



Tobacco Knowledge Exchange Forum

Hot Topics and Recent Advances in Tobacco Control

A forum to share knowledge and build capacity among community partners and health care professionals who have an interest in tobacco cessation, prevention and protection.

Welcome Reception and Keynote Address

Tuesday October 13, 2015

6:00 pm—8:00 pm

Knowledge Exchange Forum

Wednesday October 14, 2015

8:30 am - 4:30 pm

Scandia Room, Valhalla Inn

Thunder Bay, ON

Welcome

The NW TCAN is made up of partners from the following organizations:

- ◆ Northwestern Health Unit
- ◆ Thunder Bay District Health Unit
- ◆ Canadian Cancer Society/Smokers' Helpline
- ◆ The Thunder Bay Regional Health Sciences Centre
- ◆ Cancer Care Ontario Aboriginal Tobacco Program
- ◆ Anishnawbe Mushkiki Nurse Practitioner Led Clinic
- ◆ Northern Ontario School of Medicine
- ◆ Program Training and Consultation Centre
- ◆ Centre for Addiction and Mental Health
- ◆ The Quit Coach

On behalf of the Northwest Tobacco Control Area Network (NWTCAN), we would like to welcome you to our 2015 Tobacco Knowledge Exchange Forum. We hope this conference provides you with some new information, motivation and support to continue your interest and work in the field of commercial tobacco control. Please take advantage of the networking breaks to meet with other professionals and check out the various information displays.

We will continue to plan ongoing opportunities to keep health care and educational professionals connected throughout 2016 through the NW Cessation Community of Practice (CoP). If you have not already done so, please consider becoming a member (free). You will have access to our online platform and upcoming learning and training opportunities as well as resources and hot topics. You can sign up at the event today by visiting the NW Cessation Community of Practice information table.

Thank you for coming today and for your continued commitment to tobacco control and improving the health and wellness of people in Northwestern Ontario. We look forward to working together in the upcoming months to make a difference in the North West Region.

For the purposes of this forum, the term "tobacco" refers to cigarettes, chew tobacco, and other forms of commercial tobacco. The NWTCAN respects and supports the use of traditional tobacco for ceremonial and spiritual purposes.

Agenda

Additional information on proceeding pages

Tuesday October 13, 2015

6:00 pm—8:00 pm Early Registration, Evening Reception and Keynote Speaker
Michael Perley – Director, Ontario Campaign for Action on Tobacco
Tobacco Industry Marketing, Manipulation and Tactics

Wednesday October 14, 2015

8:30 am—9:00 am Registration and Networking

9:00 am– 9:10 am Welcome and Housekeeping

9:10 am – 9:45 am **Who's Smoking, Who's Quitting? Tobacco Use in Northwestern Ontario**
Presenter: Dr. Robert Schwartz – Executive Director, Ontario Tobacco Research Unit

9:45 am – 10:30 am **No Wrong Door Approach to Cessation**
Presenter: John Atkinson – Director, Cancer Prevention and Tobacco Control, Canadian Cancer Society

10:30 am—11:00 am Nutrition Break and Networking

11:00 am—12:10 pm **E-Cigarettes: Friend or Foe?**
*Presenter: Melodie Tilson – Director of Policy, Smoking & Health Action Foundation/
Non-Smokers' Rights Association*

12:10 pm—1:05 pm Lunch and Networking

1:05 pm—1:45 pm **How to Reach and Engage Today's Youth by Better Understanding Youth Sub-Cultures**
Presenters: Nicole Stone – Health Promoter, School Health Team, Haldimand–Norfolk Health Unit & Haley Barton – Youth Engagement Specialist, Chronic Disease and Injury Prevention Public Health, Niagara Region

1:45 pm—2:25 pm **The Influence of Smoking in Movies on Youth**
Presenter: Dr. Robert Schwartz – Executive Director, Ontario Tobacco Research Unit

2:25 pm – 2:55 pm Nutrition Break and Networking

2:55 pm – 3:30 pm **Trauma and Addiction: The Importance of Being Trauma Informed**
Presenter: Megan Tiernan – Aboriginal Engagement Lead, Northwest Region, Centre for Addiction and Mental Health

3:30pm – 4:25 pm **What's New and Where Do We Go From Here?**
Presenter Michael Perley – Director, Ontario Campaign for Action on Tobacco

