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SMOKE-FREE ONTARIO CAMPAIGN PROGRAMS

The Health and Emergency Medical Services Committee recommends the adoption of the recommendations contained in the following report, February 20, 2006, from the Commissioner of Community Services, Housing and Health Services:

1. RECOMMENDATIONS

It is recommended that:

1. Council approve the receipt and expenditure of 100% funded grants totalling \$326,194 from the Ministry of Health and Long-Term Care (MOHLTC) related to the Smoke-Free Ontario Campaign for the initiatives outlined in this report.
2. Council approve the receipt of 100% funding from the MOHLTC for 2006 Tobacco Inspection and Enforcement activities (initial amount of \$153,923).
3. The Commissioner of Community Services, Housing and Health Services be authorized to execute any agreements required by the MOHLTC related to this report.

2. PURPOSE

The purpose of this report is to seek Council approval for the receipt and expenditure of MOHLTC funding grant in the amount as outlined in Attachment 1 of this report.

3. BACKGROUND

In December 2004, the MOHLTC announced an expanded Ontario Tobacco Strategy and the role public health units would undertake in its implementation. This strategy was presented to Council on June 23, 2005, in Reports No. 2, 3, and 4 of the Commissioner of Health Services.

The goal of the Ontario Tobacco Strategy is to eliminate tobacco-related illness and death by eliminating involuntary exposure to environmental tobacco smoke, preventing smoking initiation and habitual use among children and young adults, and reducing smoking in Ontario. The MOHLTC has undertaken a number of key initiatives in support of Ontario Tobacco Strategy goals, including new tobacco control legislation, the *Smoke-Free Ontario Act*, which received third and final reading on June 8, 2005 and Royal Assent on June 13, 2005. This legislation will prohibit smoking in all enclosed workplaces and enclosed public places in Ontario as of May 31, 2006, will strengthen

measures to ensure only those 19 years of age and older can buy cigarettes, and will phase out the display of tobacco products, with a complete ban beginning May 31, 2008.

The MOHLTC provided 100% guaranteed funding to health units for Basic Public Health Department Programs related to the Ontario Tobacco Strategy, as well as opportunities for health units to access additional tobacco program enhancement dollars. These opportunities required the submission of proposals in a competitive bid process. YRHS submitted successful proposals for the development of an Innovative Smoking Intervention program and the development of a community-based Youth Action Alliance.

The MOHLTC initially anticipated release of these funds to health units to occur in April 2005, with funding for the Innovative Smoking Intervention Program and the Youth Action Alliance Program confirmed to the end of 2005. However, these funds were not released by the MOHLTC until June 2005. The timelines for the completion of the program by the Health Services Department have accordingly been extended to March 31, 2006.

In the summer of 2005, components of the Ontario Tobacco Strategy were absorbed by the newly articulated Smoke-Free Ontario Campaign and transferred to the newly-formed Ministry of Health Promotion.

4. ANALYSIS AND OPTIONS

The Smoke-Free Ontario Campaign reflects strategies outlined in *Best Practices for Comprehensive Tobacco Control Programs* by the U.S. Centers for Disease Control and Prevention (1999). It has been modified to reflect the unique characteristics of the history of tobacco control in Ontario, the structure and organization of the public health system, and direction received from the MOHLTC.

4.1 Local Capacity Building: Prevention and Protection Program - \$75,000

YRHS was allocated \$300,000 for the period of January 1, 2005 to December 31, 2005, to help raise awareness of the need for tobacco control policy initiatives in York Region. Funding was based upon population, size of geographic area, and level of enforcement activity undertaken.

YRHS has now been allocated an additional \$75,000 for the period of January to March 2006 to further develop and implement Basic Public Health Department Programs in the areas of Tobacco Policy, Promotion and Enforcement, now known as Local Capacity Building: Prevention and Protection Program.

4.2 Innovative Smoking Intervention Program - \$178,964

The goal of the Innovative Smoking Intervention Program is to develop a comprehensive ethno-cultural tobacco cessation and prevention program based on a “best practice”

model directed to parents and extended family members. Program strategies will provide parents with ethno-specific information regarding the health effects of smoking, effects of second-hand smoke, tobacco regulations, and the importance of role modelling and socialization behaviour strategies to prevent children from smoking.

4.3 Youth Action Alliance Program - \$72,230

The Smoke-Free Ontario Campaign aims to prevent and reduce smoking in youth by directly engaging them as key participants in the development and execution of the campaign. Youth Action Alliances are meant to be the cornerstone of community-based youth tobacco control programs in Ontario. These new peer leadership programs engage youth in local action campaigns to prevent smoking, encourage quit attempts, reduce exposure to second-hand smoke, and increase awareness of tobacco issues in local communities across the province.

