

THE REGIONAL MUNICIPALITY OF YORK

**REPORT NO. 3
OF THE REGIONAL COMMISSIONER OF HEALTH**

**For Consideration by
The Council of The Regional Municipality of York
on June 23, 2005**

**1
ONTARIO TOBACCO STRATEGY
INNOVATIVE SMOKING INTERVENTION PROGRAM**

1. RECOMMENDATION

It is recommended that:

1. Committee and Council approve the receipt and expenditure of \$264,285, a 100% funded grant, from the Ministry of Health and Long-Term Care (MOHLTC) related to the Ontario Tobacco Strategy to develop an Innovative Smoking Intervention Program in York Region.

2. PURPOSE

The purpose of this report is to seek approval to receive and expend funding from the MOHLTC for the development of an Innovative Smoking Intervention Program and outline how the funds will be utilized to support the Ontario Tobacco Strategy.

3. BACKGROUND

In December 2004, the MOHLTC announced an Ontario Tobacco Strategy and the role Public Health Units would undertake in its implementation.

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.
- Reducing smoking in Ontario.

This strategy is discussed in greater detail in the June 23, 2005 Report of the Commissioner of Health Services entitled *Ontario Tobacco Strategy, Basic Public Health Department Programs*.

As part of its strategy, the MOHLTC provided opportunities for health units to access additional tobacco program enhancement dollars through a competitive bid process. The York Region Health Services' successful proposal for an Innovative Smoking Intervention Program, based on its merit, received the highest award in the Province in this competition.

4. ANALYSIS AND OPTIONS

4.1 Innovative Smoking Intervention Program

The criteria for the Innovative Smoking Intervention Program requires that the program target priority populations of youth and/or adults to engage them in the process of changing community norms and attitudes, prevent first use and identify smokers and help them to quit. As well, program interventions need to be aimed at populations that are unlikely to use clinical outpatient services, such as homebound individuals, women with young children and recent immigrants.

In collaboration with the York Region District School Board, the York Region Innovative Smoking Intervention Program will focus on recent immigrants to the Region. All newcomer families to the Region pass through the Jefferson Community Learning Centre in Richmond Hill (a community based facility of the York Region District School Board) to have their children tested and registered for the appropriate grade level. While the children are going through the registration process, family members who accompany them are able to access information and services. From September 2003 to August 2004 1,215 students were registered. In 2005, it is anticipated that approximately 2,700 family members will access services and information at the Centre.

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.

Parents and family members in the target population will be approached and asked to complete a short survey in their language of origin on their smoking behaviour and knowledge around the health effects of smoking, effects of second hand smoke and

tobacco legislation. An important component of this project is to provide parents who smoke with information about the importance of role modelling as well as socialization behaviour strategies to prevent their children from smoking.

Other program components include providing parents with ethno-specific information regarding the health effects of smoking, effects of second-hand smoke and tobacco regulations.

Literature will be given to the family members and consent for follow-up for telephone and mail contact will be obtained. Workshops and information sessions on compliance with tobacco legislation, skill building techniques and cessation will also be offered.

4.2 Relationship to Vision 2026

The implementation of the Innovative Smoking Intervention Program supports the goals of Vision 2026 by recognizing and responding to our multicultural population with innovative service delivery options and promoting healthy lifestyles through information, education and prevention regarding the health risks associated with tobacco use. As well, it provides an opportunity to work effectively with community partners and engage our residents in decisions that affect their lives and health.

5. FINANCIAL IMPLICATIONS

York Region has been awarded a 100% MOHLTC grant in the amount of \$264,285 to create an Innovative Smoking Intervention Program in collaboration with the Jefferson Community Learning Centre. As displayed in the chart below, York Region will use this funding to hire a temporary full-time Project Co-ordinator and temporary part-time Tobacco Cessation Counsellors (totalling 1.5 FTE).

Table 1
Innovative Smoking Intervention Program
April – December 2005

	Costs
Salaries & Benefits	\$108,042
Media Initiatives	63,277
Mileage, Printing, Training & Supplies	32,850
Furniture/Computer Equipment	10,120
Data Analysis & Report	8,000
Software	3,080
Administrative & Corporate Support Costs	38,916
Total Gross Expenditures	\$264,285
100% Provincial Funding	264,285
Total Net Expenditures	\$ -

The funding for the Innovative Smoking Intervention Program is confirmed to the end of 2005. An announcement, however, from the MOHLTC is expected to extend the funding into future years.

Should MOHLTC funding not be extended beyond 2005, all temporary assignments identified within this report will end effective December 31, 2005.

6. LOCAL MUNICIPAL IMPACT

New immigrant families that reside in all of the Region's local municipalities will benefit from this Innovative Smoking Intervention Program. Families and children will be able to access important health information in a culturally sensitive environment at the Jefferson Community Learning Centre. Participants in this comprehensive program will return to their municipality with the information and skills they need to adopt a tobacco-free lifestyle.

7. CONCLUSION

The Ontario Tobacco Strategy, Innovative Smoking Intervention Program is a non-traditional program that reflects a comprehensive and "best practice" approach to effectively reach many culturally diverse populations within York Region. It engages and harnesses the collective capacity and energy of community partners, health professionals and family members to collaborate on the development of a successful tobacco prevention program. Through the leadership provided by York Region Health Services and the support of Regional Council, this innovative program will provide participants with the support, information and skills they need to reduce or stop smoking, reduce exposure to environmental tobacco smoke and live tobacco-free.

The Senior Management Group has reviewed this report.

Respectfully submitted,

**June 21, 2005
Newmarket, Ontario**

**Helena Jaczek
Commissioner of Health Services**

(Report No. 3 of the Commissioner of Health was adopted, without amendment, by Regional Council at its meeting held on June 23, 2005.)