4:25 pm – 4:30 pm Closing Remarks

Workshop Summaries and Biographies

Tuesday October 13, 2015– Reception and Keynote

6:00 pm—8:00 pm

TOBACCO INDUSTRY MARKETING, MANIPULATION AND TACTICS

Presenter

Michael Perley

The tobacco industry has engaged in a decades-long, multi-faceted campaign to market its products to youth, attack the evidence demonstrating toxicity of its products, and obstruct individuals and institutions that attempt to expose and control its activities. While industry products are heavily regulated in Canada, there are still far too many people who smoke, and the industry continually finds new ways to promote its products' core ingredient, nicotine. Following a snapshot of the industry's history of marketing and promotion, the presentation will review its practices and tactics today.

Michael Perley joined the Ontario Campaign for Action on Tobacco (OCAT) as Director in 1993 to lead the Campaign's efforts to help pass the Ontario Tobacco Control Act, which made tobacco sales to minors illegal and banned the sale of tobacco industry products in pharmacies and vending machines. The Act was proclaimed on November 30th, 1994. Since the Act's passage, Mr. Perley has led or worked with campaigns in support of smoke-free workplace and public place bylaws and legislation in Ontario, Saskatchewan, Manitoba, Quebec and Nova Scotia. During 2004–2005, the Ontario Campaign worked with the Ontario government to pass legislation mandating 100% smoke-free workplaces and public places and a ban on retail displays of tobacco industry products province-wide. The Smoke-Free Ontario Act came into force on 31 May 2006. Mr. Perley then helped lead successful campaigns in Ontario to implement a ban on smoking in cars transporting children, and to pass legislation enabling health care cost recovery litigation against the tobacco industry, which began in 2009. He also contributed to passage of the Supporting Smoke-Free Ontario By Reducing Contraband Tobacco Act, which received Royal Assent in June 2011, and to the May 2015 passage of the Making Healthier Choices Act banning flavoured tobacco products and regulating e-cigarettes. In April 2015, Mr. Perley received the Canadian Cancer Society's National Impact Award for Leadership in Public Policy.

Workshop Summaries and Biographies

Wednesday October 14, 2015

9:10 am—9:45 am

**WHO'S SMOKING,
WHO'S QUITTING?—
TOBACCO USE IN
NORTHWESTERN
ONTARIO**

Presenter

Dr. Robert Schwartz

<http://otru.org/>

Using data from national and provincial surveys, we will depict the characteristics of Northwestern Ontario's current and former smokers. We will compare continuing smokers to former smokers and characterize those who continue to smoke using a range of variables. Comparisons will be made to the general smoker population of Ontario and we will present trends in smoking and quitting over time.

Robert Schwartz is Executive Director of the Ontario Tobacco Research Unit and Associate Professor in the Dalla Lana School of Public Health at the University of Toronto and Senior Scientist, Centre for Addiction and Mental Health. Dr. Schwartz is Editor-in-Chief of Canadian Journal of Program Evaluation and Principal Investigator of the CIHR Strategic Training Program in Public Health Policy. At OTRU, Dr. Schwartz directs research, evaluation, knowledge exchange and capacity building programs. OTRU engages in research, comprehensive evaluation and monitoring surveillance, performance measurement and evaluation support and quality assurance. His research interests include (1) Tobacco Control Policy, (2) Evaluation of Complex Strategy Initiatives, (3) Evaluation of Tobacco Control Programs and Policies, (4) Public Health Policy (5) Accountability (6) The Politics and Quality of Evaluation, (7) Performance Measurement and Performance Auditing. He has published widely about tobacco control, accountability, public health policy, policy change, program evaluation and government – third sector relations.



THE ONTARIO
TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Generating knowledge for public health

Workshop Summaries and Biographies

9:45 AM—10:30 AM

NO WRONG DOOR APPROACH TO CESSATION

Presenter

John Atkinson

www.smokershelpline.ca

This session will aim to examine promising practices and needs for an integrated cessation system in Ontario, where Ontario tobacco users can enter through any door and get the support they need. John will review the Smokers' Helpline experience of partnership development and referrals over time including in the Northwest region. Further, he will highlight some innovative partnerships where tobacco users are getting coordinated and integrated cessation support based on what they need and want. Finally, John will draw from recent collaborative work with the Centre for Addiction and Mental Health and the University of Ottawa Heart Institute and review some of the key factors needed to build a no-wrong-door approach and integrated cessation system in Ontario.

