigger challenges the group faced. Many youth on Manitoulin Island smoke, and smoking is also modeled through parents and older siblings. An added complication is the easy availability of contraband cigarettes in the community:

And what do you have on First Nations but cheap smokes, you know? Easy access...
(Interview 4)

Advice from Key Informants on On-Reserve Youth Engagement

Key informants offered useful advice on how to establish and operate a youth engagement program in on-reserve communities (see Table 3).

Table 3: Key Informant Suggestions on Establishing an On-Reserve Youth Engagement Group

Planning and Establishment Stage
<ul style="list-style-type: none"> • Collaborate on proposal submission • Give ownership to Aboriginal community • Include elders in planning • Welcome input of external groups: youth centres; health promotion workers; National Native Alcohol and Drug Abuse Program (NNADAP) • Have flexible scopes of service
Recruitment Stage
<ul style="list-style-type: none"> • Recruit non-smoking youth and adult staff • Communicate expectation that work will go beyond creating displays and hire accordingly • Organize information sessions or interactive activity to demonstrate how the group operates
Operation Stage
<ul style="list-style-type: none"> • Include and maintain open communication lines between administrative and managerial staff in involved organizations • Obtain PHU input on work plan • Provide orientation on PHU policies & procedures and possible adoption/adaptation • Create memorandums of understanding • Connect with other youth activities and initiatives in community • Regularly access Elders as resources in mentoring peer leaders and youth advisors, and in planning activities • Use teleconferencing and videoconferencing to counter geographical challenges

Aboriginal communities should be included in discussions before any project proposals are submitted so that program providers can understand the community's needs and work with the community to determine how the program should be run. Representatives from both YAA MAN and SDHU agreed that the PHU should not control or dictate how the group should operate, and that the Aboriginal communities should target activities to what their community feels is important. It was also suggested that other groups could be approached for advice on how to set up the program; these might include youth centres, health promotion workers, and workers from the National Native Alcohol and Drug Abuse Program (NNADAP). Scopes of service should be flexible enough to be adapted for use in Aboriginal communities. Finally, the Ministry of Health Promotion and Sport must understand that it takes time to establish a group on a reserve.

Once the group has been established, communication among the participants (i.e., the PHU and on-reserve YAA) is crucial. Continued PHU input and collaboration on work plans was recommended, as was more sharing of resources among all YAAs. The on-reserve organization administering the program should be given an orientation to PHU policies and procedures in running the program and dealing with youth staff. Such policies and procedures should also be adopted by the on-reserve organization when possible. Communication and reporting tools and

methods, such as meetings, teleconferences, and reports, should involve the manager of the on-reserve organization in order to keep management updated on the progress of the program as well as on the activities of other groups involved in the initiative.

It is crucial that staff hired into a tobacco control program do not smoke. Since youth begin smoking at as young as ten years, tobacco control youth engagement initiatives on-reserve should target education and messaging to younger children. Youth staff should be encouraged to step outside their comfort zone and go beyond creating displays (a key informant noted that not all peer leaders were eager to take on public speaking activities). This will result in better sharing of responsibility among youth staff. Recruitment can be enhanced by having an information session or activity for youth to see how the group works.

Including Elders in planning and operating the program was seen as key to its success in the community. Elders should be accessed regularly to mentor peer leaders and youth advisors.

The YAA program was seen as both positive and needed for First Nations communities:

Well I definitely think they should have more alliances for First Nations because we are different from mainstream society, you know, we're more, we're a little bit isolated from urban areas and, not only, I don't know, I don't think we're, I guess it would be an equal amount of exposure to tobacco but, you know it definitely affects us more because you know, other First Nations make their own tobacco cigarettes, so, not only can we get cheaper smokes but you know it's all over, you know, they have smoke shops on the reserves. So it's readily available to us.