4.4 2006 Tobacco Inspection and Enforcement Funding Model

The successful implementation and enforcement of the *Smoke-Free Ontario Act* is the foundation of the Smoke-Free Ontario Campaign. The *Smoke-Free Ontario Act* will replace the *Tobacco Control Act* 1994 and will be more restrictive than the Regional no-smoking by-law. YRHS Tobacco Inspection Enforcement activities are currently provided under the existing cost-shared (65%/35%) mandatory programs.

A funding model for Tobacco Inspection and Enforcement is currently being developed by MOHLTC and will be shared with Public Health Units shortly. In the meantime, the MOHLTC has provided \$153,923 of 100% funding for these activities for the first quarter of 2006. Once the MOHLTC funding model has been established for YRHS, staff will bring forward a further report to address any impacts to the Region.

4.5 Relationship to Vision 2026

The Smoke-Free Ontario Campaign Programs support the Vision 2026 goals of Quality Communities for a Diverse Population and Responding to the Needs of Our Residents.

5. FINANCIAL IMPLICATIONS

5.1 Local Capacity Building: Prevention and Protection Program

Expenditures associated with the Smoke-Free Ontario Campaign for the further development and implementation of Local Capacity Building: Prevention and Protection Program are outlined in Table 1 below.

Table 1
Local Capacity Building: Prevention and Protection Program
January-March 2006

	Expenditures
Salaries and Benefits	\$57,946.00
Program Materials	7,717.00
Administrative and Corporate Support Costs	9,337.00
Gross Expenditures	\$75,000.00
Less: 100% Provincial Funding	(75,000.00)
Net Expenditures	\$ 0

Expenditures for salaries and benefits include three positions hired temporarily that have been extended for three more months: 1.0 FTE Manager, 1.0 FTE Clerk, and 1.0 FTE Tobacco Control Officer. Should funding not be extended beyond March 31, 2006, the above temporary staff assignments will end.

5.2 Innovative Smoking Intervention Program

Expenditures associated with the re-issuance of 100% funded grants from the MOHLTC related to the Smoke-Free Ontario Campaign for the Innovative Smoking Intervention Program are outlined in Table 2 below.

Table 2
Innovative Smoking Intervention Program
January-March 2006

	Expenditures
Salaries and Benefits	\$ 47,642.00
Program Materials	109,042.00
Administration and Corporate Support Costs	22,280.00
Gross Expenditures	\$178,964.00
Less: 100% Provincial Funding	(178,964.00)
Net Expenditures	\$ 0

Expenditures for salaries and benefits will be for 1.0 FTE Project Coordinator and 3.0 FTE Tobacco Cessation Counsellors. Should funding not be extended beyond March 31, 2006, the above temporary staff assignments will end.

5.3 Youth Action Alliance Program

Expenditures associated with the re-issuance of 100% funded grants from the MOHLTC related to the Smoke-Free Ontario Campaign for the Youth Action Alliance Program are outlined in Table 3 below.

Table 3
Youth Action Alliance Program
January-March 2006

	Expenditures
Salaries and Benefits	\$39,057.00
Program Materials	24,181.00
Administration and Corporate Support Costs	8,992.00
Gross Expenditures	\$72,230.00
Less: 100% Provincial Funding	(72,230.00)
Net Expenditures	\$ 0.00

Expenditures for salaries and benefits will be for 1.0 FTE Youth Advisor and 9.0 Peer Leaders. Should funding not be extended beyond March 31, 2006, the above temporary staff assignments will end.

6. LOCAL MUNICIPAL IMPACT

All York Region area municipalities will benefit from the implementation of the strategies outlined in the Smoke-Free Ontario Campaign Programs.

7. CONCLUSION

The Smoke-Free Ontario Campaign and the *Smoke-Free Ontario Act* are vital initiatives in creating a smoke-free Ontario. The implementation of these strategies will improve the health all of Ontarians, and specifically the health of residents of York Region, by reducing the effects of second-hand smoke, restricting the access to tobacco products by youth and assisting those who want to quit smoking. York Region's leadership in promoting and ensuring smoke-free environments in workplaces and public places will be enhanced by the funding which has been allocated to YRHS for Smoke-Free Ontario Programs.

It is requested that Council approve the receipt and expenditure of 100% funded grants totalling \$326,194 from the MOHLTC related to the Smoke-Free Ontario Campaign for the initiatives outlined in this report, and approve the receipt of 100% funding from the MOHLTC for 2006 Tobacco Inspection and Enforcement activities (initial amount of \$153,923). The Commissioner of Community Services, Housing and Health Services be authorized to execute any agreements required by the MOHLTC related to this report.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)