John Atkinson is the Director of Cancer Prevention and Tobacco Control at the Canadian Cancer Society (CCS), Ontario Division. John has a Masters of Social Work in public policy and he has worked in the healthcare sector and in tobacco control for over 15 years. He is responsible for cancer prevention programming across all risk factors and as well as a focus on tobacco prevention and cessation. John oversees the Canadian Cancer Society's Smokers' Helpline. John has been a leader within the tobacco control community for over 15 years. In 2006, John was presented with a smoke-free champion award for his work in the field. He also was a member of the Government of Ontario's last tobacco strategy through the Tobacco Strategy Advisory Group and as the co-chair of the Youth Engagement Task Group. John currently sits on the province's Cessation Task Force and leads provincial and national level tobacco control initiatives. John has led health promotion programs in a number of settings in Canada and abroad including university health services, public health, community health, and two health NGOs prior to joining the CCS.

smokers' helpline



**Canadian
Cancer
Society**

Workshop Summaries and Biographies

11:00 AM—12:10 PM

E-CIGARETTES: FRIEND OR FOE?

Presenter

Melodie Tilson

www.nsra-adnf.ca

Starting with a brief overview of what e-cigarettes are and why they are so controversial, this presentation will cover the evolution in both the marketing and sales of these products over the past five years and their legal status in Canada. In addition, the presentation will include a detailed summary of the research assessing the potential risk to health from use of these products as well as their merits as cessation aids. The goal is to leave participants with a better understanding of whether e-cigarettes are, indeed, a friend or a foe to tobacco control.

Melodie Tilson has been the Director of Policy with the Non-Smokers' Rights Association since 2007. Her responsibilities include monitoring, analyzing, and providing strategic responses to current and emerging issues. Melodie began her career in tobacco control 25 years ago as Director of Public Issues with the Heart and Stroke Foundation of Canada. Since then, she has worked on most tobacco policy issues and played a lead role in successful campaigns for world-precedent-setting tobacco package warnings, for federal tobacco tax increases, for provincial retail display bans, and for legislation mandating smoke-free public places and workplaces, to name a few. Over the past four years, Melodie has devoted much of her time to the e-cigarette issue—understanding their potential impact, both good and bad, on progress in reducing tobacco use and providing leadership on the issue to the Canadian health community. Melodie has been a plenary speaker at international and national conferences. She also served as a member of the Board of Directors of the Framework Convention Alliance, a group of over 450 organizations from around the world that advocate for the ratification and effective implementation of the Framework Convention on Tobacco Control, the first global public health treaty. Melodie holds Bachelor of Arts and Master of Arts degrees from Western University.

Workshop Summaries and Biographies

1:05 PM—1:45 PM

HOW TO REACH AND ENGAGE TODAY'S YOUTH BY BETTER UNDERSTANDING YOUTH SUB-CULTURES

Presenters

*Nicole Stone &
Haley Barton*

This session will provide participants with an overview of what social identities theory is and examples of how to use this approach in your work. It will engage participants in a journey towards new thinking about tobacco use prevention. This workshop will look at a modern tobacco prevention effort tailored to reach the small subpopulation of Ontario teens who continue to use tobacco. This interactive workshop will provide participants with insights from research conducted in the Central West/ Southwest Tobacco Control Area Networks (TCANs), the foundational theories and evidence that support this approach, and an overview of current project activities and next steps.

Haley Barton graduated with a BA in Kinesiology and Physical Education from Wilfrid Laurier University and later returned to Centennial College to complete the Workplace Wellness and Health Promotion post-graduate certificate program. Haley has previously worked alongside a Health Promotion Consultant completing various evaluation and strategic planning projects with a variety of Public Health Units from across Ontario. Haley has also worked as a Health Promoter covering tobacco cessation for two years before entering her current role as a Youth Engagement Specialist at Niagara Region Public Health. Haley has been involved in the Social Identities Project since its inception three years ago and is currently a co-lead of the project.

Nicole Stone graduated with a Bachelor of Health Sciences from Western University and began volunteering at the Haldimand-Norfolk Health Unit (HNHU). Shortly after, Nicole was hired as a Health Promoter at HNHU covering various portfolios until she entered her current role as Youth Engagement lead on the Community Health Team. Nicole coordinates the HNHU youth engagement program and has been involved in the Social Identities Project for the past two years. She currently leads the Social Identities Social Media and Website working group.