(Interview 11)

At the same time, it is important to consider the Aboriginal context in creating and delivering the on-reserve YAA program. The establishment that houses the YAA, the youth advisor, and peer leaders should be Aboriginal since Aboriginal people are more receptive to messages from members of their own community:

I think, well, for working in Aboriginal community they need an Aboriginal to tell an Aboriginal what to do. Like, how what they, what we're trying' to get. That's why there's an Aboriginal group so we could get to all the Aboriginals to say, to notify us, 'cause we don't want no, like non-Native coming to us telling us what to do

anymore. Like none of the kids like that anymore. So that's why (they) brought us, 'cause they will notice us, 'cause we're like the same. (Interview 5)

Transportation was a significant challenge and needed to be addressed. Memorandums of understanding should be created to compensate drivers for their time and help with the program. While two stand-alone groups might have been possible, it is important to remember the difficulties faced by YAA MAN in recruiting smoke-free Aboriginal youth who are motivated to work as peer leaders. Finally, youth centers or youth activities and initiatives in Aboriginal communities are important because they provide staff resources to youth for their programs.

CONCLUSIONS

YAA MAN differs from other YAAs. The primary difference is its focus on traditional tobacco, which is reflected through participation in activities such as Aboriginal ceremonies, traditional dances, and learning about traditional tobacco use. The group's choice to deliver messaging on respecting the role of traditional tobacco in Aboriginal culture is well-founded: a study of American Indian adults showed that those who felt traditional tobacco was important were less likely to use commercial tobacco,⁸ findings echoed by Unger and colleagues who suggest that adolescent exposure to tobacco without education on traditional uses may lead to commercial tobacco use.⁹

Community support and buy-in were central to establishing the program and facilitating YAA MAN's work. SDHU's efforts in initiating dialogue and involving interested parties from the beginning were appreciated. However, findings also show a need for greater collaboration at the managerial level and a need to maintain balance between empowering the community and playing an active role in the program.

YAA MAN faced several recruitment challenges. While such a program is important to the community, given the high rates of commercial tobacco use, it has been difficult to recruit non-smoking youth. The presence of peer leaders who smoke may expose non-smoking peer leaders to secondhand smoke and put peer leaders who were former smokers in an environment where they could relapse. This concern was reported in the YAA formative evaluation.¹

Public speaking was a sensitive subject, perhaps because it was felt by some informants that Aboriginal people generally do not enjoy this. A few peer leaders were reluctant to engage in public speaking, but evaluation findings show that some peer leaders' public speaking skills did improve. In the evaluation of MAKWA, the off-reserve Aboriginal YAA, a respondent felt that Aboriginal youth do not adapt easily to being in the spotlight and this should be considered when planning activities.³ As a recurring theme across both evaluations, this is an area of interest and deserves further exploration as it may have implications for recruitment and types of activities undertaken by similar groups.

The group's success and impact have been demonstrated in a few areas. In particular, YAA MAN increased awareness among SDHU and other YAAs in their TCAN that tobacco is sometimes labelled 'bad', something which should be avoided, as Aboriginal communities have traditional

and ceremonial uses for tobacco. YAA MAN's activities in this respect have resulted in more Aboriginal-friendly program messaging beyond Aboriginal communities.

In a study on Aboriginal youth and tobacco use, Aboriginal youth noted that increased physical activity, access to recreational activities, and smoke-free environments would encourage them to be smoke-free.¹⁰ YAA MAN has had promising impacts in all of these areas by introducing tobacco-free sports and creating dialogue around smoke-free spaces, paving the way for smoke-free environments and decreased tobacco abuse among youth in their communities.

The experiences of YAA MAN provide a valuable Aboriginal perspective into the challenges and opportunities when establishing and operating tobacco control-focused youth engagement programs on reserves. Respondents shared advice on how to set up similar groups and proposed suggestions for planning and establishment, recruitment, and program operation. Based on experiences specific to YAA MAN (an aboriginal on-reserve program offered in a rural, island setting), evaluation findings cannot be generalized to all Aboriginal communities; however, they may be useful in understanding how regional and provincial agencies such as PHUs and MHPS can to build relationships with and implement programming for on-reserve communities.

