

# A Year in Review

## Combining Efforts for a Tobacco-Free B.C.

Helping British Columbia become the healthiest jurisdiction to ever host an Olympic and Paralympic Games requires a comprehensive and integrated approach. ActNow BC is government's cross-ministry, partnership-based, community-focused healthy promotion platform that helps British Columbians make healthy lifestyle choices to reduce tobacco use, improve nutrition, increase physical activity and promote healthy choices during pregnancy.

With four tobacco-related aims in mind—cessation, protection, prevention, and enforcement—ActNow BC, the Ministry of Health and its Tobacco Control Community have spent the last year developing and implementing initiatives as part of the province's Tobacco Control Program. Available to all British Columbians free of charge, these products, services, and resources are helping more people than ever live longer, healthier lives.

## Reaching Out to High-Risk Groups

While the latest CTUMS report shows tobacco use in B.C. is on the decline—smoking rates have fallen from 23 per cent in 1997 to 14 per cent in 2005. There are target populations in the province with high numbers of smokers where targeted cessation efforts are required.

According to a 2005 survey by a community-based research group in Vancouver, smoking rates among gays and lesbians is 36 per cent, or 15 per cent higher than the national average. More alarming still are smoking rates for the larger population of gay, lesbian,

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bisexual, transgender (GLBT) persons. During a 2005 Health Canada Showcase presentation on a tobacco reduction initiative for the gay community, Proud to Quit campaign manager Steven RodRozen said 36 per cent of GLBTs light up regularly. RodRozen explained that “socially disadvantaged groups” tend to have higher overall substance use patterns.

Another high-risk group in our province is blue-collar workers. At the 2005 Health

Canada Showcase, Dr. Kate Dahlstrom, Consultant, talked about cessation strategies for B.C. trade schools. Until recently, no data existed on tobacco prevalence among trade school students, despite the fact that 45 per cent of transportation and construction workers smoke regularly. Dahlstrom's focus group sessions with British Columbia Institute of Technology students revealed that 67 per cent of students wanted to quit smoking. However, because of a wide range of industry-related factors, such as high rates of on-the-job smoking among tradespeople and the high safety risk element of some trades positions, most of the students believed quitting was either socially impossible or not worth the effort. Most saw themselves as lifelong smokers.

While initiatives are underway to start addressing the needs of GLBTs and blue-collar workers, the Ministry of Health and members of the Tobacco Control Community have much more work to do to ensure that the province's higher risk populations receive sufficient tobacco reduction and cessation support.

## B.C.'s Tobacco Control Community and Partners:

Fraser Health Authority  
Interior Health Authority  
Northern Health Authority  
Vancouver Coastal Health Authority  
Vancouver Island Health Authority  
Provincial Health Services Authority

Association of Foster Parents  
BC Chamber of Commerce  
BC Doctors Stop Smoking Program  
BC Health Guide Program  
BC Lung Association  
BC Partners for Mental Health and Addictions Information

Centre for Addictions Research of BC  
Clean Air Coalition of BC

Clinidata

Health Canada

Heart and Stroke Foundation of BC & Yukon  
Ministry for Children and Family Development

Ministry of Education

Prevention Source BC

TCM Telecare

University Presidents' Council of BC

WCG International

B.C. universities and colleges  
Community-based boys and girls clubs  
Health clubs, gyms, and sports societies  
Local grocers, eateries, and recreation centres  
Olympic athletes and/or associations  
Pregnancy outreach program workers  
School administrators and parent advisory councils  
Substance abuse prevention workers

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# Cessation

## Click or Call Around the Clock: The B.C. Campaign

Click or Call Around the Clock was a mass media strategy developed and designed by the BC Lung Association and Clinidata to promote two provincial cessation services and co-brands:

- quitnow.ca—an interactive web-based cessation and support site, managed by the BC Lung Association and funded by the Ministry of Health.
- quitnow by phone—a 24x7 toll-free telephone advice and support line, managed by Clinidata and funded by the Ministry of Health.

The campaign targetted smokers aged 25 to 44 living outside the Lower Mainland and Greater Victoria area. Consisting of radio ads, print ads, posters in transit shelters, and Aboriginal media sources, the campaign began in early November and ran for three to eight weeks, depending on the region.