Workshop Summaries and Biographies

1:45 PM—2:25 PM

THE INFLUENCE OF SMOKING IN MOVIES ON YOUTH

Presenter

Dr. Robert Schwartz

The findings and conclusions of OTRU's analyses of smoking in movies will be presented. We aim to provide a clear understanding of the research behind the analysis that 37% of youth who smoke do so because of being exposed to smoking in movies. Drawing on recently completed work, we will outline the extent of exposure to smoking in movies and its consequences on initiation, morbidity, mortality and healthcare costs.

2:55 PM—3:30 PM

TRAUMA AND ADDICTION: THE IMPORTANCE OF BEING TRAUMA INFORMED

Presenter

Megan Tiernan

This session will cover understanding trauma and its relationship to addiction in Northwestern Ontario and how a trauma informed approach is crucial when working with Aboriginal people.

Megan Tiernan is the Aboriginal Engagement Lead in the Northwest Region for the Centre for Addiction and Mental Health. Of proud Métis heritage, Megan has a Master's Degree in Social Work and has experience working with Aboriginal people in clinical, educational and health research settings. Megan has a special interest in trauma and resilience and the impact it has on our First Nations, Inuit and Métis populations.

www.camh.ca

camh
Centre for Addiction and Mental Health

Workshop Summaries and Biographies

3:30 PM—4:25 PM

WHAT'S NEW AND WHERE
DO WE GO FROM HERE?

Presenter

Michael Perley

www.ocat.org



While tobacco advertising and exposure related to second-hand smoke has been largely eliminated in Ontario and the rest of Canada, the industry's products are still sold in thousands of retail outlets and used by millions of Canadians – over 2.1 million in Ontario alone. To date, tobacco control advocates have pursued a largely incremental approach, addressing one aspect of the tobacco epidemic at a time. Going forward, there is increasing agreement that we need to strike at the very existence of tobacco products with an end game strategy that sees prevalence decline to close to zero. The means of getting there – and arguments for and against an “end game” for tobacco – will be reviewed.

Northwest Cessation Community of Practice Ning Sharing Platform

This Community of Practice online sharing space is ideal for anyone who works with clients in smoking cessation and tobacco prevention. As a member, you will have access to the latest research, cessation resources and knowledge exchange opportunities that can benefit you and the work of your organization. Communicate with colleagues, share important tobacco-related materials from your organization or sign up for free webinars and other learning opportunities that would benefit your professional practice.

The site hosts some of the following information:

- Tobacco related resources from local and provincial partners which you can download and use in your own practice.
- Knowledge exchange opportunities such as trainings, webinars and workshops which you or your colleagues can sign up for (most are free!).
- Sharing platform where you can post questions, resources and opportunities for your fellow members.
- A list of tobacco control partners; both at the local and provincial level.

Registration is FREE and easy.

Information Table Listing

In your conference kits you received a passport that includes questions to be answered when you visit each booth.

Once you have answered all of the questions, please submit your completed passport to the registration desk for a chance to win a door prize.

The conference planning committee has built time into the agenda for conference delegates to visit all of the display tables in the lobby.

Information Table Listing

- ⇒ Smokers' Helpline
- ⇒ Cancer Care Ontario
- ⇒ Thunder Bay Regional Health Sciences Centre
- ⇒ Take Control, Thunder Bay District Health Unit
- ⇒ You Can Make it Happen, Thunder Bay District Health Unit
- ⇒ Tobacco Reduction in Youth Partnerships, Thunder Bay District Health Unit
- ⇒ Tobacco Enforcement, Thunder Bay District Health Unit
- ⇒ Smoke Free Housing, Thunder Bay District Health Unit
- ⇒ The Youth Advocacy Training Institute - Ontario Lung Association
- ⇒ Tobacco-Wise
- ⇒ NW TCAN Cessation Community of Practice