APPENDIX A: INTERVIEW GUIDES

Interview Guide: Manitoulin Island Adult Staff

Introduction: Imagine that you have been asked to give advice, based on your experience, to a public health unit or group that would like to set up a Youth Action Alliance for youth who identify as Aboriginal or First Nations. The following questions ask about your experience and also for the advice on establishing a group similar to YAA MAN.

1. Background:

Can you tell me about the role you play with YAA MAN?
What are the challenges of your role?
What do you enjoy?

2. Establishing YAA MAN:

Can you tell me about how YAA MAN was established?
Who was involved?
What parts did they play?
What was challenging about establishing YAA MAN?
What was easy?

3. Goals of the program:

What are the main goals of YAA MAN?
What are the challenges to achieving these goals?
What are the successes you've had?
What are the long-term goals of YAA MAN?

4. Reach

Who does YAA MAN try to reach with their activities?
Who do you feel they are reaching?
Who are they not reaching?
What type of projects resonate best with the youth? What area of focus interests them (protection, prevention, cessation?)

5. Recruitment:

How did you recruit youth?

How did it go?

- Who did you recruit to your program?
- What did you look for in your peer leaders?
- Are there youth who you don't reach through your recruitment process that you would like to?

What advice would you give about recruiting youth to the program?

6. Youth Advisors:

What should another PHU look for in a youth advisor for an Aboriginal YAA?

Why?

7. Support:

Other than the youth advisor, who else supports YAA MAN in their work?

Other agencies or people within SDHU?

The Aboriginal Tobacco Strategy?

Volunteers?

8. Impacts:

Can you tell me about the impact you think YAA MAN may have on: other youth, the health unit, the wider community, other YAAs?

9. YAA MAN and other YAAs:

How is YAA MAN similar to your other YAAs?

How is it different?

(Probes – program planning, activities, resource allocation)

10. What other advice would you give to a public health unit or group that would like to set up a Youth Action Alliance for youth who identify as Aboriginal or First Nations?

Interview Guide: Adult Staff (Non-YAA MAN)

Introduction: This interview is intended to get an idea of how you have worked with YAA MAN. The following questions ask about your experience and also for the advice on establishing a group similar to YAA MAN.

1. Can you tell me briefly about your organization and the work you do?
2. Involvement with YAA MAN:
Can you tell me about the role your organization plays with YAA MAN?
How did you become involved with YAA MAN?
3. Benefits and disadvantages in working with SDHU & YAA MAN:
What are the benefits of working with SDHU and YAA MAN?
What are the disadvantages?
4. Goals of the program:
What do you think are the main goals of YAA MAN?
5. Reach & Impact:
Who does YAA MAN try to reach with their activities?
Who do you feel they are reaching?
Who are they not reaching? Why?
What is your impression of the work done by YAA MAN?
6. Recruitment of Peer leaders:
Are you involved with the recruitment of youth? In what way?
How has the recruitment process gone?
7. Youth Advisors:
What should another PHU look for in a youth advisor?
Why?

8. Advice:

What other advice would you give to a public health unit or group that would like to set up a Youth Action Alliance for youth who identify as Aboriginal or First Nations?

What advice would you give to an agency like your own thinking about working with a Public Health Unit on a similar program?

Interview Guide: Peer Leaders

Introduction: This interview is intended to get an idea of your experience as a peer leader in YAA MAN.

1. Recruitment:

How long have you been part of YAA MAN?

Can you remember how you heard about it?

Why did you decide to join?

Has it turned out how you expected? In what way?

2. Goals of the program:

What are the main goals of YAA MAN?

What are the challenges to achieving these goals?

What are the successes you've had?

3. Group function:

How would you explain what YAA MAN is to one of your friends?

What do your friends think of YAA MAN?

4. Benefits and challenges to being a peer leader:

What have been the benefits of being a peer leader in YAA MAN?

