

# Northern Saskatchewan Tobacco Reduction Initiative Newsletter

Keeping our stakeholders informed

November 14, 2012

## THANK YOU!

We would like to say "Thank You!" to everyone who has engaged with us so far. Program development is based on input from stakeholders and our northern partners have provided open, honest, invaluable information - we wouldn't have it any other way.

As a result of overwhelming support from not only northerners but our partners to the south, we have met and continue to consult with stakeholders, review evidence based information and resource materials and have now reached the exciting early implementation phase of the youth tobacco cessation component of the project.

### Youth Voices Heard About Tobacco

Youth consultations were held in August 2012 in the northern communities of Sandy Bay, Pinehouse and Ile a la Crosse. We wanted to hear what young people in the north really think about tobacco and related issues. The informal focus groups involved pre-teen and teenage youth and provided a platform for youth to share their views on issues such as factors that contribute to smoking, challenges related to quitting smoking, their awareness on tobacco industry marketing and access to tobacco products. The results were then used to develop plans for youth pilot workshops on tobacco cessation. This was also an opportunity for youth to provide input on the awareness campaign that will be implemented later in the project.

### Youth Cessation—Pilots Complete

In September we hosted two pilot sessions with youth ranging in age from 12-17 years, in Uranium City and Stony Rapids schools. These two schools were eager to get involved in this initiative with support from their principals and we were excited to have the opportunity to work with them. The pilot workshops, which were well received by both youth and teachers, also provided valuable feedback which has been used to enhance the program to better meet the needs of youth.

As a result of this process, the youth program which has been created, encompasses information which will enhance their knowledge regarding tobacco use, provide options for tobacco cessation for themselves and their peers, and also assist them with critical thinking and decision-making skills which can be applied to other aspects of their lives and allow them to be agents of change in their communities.

#### Inside this issue

Updates cont'd .....	2
Maternal Tobacco Cessation ..2	
Project background .....	3
Plan moving forward .....	3
Updates on phase 1,2&3.....	4

#### Important Dates

February 1 & 2, 2013

Ottawa Conference on state of the art approaches to smoking cessation.

April 25 & 26, 2013

Provincial Tobacco Reduction Symposium

#### Note changes to contact information

TJ Biemans,  
new work # 306-425-1017  
cell # 306-420-9949

Holly Hallikainen  
new work # 306-425-1016

  
POPULATION HEALTH UNIT

Northern Saskatchewan



## Vendor Selected to Develop Central Resource Hub

One of our initiative's deliverables is to provide a central access point for northerners and frontline service providers to access resource materials on current and evidence-based tobacco reduction and cessation information. The website will be housed under Northern Health Communities Partnership (NHCP). After going through a vigorous selection process, M.R Website was chosen as the vendor for developing the site, which will be launched before the end of the year.



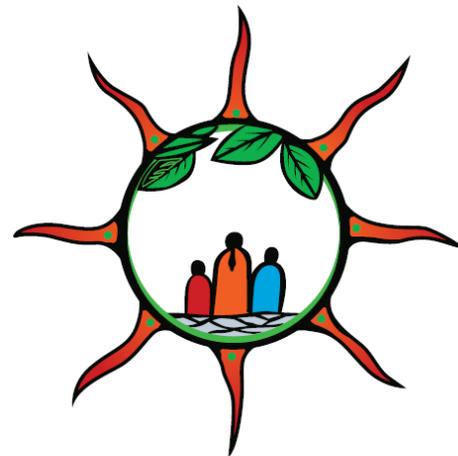
### Announcing a New Partnership!

The Northern Saskatchewan Tobacco Reduction Initiative is proud to announce that we will be partnering with the Canadian Cancer Society—SK Branch to deliver the 'Let's Talk Tobacco' video contest in 2013.

We will be promoting this contest across northern schools in partnership with our friends at Northern Inter Tribal Health Authority to ensure all youth across the north have an opportunity to have their voices heard. Stay tuned for more details as the partnership develops.