Resources

Canadian Cancer Society	www.cancer.ca
Center for Addiction & Mental Health	www.camh.ca
Centers for Disease Control & Prevention	www.cdc.gov
Health Canada	www.hc-sc.gc.ca
Heart & Stroke Foundation	www.heartandstroke.on.ca
Leave the Pack Behind	www.leavethepackbehind.org
Non-Smoker's Rights Association	www.nsra-adnf.ca
Northwestern Health Unit	www.nwhu.on.ca
Ontario Campaign for Action on Tobacco	www.ocat.org
Ontario Coalition for Smoke – Free Movies	www.smokefreemovies.ca
Physicians for a Smoke-Free Canada	www.smoke-free.ca
Play, Live, Be Tobacco-Free	www.playlivebetobaccofree.ca
Pregnets	www.pregnets.org
Program Training and Consultation Centre	www.ptcc-cfc.on.ca
Registered Nurses Association of Ontario	www.rnao.ca
Smoke Free Ontario	www.gov.on.ca/en/smoke-free/
Smoke Free Housing Ontario	www.smokefreehousingon.ca
Smokers' Helpline	www.smokershelpline.ca
The Lung Association	www.on.lung.ca
The Ontario Tobacco Research Unit	www.otru.org
Thunder Bay District Health Unit	www.tbdhu.com
Tobacco – Wise	www.tobacchowise.com
You Can Make it Happen	www.youcanmakeithappen.ca
Youth Advocacy Training Institute	www.youthadvocacy.ca

Tobacco Cessation Community of Practice

**To become a member of the
NW TCAN Cessation
Community of Practice contact:**

Daniel DePeuter,
Northwest Tobacco Control
Area Network (TCAN)
Coordinator
Thunder Bay District Health Unit
999 Balmoral Street
Thunder Bay ON P7B 6E7
Phone: (807) 625-8816
Toll-Free: 1-888-294-6630
Fax: (807) 625-4824
Email:
daniel.depeuter@tbdhu.com

The goal of our tobacco cessation community of practice is to build capacity among community partners to coordinate and develop tobacco cessation programs and services.

This is accomplished by:

- Bringing together local cessation champions
- Increasing cessation services through collaboration
- Sharing resources
- Learning from each other and experts in the field.

**To become a CoP member and sign up for the online
sharing platform, visit the CoP table today!**

Thank you to the 2015 Tobacco Knowledge Exchange Planning Committee Members:

- **Daniel DePeuter** – Coordinator, Tobacco Control Area Network
- **Christine McLeod** – Health Promoter, Northwestern Health Unit
- **Carrie Wiley** – Cessation PHN, Thunder Bay District Health Unit
- **Catherine Kiewning** – Youth Engagement Facilitator, Northwestern Health Unit
- **Kellie Milani** – Youth Engagement Facilitator, Thunder Bay District Health Unit
- **Jeff Werner** – Senior Coordinator for Smokers' Helpline for Northwestern Ontario
- **Jim Morris** – The Quit Coach
- **Kim Brunelle** – Senior Specialist, Health Promotion, Program Training and Consultation Centre, Cancer Care Ontario
- **Jennifer McFarlane** – Manager of School and Family Health, Thunder Bay District Health Unit
- **Kari Chiappetta** – Conference Coordinator, Kari Chiappetta Consulting

Things You Need To Know

Cell Phones

Please be considerate in your cell phone use. The Conference Planning Committee requests that all cell phones, pagers and other equipment with audible alarms be turned off during all sessions and limit texting as a courtesy to the presenters and other participants.

Scent – Free

Please note that some delegates are highly sensitive to scented products and chemicals. Please try to refrain or minimize use of perfumes, aftershave, colognes and lotions.

Lost and Found

Please bring any lost and found items to the registration desk. We will hold items until the end of the conference at which time we will turn it over to the hotel front desk.

Conference Presentations

Presentations will be available for download on the conference website after the conference. We will send an email to all delegates after the conference with the link to the website.

All sessions are being videotaped and will be posted on the Northwest TCAN Cessation Community of Practice online platform. In order to access these videos, you must be a CoP member. Please visit the CoP table for more information on how to sign up.

Conference Evaluation

Full conference evaluation will take place via online survey. After the conference you will receive an email from the conference coordinator with a link to an online survey. Please take a few minutes to complete the evaluation. Your input and feedback is welcomed and appreciated.

Conference Schedule

While every effort will be made to maintain the schedule exactly as represented in the program, we reserve the right to make changes and substitutions as needed.



Conference coordination services provided by:

Kari Chiappetta Consulting

www.karichiappettaconsulting.ca

kcconsulting@shaw.ca

(807) 621-6225