What have you found hard about being a peer leader in YAA MAN?

5. Reach:

Can you tell me about some of the activities you're working on at the moment?

What are the main messages that you try to get across?

Where do you conduct your activities?

Who do you try to reach with those messages?

Who do you think you reach? Why?

Are there groups of people or youth who are harder to reach?

Who/why?

What are some of the challenges you had in conducting tobacco control activities in Manitoulin Island? What have been some of your successes in conducting tobacco control activities in Manitoulin Island?

Can you tell me about the impact youth think you might be having with the work you do?
(On other youth, the health unit, the wider community, other YAAs?)

6. Advice:

Imagine that a public health unit wanted to start up a YAA group like YAA MAN that recruited youth who identified as First Nations or Aboriginal. Based on your experiences what advice would you give them?

- How should we recruit youth?
- What should we look for in a youth advisor?
- What sort of support would it be good to give the peer leaders?
- What are some of the challenges youth might face in conducting tobacco control activities?
- Do you think we need to do anything different than what we've done with other YAAs?
- Do you have any other advice you'd like to give?

Interview Guide: Graduated Peer Leaders

Introduction: This interview is intended to get an idea of your experience as a peer leader in YAA MAN.

1. Background:

How long were you a peer leader with YAA MAN?

What are you doing now that you've left school?

2. Recruitment:

Can you remember how you first heard about YAA MAN?

Why did you decide to join?

Did it turn out how you expected? In what way?

3. Goals of YAA MAN:

Can you remember what the goals of your group were?

What were the challenges to achieving these goals?

What were the successes you've had in trying to achieve these goals?

4. Benefits and Challenges:

What were some of the benefits of being part of YAA MAN?

What were some of the disadvantages?

5. Reach & Perceived Impact:

What were some of the best activities you worked on while you were a peer leader?

What were the main messages that you were trying to get across?

Where were the activities usually conducted?

Who did you try to reach with those messages?

Who do you think you reached? Why?

Are there groups of people or youth who were harder to reach? Who/why?

What were some of the successes you had in conducting tobacco control activities in Manitoulin Island? What are some of the challenges you had in conducting tobacco control activities in Manitoulin Island?

Can you tell me about the impact you think you might have had in the work you did? (On other youth, the health unit, the wider community, other YAAs?)

6. Sharing Knowledge & Advice:

What advice would you give to a new peer leader in YAA MAN?

Imagine that a public health unit asked for your advice on what to consider when setting up a YAA for First Nations and Aboriginal Youth. What advice would you give them?

- How should we recruit youth?
- What should we look for in a youth advisor?
- What sort of support would it be good to give the peer leaders?
- What are some of the challenges youth might face in conducting tobacco control activities?
- Do you think we need to do anything different than what we've done with other YAAs?

APPENDIX B: CONSENT FORMS

Information and Consent Form: Graduated and Existing Peer Leaders

Title: Evaluation with YAA MAN

Evaluators: Dr. Robert Schwartz (416-978-3901) and Saeeda Irfan (416-978-7556)

Funder: The Ontario Tobacco Research Unit (OTRU) with a grant from the Ministry of Health Promotion

We would like to invite you to take part in an interview as part of a case study of the Sudbury District Health Unit Youth Action Alliance group – YAA MAN.

- Before you decide whether to take part in this interview, you should understand enough about the risks and benefits to be able to make an informed decision. This is known as the informed consent process.
- If you have any questions or require further information, please contact either Saeeda Irfan or Robert Schwartz before signing this consent form.

Background & Purpose of Evaluation

The Ontario Tobacco Research Unit (OTRU) evaluates the Smoke-Free Ontario Strategy with funding from the Ministry of Health Promotion. This study will look at the Youth Action Alliance Programme, YAA MAN, funded by the Ministry of Health Promotion and run through Sudbury District Health Unit.