### Radio ads

The first radio spot featured three different types of smokers' coughs, with the tag: "Yeah, I can live without it (the coughing). If you want to quit smoking, visit quitnow.ca or quitnow by phone..."

The second radio spot sounded like an infomercial for a fictitious smoking

cessation aid called the Power Zapper 6000, a gadget that "zaps" smokers when they feel the urge to smoke. The tag for the spot was: "Don't resort to extreme measures to quit smoking. Instead, visit quitnow.ca or quitnow by phone..."

### Print and transit shelter ads

The print and transit shelter ads featured dialogue bubbles used in cartoons, each one highlighting a positive result of quitting smoking, such as "I don't cough anymore" or "Now I keep up with my kids." The theme behind the campaign involved the idea that whatever a person's reason for wanting to quit, there is 24-hour support available by phone or internet. In other words, you can "Click or Call Around the Clock" to get help breaking free from tobacco.

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CLICK OR CALL  
**quitnow.ca**  
1-877-455-2233

## Tobacco Control Breakfast Meetings

The Clean Air Coalition of BC (CAC), made up of the BC Lung Association and the Heart and Stroke Foundation of BC & Yukon, receives funding and support from Health Canada and the Ministry of Health to host province-wide meetings on tobacco control.

The CAC has been organizing monthly breakfast meetings in the Lower Mainland since 2001, providing tobacco control supporters with an opportunity to network, share resources, and develop expertise in tobacco control measures. Participants are invited to attend the meetings in person or via teleconference.

The breakfast meetings have been instrumental in bringing the tobacco control community together, and in showcasing individuals and organizations involved in cutting-edge initiatives to reduce tobacco use. This year's guest speakers included:

- Sue Dodd, Director, U.S. National Spit Tobacco Education Program
- Natasha Jategaonkar, Tobacco Researcher, BC Centre of Excellence For Women's Health
- Cynthia Callard, Physicians for a Smoke-Free Canada
- Jamie Brown, Regional Tobacco Reduction Coordinator, Fraser Health Authority

For more information, or to be added to the breakfast meeting distribution list, contact:

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## Kick the Nic

Targeting hard-to-reach teen smokers, the Kick the Nic program aims to lower youth smoking rates. The program features a wide range of resources—poster, brochure, handbook, and a set of tip sheets—all of which are available electronically.

Currently, Kick the Nic is being reviewed and revised, making it easier for health authorities to run the program in schools and through community groups and organizations. Part of the review process has involved interviews with Regional Tobacco Reduction Coordinators, Tobacco Managers, and Kick the Nic facilitators.

The revised program will be promoted through Tobacco Reduction Coordinators and an email campaign to schools and substance abuse prevention workers. A tracking system will be established to monitor where Kick the Nic is being implemented throughout the province.

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## Leave the Pack Behind— Post-Secondary Institutions, Policy and Cessation

Leave the Pack Behind aims to support and assist post-secondary school students and decision-makers in developing effective tobacco cessation programs and policies. Originally developed in Ontario, the program targets hard-to-reach young adult smokers and features a range of cessation-related products—posters, brochures, a handbook, and a web site.

Currently, B.C. is looking at ways of replicating the Leave the Pack Behind in this province. The process involves establishing relationships with five pilot

campus communities. The B.C. version of the program will promote other province-wide cessation resources, such as quitnow.ca and quitnow by phone.

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## B.C. Tobacco Cessation Mass Media Campaign—Targetting Young Adults Aged 20 to 30

In September 2004, Health Canada provided over \$1 million in funding for a two-phase campaign initiative aimed at encouraging blue collar workers between 20 and 30 years old to quit, reduce, or prepare to stop smoking. The goal of the campaign is to support the province's joint Tobacco Control Strategy.

Phase I of the project revolved around campaign development—formative research, the development of both a campaign strategy and evaluation framework, and media production. Phase I was launched in February and March 2005 and involved a TV spot in the Interior region, a province-wide radio campaign, and poster distribution in bars, restaurants, work sites, and public venues throughout B.C. The campaign's key message—"You Can Get Better"—was chosen because the words resonate with hope, as if to say "start living" rather than "quit smoking." Similarly, the poster photographs demonstrate the benefits of quitting

smoking, as opposed to the dangers of not stopping.

