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2006 SMOKE-FREE ONTARIO FUNDING UPDATE

The Health and Emergency Medical Services Committee recommends the adoption of the recommendations contained in the following report, May 18, 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 \$1,136,330 from the Ministry of Health Promotion (MHP) related to the Smoke-Free Ontario Campaign for the period of April 2006 to December 2006.
2. Council authorize staff to receive and expend future 100% funded grants from the MHP related to the ongoing maintenance of the Smoke-Free Ontario Campaign, providing there is no material change in program design.
3. The Commissioner of Community Services, Housing and Health Services be authorized to execute any agreements required by the MHP related to this report.

2. PURPOSE

The purpose of this report is to seek Council approval for the receipt and expenditure of a MHP funding grant in the amount of \$1,136,330 for the period of April to December 2006, and for the future receipt and expenditure of 100% funded grants from the MHP related to the maintenance of the Smoke-Free Ontario Campaign, if there is no material change in program design.

3. BACKGROUND

In December 2004, the Ministry of Health and Long-Term Care (MOHLTC) announced an expanded Ontario Tobacco Strategy (OTS) and the role public health units would undertake in its implementation. The strategy and funding initiatives were presented to Council on June 23, 2005, in Reports No. 2, 3, and 4 of the Commissioner of Health Services, and on March 2, 2006, in Report No. 2 of the Health and Emergency Medical Services Committee.

The goal of the OTS 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 OTS goals, including

new tobacco control legislation, the *Smoke-Free Ontario Act*, which came into force on May 31, 2006. This legislation prohibits smoking in all enclosed workplaces and enclosed public places in Ontario, strengthens 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 OTS, 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. York Region Health Services (YRHS) submitted successful proposals for the development of an Innovative Smoking Intervention program and the development of a community-based Youth Action Alliance.

In the summer of 2005, components of the OTS were absorbed by the newly articulated Smoke-Free Ontario Campaign and transferred to the newly-formed MHP.

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.

Smoke-Free Ontario Programs, which were initiated in 2005, are expected to continue into 2007.

4.1 Local Capacity Building: Prevention and Protection (Enforcement) - \$714,545

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* replaces the *Tobacco Control Act* 1994

Tobacco inspection, enforcement, and related activities, which were previously conducted as cost-shared (65%/35%) mandatory programs, are now being funded with 100% provincial dollars. To this end, YRHS has been allocated \$714,545 for the period of April to December 2006 to limit retail marketing and youth access to tobacco products, protect the public and workers from second-hand smoke, and reduce tobacco industry marketing practices.

4.2 Innovative Smoking Intervention Program - \$264,285

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.

YRHS has received \$264,285 in funding for the Innovative Smoking Intervention Program for the period of April 2006 to December 2006. This amount is equivalent to funding received in 2005.

4.3 Youth Action Alliance Program - \$82,500

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.

YRHS has been allocated \$82,500 for the Youth Action Alliance Program for the period of April 2006 to December 2006.

4.4 Tobacco Control Coordination - \$75,000

A new non-competitive grant is being provided to health units for Tobacco Control Coordination, a function that was previously mandated under Local Capacity Building: Prevention and Protection, but that now has been isolated. The intention of Tobacco Control Coordination is to provide leadership and coordination of tobacco control initiatives within each health unit.

YRHS has received \$75,000 for Tobacco Control Coordination for the period of April 2006 to December 2006.

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

YRHS was allocated \$480,117 for Smoke-Free Ontario programs in January 2006, for the period of January to March 2006. In May 2006, YRHS received notification of an annual allocation of \$1,616,447 for Smoke-Free Ontario programs for the calendar year 2006 (*see Attachment 1*). This results in additional funding of \$1,136,330 for the period of April through December, 2006, which will allow the continuation of the Innovative Smoking Intervention and Youth Action Alliance programs, and will move the enforcement component of the Local Capacity Building from cost-shared to 100% provincial funding for all of 2006.

Table 1
2006 Smoke-Free Ontario Funding
100% Provincially Funded

	January to March*	April to December	Annual Announcement
Local Capacity Building (Enforcement)	\$228,923	\$ 714,545	\$ 943,468
Innovative Smoking Intervention	178,964	264,285	443,249
Youth Action Alliance	72,230	82,500	154,730
Tobacco Control Coordination	0	75,000	75,000
Total	\$480,117	\$1,136,330	\$1,616,447

* Approved by Council on March 2, 2006, Report No. 2 of the Health and Emergency Medical Services Committee

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 \$1,136,330 from the MHP related to the Smoke-Free Ontario Campaign for 2006, as well as the receipt and expenditure of 100% funded grants from the MHP related to the future maintenance of the Smoke-Free Ontario Campaign, if there is no material change in program design. It is also requested that the Commissioner of Community Services, Housing and Health Services be authorized to execute any agreements required by the MHP related to this report.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause was included in the agenda for the June 8, 2006 Committee meeting.)