The purpose of this evaluation is to find out how YAA MAN was set up, what is working well and not so well, and what others involved in the Youth Action Alliance program might learn from YAA MAN's experiences. This information could be used to inform the development of the Youth Action Alliance program across the province.

Procedures

We would like to invite you to take part in a key-informant interview because of the work you do with YAA MAN – or have done in the past. The interview will ask your opinion on:

- How and why you joined YAA MAN
- Goals of YAA MAN
- Benefits and Challenges to being a peer leader in YAA MAN
- Reach
- Advice you would give to a health agency wanting to set up a YAA for Aboriginal/First Nations young people.

If you decide to take part, we will send you a full list of the interview questions for you to review before the interview. We will make a time to conduct the interview, either at your workplace, home or over the phone. The interview should take no longer than an hour. If you consent, the interview will be audio-recorded and transcribed. Alternatively, we will take written notes during the interview.

Voluntary Participation & Early Withdrawal

Your participation in this evaluation is voluntary. You can choose not to participate or you may withdraw at any time without affecting your status (employment or otherwise) within the youth program. Your manager or superior will not be informed of your decision to not participate. However, we are not able to guarantee that program staff will not learn of your decision to participate if you decide you would like the interview conducted in person.

Risks & Benefits

Except for the time required to complete the interview, there are no known or anticipated risks associated with participating in this interview. You can refuse to answer any question. You can also end the interview at any time.

Information learned in this evaluation could assist in improving the Smoke-Free Ontario youth programs.

Confidentiality

All information obtained during the evaluation will be held in strict confidence. No personal names will be associated with data nor used in any publication or presentations of the evaluation. Upon the transcription of the interview, audio tapes will be destroyed.

There may be some limitations to the degree of privacy and confidentiality assured to you. While you will not be named, we will identify that this case study is being conducted in Manitoulin Island, with YAA MAN, as it will be almost impossible to keep this confidential. For this reason care will be made to refer to all participants as adult staff or adult key-informants, rather than your position within your organization. We will do our best to keep your identity confidential. Please respond to the questions in a manner in which you are comfortable keeping these limits in mind.

Electronic copies of data will be kept on a password protected server at OTRU at the University of Toronto and paper copies of data will be kept in a locked cabinet. This data will only be used for the evaluation described in this form.

Publication of Research findings

Quotations from interview transcripts and surveys may be used for illustrative purposes but no personal names will be used. We will indicate that this study was conducted in Manitoulin Island.

Compensation

You will receive a \$20 gift voucher in recognition of the time taken to be part of this evaluation.

Questions

If you have any questions about the evaluation please call the investigator in charge, Robert Schwartz at (416) 978-3901 or Saeeda Irfan at (416) 978 7556.

Consent/Assent

I voluntarily consent to participate in this evaluation with the understanding I may wish to withdraw my involvement at any time without penalty. I have received a signed copy of this consent form.

_____	_____	_____
Participant Name (please print)	Participant Signature	Date

_____	_____	_____
Name of Person Obtaining Consent	Signature	Date

Consent for Audio-Taping the Interview

I consent to having the interview audio-taped.

_____	_____	_____
Participant (please print)	Participant Signature	Date

Information and Consent Form: Parental Consent for Peer Leaders Aged 16 Years and Under

Title: Evaluation with YAA MAN

Evaluators: Dr. Robert Schwartz (416-978-3901) and Saeeda Irfan (416-978-7556)

Funder: The Ontario Tobacco Research Unit (OTRU) with a grant from the Ministry of Health Promotion

We would like to invite your son or daughter to take part in an interview as part of a case study of the Sudbury District Health Unit Youth Action Alliance group – YAA MAN.

- Before you decide whether to consent to have your son or daughter take part in this interview, you should understand enough about the risks and benefits to be able to make an informed decision. This is known as the informed consent process.
- If you have any questions or require further information, please contact either Saeeda Irfan or Robert Schwartz before signing this consent form.