Phase II of the campaign revolves around campaign implementation and will be launched in January and February 2006.

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# Protection

## Take It Outside: Smoke-Free Homes and Cars Awareness Campaign

The Clean Air Coalition of BC (CAC) received a grant from Health Canada and the Ministry of Health to implement a public education campaign on second-hand smoke.

Take It Outside was initiated in response to a 2003 Ipsos Reid study that found one in five British Columbians allows smoking in their homes, despite evidence that exposure to second-hand smoke can seriously jeopardize the health of non-smokers and is especially harmful to children.

With help from the Northern Health Authority and Vancouver Coastal Health Authority, the campaign aims to:

- raise awareness of the overall health risks caused by exposure to second-hand smoke,

- encourage parents and caretakers to make their homes and cars smoke-free to reduce exposure of infants and children to dangerous toxins.

Another aim of the campaign is to develop partnerships with community, health, and child welfare organizations, as well as to form alliances with non-traditional partners in the transportation sector, to help support and promote this initiative.

Take It Outside consists of three pilot programs in communities across the province. The focus of the Prince George and Fort St. John efforts is on smoke-free homes, while in Vancouver the focus is on smoke-free cars.

Campaign materials include home and car decals sporting smoke-free logos. The Ministry of Health will be also distributing pamphlets and smoke-free decals to students in grades 4 and 5.

The Clean Air Coalition of BC is made up of the BC Lung Association and The Heart and Stroke Foundation of BC & Yukon.

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## Addressing Drifting Tobacco Smoke in Multi-Unit Dwellings

The Clean Air Coalition of BC (CAC) received funding from Health Canada to raise awareness about unwanted second-hand smoke drifting into private residences from neighbouring apartments.

Many British Columbians who live in multi-unit dwellings—townhouses, duplexes, apartments, and suites in homes—suffer from exposure to drifting second-hand smoke. Children, the elderly, and those with chronic diseases are especially vulnerable.

Despite the fact that 86 per cent of British Columbians do not smoke, there is a lack of smoke-free housing available to non-smoking residents in the province, and resources are limited for those living with tobacco smoke entering their homes.

Many landlords are still unaware that they have the legal right to make their

rental property smoke-free. While they cannot unilaterally change any tenancy agreement unless the tenant(s) agree in writing, landlords can make 'no-smoking' a condition of any new tenancy agreements.

The objectives of the drifting smoke project are to:

- encourage the Residential Tenancy Office to extend policy guidelines regarding a tenant's right to 'quiet enjoyment' of the property to include the issue of drifting smoke.
- develop and deliver educational presentations to landlord associations, housing co-ops, and non-profit housing associations.
- identify the magnitude of the drifting second-hand smoke issue by developing a system that both tracks complaints and provides links to resources in B.C.

The Clean Air Coalition of BC is comprised of the BC Lung Association and The Heart and Stroke Foundation of BC & Yukon.

**For more information, visit the Clean Air Coalition of BC web site at [www.cleanaircoalitionbc.com](http://www.cleanaircoalitionbc.com) or contact:**

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# Prevention

## Tobacco Free Sports

Since 2003, Tobacco Free Sports—Play It Clean (TFS-PC) campaigns have been an integral part of the province's Tobacco Control Strategy. Initiated by the World Health Organization and its partners, TFS-PC targets sports organizations, coaches, athletes, parents, and spectators. Program resources consist of a coach's tool kit, a 'how to hold a TFS event' tool kit, and posters of high-performance athletes.

In 2005, several successful TFS events and initiatives took place throughout the province, with the help of health authorities and the Ministry of Health. Here are some of the year's highlights:

### Northern Health

Tobacco Free Sports events and products played a key part in the success of Riverboat Days in Terrace, B.C., in August:

- Riverboat Days Parade featured TFS banners, carried by medal-winning lacrosse, soccer, and basketball teams.
- Ruins Skateboard Competition featured a TFS banner and an announcer sporting a TFS T-shirt. Various types of TFS paraphernalia—water bottles, T-shirts, etc.—were given out as prizes.
- 3-on-3 Basketball Tournament welcomed 150 youth athletes, including a TFS-sponsored team. The TFS team won the competition.
- Soccer Tournament sported TFS marketing material at the concession.
- Motor Cross Event drew a huge crowd of spectators. The announcer wore a TFS T-shirt and gave away a similar garment as a prize.