### Northern Tobacco Strategy—Unveils New Logo

The Northern Tobacco Strategy (NTS) is one of the Action Teams of the Northern Healthy Communities Partnership (NHCP). The NTS Committee acts as the advisory group for the Northern Saskatchewan Tobacco Reduction Initiative. The NTS had a local artist (Allen Morrow) commission a unique piece of art to represent the team's vision and mission.



**Northern Tobacco Strategy**

### Update on Maternal Tobacco Cessation

Our consultation process with stakeholders is near completion. We are currently transitioning into analysis of feedback received and review of current best practices in maternal tobacco cessation. This information is being used in the creation of our screening tools and intervention training program. We anticipate training opportunities for frontline service providers working with pre and post natal clients will be available starting January 2013.

## **Background** (from August 2012 edition)

Saskatchewan Ministry of Health awarded the Population Health Unit (PHU) \$250,000 on behalf of the three northern health authorities to assist development and implementation of the Northern Saskatchewan Tobacco Reduction Initiative. This funding will assist PHU in developing capacity within the health authorities through the development of a screening and intervention program for frontline service professionals working with pre and postnatal clients, and a youth cessation program.

### **What's this initiative all about?**

This targeted initiative aims to reduce tobacco use and exposure for youth and in the preconception, prenatal and postpartum periods of young women and their circles of influence.

### **Target Audience:**

- Frontline service professionals working with pre and postnatal clients
- Youth

### **Deliverables:**

- Develop and implement a maternal screening and intervention program that will build capacity of frontline service professionals.
- Develop and implement a youth tobacco cessation program.
- Develop and implement a public awareness campaign.
- Develop a northern tobacco reduction resource website for professionals and northerners to access.
- Encourage organizations to review and update their tobacco policies.

## **Plan moving forward**

Phase 1—Assessment (July—September)

Phase 2—Analysis (July—October)

Phase 3—Plan (October—December)

Phase 4—Implement (January—March)

If you or your organization works with pre and postnatal clients or youth and would like to get involved with this process please contact

TJ Biemans  
work 1-306-425-1017, cell 1-306-420-9949, or  
tj.biemans@mcrha.sk.ca

# Updates on Phase 1, 2 and 3

## Report from TJ Biemans

To date I have focused on overall coordination of this Initiative and leading the development of the maternal screening tools and intervention program for frontline service providers. The engagement process has been well received by stakeholders and is nearing completion. I do have some consultations that will continue into the next few weeks.

Highlights from consultations to date:

- ◆ The majority of frontline service providers working with maternal clients are screening for tobacco use in some way. The need for a standard screen approach was identified by frontline service providers.
- ◆ Some reasons which were mentioned as barriers to screening maternal smokers are the discomfort resulting from the provider themselves being a smoker, and lack of information regarding what to do after they ask the initial question/s. The need for intervention training identified, with the key being minimal interruption to client service so as not to be time consuming. It was made clear that the intervention must be practical and brief in order for frontline service providers to see themselves implementing it into daily practice.
- ◆ Many frontline service providers are using tobacco resource materials. Materials are from a wide variety of suppliers. Minimal culturally appropriate resources exist. No standard resource materials are being used.

## Report from Holly Hallikainen

Providing the first two youth capacity building workshops was very exciting. It was a pleasure to meet the enthusiastic young people from Uranium City and Stony Rapids; we learned a great deal from the pilot. The pilot was a reminder for our team about the importance of using interactive learning activities and tailoring the message to suit the learning needs of the audience. I am looking forward to providing more workshops during the month of November, including Creighton and Ile a la Crosse and will be incorporating the feedback we have received so far. I am working with schools in other communities to arrange workshops in November.

We are also in the process of planning components of the general awareness campaign as part of the initiative. We will be using a variety of mediums, and would like to utilize social networking to engage our target audience.



Population Health Unit (PHU) is a collaboration of Mamawetan Churchill River, Keewatin Yatthe and Athabasca Health Authorities.

PHU provides support, expertise and specialized programs in collaboration with the three northern health authorities to preserve and enhance the health of the population.

[www.populationhealthunit.ca](http://www.populationhealthunit.ca)