Background & Purpose of Evaluation

The Ontario Tobacco Research Unit (OTRU) evaluates the Smoke-Free Ontario Strategy with funding from the Ministry of Health Promotion. This study will look at the Youth Action Alliance Programme, YAA MAN, funded by the Ministry of Health Promotion and run through Thunder District Health Unit.

The purpose of this evaluation is to find out how YAA MAN was set up, what is working well and not so well, and what others involved in the Youth Action Alliance program might learn from YAA MAN's experiences. This information could be used to inform the development of the Youth Action Alliance program across the province.

Procedures

We would like to invite your daughter or son to take part in a key-informant interview because of the work they do as peer leaders in YAA MAN. The interview will ask their opinion on:

- How and why they joined YAA MAN
- Goals of YAA MAN
- Benefits and Challenges of being a peer leader in YAA MAN
- Reach
- Advice they would give to a health agency wanting to set up a YAA for Aboriginal/First Nations young people.

If you decide to consent to your daughter or son taking part, they **will be sent a full list of the interview questions for them to review before the interview**. We will make a time to conduct the interview, either at their workplace if we are able to make a time that we will be in Manitoulin Island, or alternatively over the phone. The interview should take no longer than an hour. Your son or daughter will be able to decide if they would prefer to have their interview audio recorded and transcribed, or if they would prefer that written notes be taken during the interview.

Voluntary Participation & Early Withdrawal

Your daughter or son's participation in this evaluation is voluntary. Your child may choose not to participate and may withdraw at any time without affecting their status (employment or otherwise) within the youth program. Their manager or superior will not be informed of their decision not to participate. However, we are not able to guarantee that program staff will not learn of your child's decision to participate if they decide they would like the interview conducted in person at their site of employment as other staff may see the interview take place.

Risks & Benefits

Except for the time required to complete the interview, there are no known or anticipated risks associated with participating in this interview. **Your child can refuse to answer any question. They may also end the interview at any time.**

Although your child may not receive any direct personal benefit from participating in this evaluation, other than compensation for their time, information learned in this evaluation could assist in improving the Smoke-Free Ontario youth programs.

Confidentiality

All information obtained during the evaluation will be held in strict confidence. No personal names will be associated with data nor used in any publication or presentations of the evaluation. Upon the transcription of the interview, audio tapes will be destroyed.

There may be some limitations to the degree of privacy and confidentiality assured to your son or daughter. While they will not be named, we will identify that this case study is being conducted in Manitoulin Island, with YAA MAN, as it will be almost impossible to keep this confidential. We will do our best to keep your child's identity confidential. Please respond to the questions in a manner in which you are comfortable keeping these limits in mind.

Electronic copies of data will be kept on a password protected server at OTRU at the University of Toronto and paper copies of data will be kept in a locked cabinet. This data will only be used for the evaluation described in this form.

Publication of Research findings

Quotations from interview transcripts and surveys may be used for illustrative purposes but no personal names will be used. We will indicate that this study was conducted in Manitoulin Island.

Compensation

Your son or daughter will receive a \$20 voucher in recognition of their time spent in completing the interview.

Questions

If you have any questions about the evaluation please call the investigator in charge, Robert Schwartz, at (416) 978-3901 or Saeeda Irfan at (416) 978 7556.

Parent Consent

I consent to have my child, _____, take part in this group interview with

Child's name (please print)

the understanding that he or she may wish to withdraw at any time, prior to the publication of the final report, without affecting his or her SFO youth program status. I have received a signed copy of this consent form.

Parent Name (please print)

Parent Signature

Date

Name of Person Obtaining Consent

Signature

Date

Information and Consent Form: Adult Key-Informants

Title: Evaluation with YAA MAN

Investigator: Dr. Robert Schwartz (416-978-3901) and Saeeda Irfan (416-978-7556)

Funder: The Ontario Tobacco Research Unit (OTRU) with a grant from the Ministry of Health Promotion.

We would like to invite you to take part in an interview as part of a case study of the Sudbury District Health Unit Youth Action Alliance group – YAA MAN.

- Before you decide whether to take part in this interview, you should understand enough about the risks and benefits to be able to make an informed decision. This is known as the informed consent process.
- If you have any questions or require further information, please contact either Saeeda Irfan or Robert Schwartz before signing this consent form.

Background & Purpose of Evaluation

The Ontario Tobacco Research Unit (OTRU) evaluates the Smoke-Free Ontario Strategy with funding from the Ministry of Health Promotion. This study will look at the Youth Action Alliance Programme, YAA MAN, funded by the Ministry of Health Promotion and run through Sudbury District Health Unit.

The purpose of this evaluation is to find out how YAA MAN was set up, what is working well and not so well, and what others involved in the Youth Action Alliance program might learn from YAA MAN's experiences. This information could be used to inform the development of the Youth Action Alliance program across the province.

Procedures

We would like to invite you to take part in a key-informant interview because of the work you do with YAA MAN – or have done in the past. The interview will ask your opinion on:

- The role you play with YAA MAN
- how YAA MAN was established
- Support to YAA MAN
- Recruitment of youth
- Resources and goals of YAA MAN
- Reach of YAA MAN
- Advice you would give to a health agency wanting to set up a YAA for Aboriginal/First Nations young people.

If you decide to take part, **we will send you a full list of the interview questions for you to review before the interview.** We will make a time to conduct the interview, either at your workplace or over the phone. The interview should take no longer than an hour. If you consent, the interview will be audio-recorded and transcribed. Alternatively, we will take written notes during the interview.

Voluntary Participation & Early Withdrawal

Your participation in this evaluation is voluntary. You can choose not to participate or you may withdraw at any time without affecting your status (employment or otherwise) within the youth program. Your manager or superior will not be informed of your decision to not participate. However, we are not able to guarantee that program staff will not learn of your decision to participate if you decide you would like the interview conducted in person.

Risks & Benefits

Except for the time required to complete the interview, there are no known or anticipated risks associated with participating in this interview. **You can refuse to answer any question. You can also end the interview at any time.**

Although, you may not receive any direct personal benefit from participating in this evaluation, information learned in this evaluation could assist in improving the Smoke-Free Ontario youth programs.

Confidentiality

All information obtained during the evaluation will be held in strict confidence. No personal names will be associated with data nor used in any publication or presentations of the evaluation. Upon the transcription of the interview, audio tapes will be destroyed.

There may be some limitations to the degree of privacy and confidentiality assured to you. While your position in the organisation you work for will not be named, we will identify that this case study is being conducted in Manitoulin Island, with YAA MAN, as it will be almost impossible to keep this confidential because there are very few YAAs for Aboriginal/First Nations youth. For this reason care will be made to refer to all participants as adult staff or adult key-informants, rather than your position within your organization. We will do our best to keep your identity confidential. Please respond to the questions in a manner in which you are comfortable keeping these limits in mind.

Electronic copies of data will be kept on a password protected server at OTRU at the University of Toronto and paper copies of data will be kept in a locked cabinet. This data will only be used for the evaluation described in this form.

Publication of Research findings

Quotations from interview transcripts and surveys may be used for illustrative purposes but no personal names will be used. We will indicate that this study was conducted in Manitoulin Island.

Compensation

There is no compensation awarded for participating in this evaluation.

Questions

If you have any questions about the evaluation please call the investigator in charge, Robert Schwartz, at (416) 978-3901 or Saeeda Irfan at (416) 978 7556.

Consent/Assent

I voluntarily consent to participate in this evaluation with the understanding I may wish to withdraw my involvement at any time without penalty. I have received a signed copy of this consent form.

_____	_____	_____
Participant Name (please print)	Participant Signature	Date

_____	_____	_____
Name of Person Obtaining Consent	Signature	Date

Consent for Audio-Taping the Interview

I consent to having the interview audio-taped.

_____	_____	_____
Participant (please print)	Participant Signature	Date

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