### Fraser Health

Tobacco Free Sports promotional material was on display in arenas and on sports fields while local teams participated in:

- Junior A Hockey games
- Elite and invitational soccer tournaments
- Football games
- Lacrosse matches.

### Interior Health

Tobacco Free Sports signage and resources were on hand at sports centres and in schools throughout the region:

- Arenas and sports fields featured TFS messages:  
“Hockey Yes, Tobacco No”  
“Tobacco Free Sports” A Game everyone can win!  
“Rodeo Yes, Tobacco No”
- TFS Hockey Cards were produced, profiling individuals from the Kamloops Blazers hockey team.
- Outdoor signage was created and placed at community centres and arenas to discourage patrons from smoking near entranceways.

- Physical Education teachers ordered TFS resources and used them during school tournaments, sports days, and the Terry Fox Run.
- BC Winter Games in Trail, B.C. featured a TFS booth in the athlete's village. A new TFS brochure was distributed to the athletes, parents and coaches.

Example of Arena and sports field signage:



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## Aboriginal Tobacco Strategy

The Aboriginal Tobacco Strategy (ATS) aims to decrease tobacco misuse in B.C.'s Aboriginal communities. Another aim is to promote smoke-free spaces and active lifestyles.

A key component of the strategy is the Honour Your Health Challenge (HYHC), an innovative six-week program that challenges and supports Aboriginal people in their tobacco cessation or reduction efforts.

The four-day conference, held in January 2006, targeted a wide range of front-line workers including addictions counselors, youth and recreation workers, cultural workers, mental health workers, school-

based workers, Aboriginal leadership, and volunteers.

The ATS recently broadened the mandate of "Honouring Your Health" to incorporate physical activity and nutrition components into training and community-based activities.

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## bc.tobaccofacts

Building on the success of bc.tobaccofacts as a model learning resource for B.C. students, the Centre for Addictions Research of BC (CARBC) is revising learning materials to reflect curriculum changes to Career and Personal Planning 8, 9, and 10, introduced by the Ministry of Education. The ultimate goal is to build a new comprehensive resource that will address a broader range of the learning objectives and include health issues that share common risk factors and mechanisms with smoking behaviours.

The new set of learning materials will include: lesson plans, background information, worksheets, posters, and teaching aids. Promotional and training materials will also be developed.

In March 2006, a complete development plan, as well as partnership agreements with

stakeholders and pilot school districts, took place. In September, program materials will be piloted in Career and Personal Planning 8 to 10 classes throughout the province. A revised version of the new program will be ready for September 2007.

The program and learning materials will be available through two web sites: [www.bc.tobaccofacts.org](http://www.bc.tobaccofacts.org) and [www.silink.ca](http://www.silink.ca).

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## Healthy Workplaces

The Healthy Workplaces project targets small business owners and managers in five B.C. labour market sectors—hospitality, retail, office, labour, and primary industry. The aim is to help companies focus on the Four Pillars of health: smoking cessation, physical activity, healthy choices during pregnancy, and healthy eating.

Healthy Workplaces began in 2004, when WCG International began a pilot smoking cessation project for British Columbians entering or re-entering the workplace.

The project involved setting up Cessation Intervention Clinics in various Job Wave/Triumph centres. Since then, Healthy Workplaces has been involved in:

- completing a best practices review of workplace wellness and healthy workplaces in Canada
- conducting regional focus groups with business owners, managers, and employees to discuss health initiatives
- hosting an expert focus group in Victoria
- preparing a detailed report of the field research done over the year.

WCG International is currently disseminating highlights of the field research report to 1,000 small businesses in B.C. through partnerships with key organizations, such as the BC Chamber of Commerce, local chambers of commerce, and Community Futures Development Corporation. In addition, a small group of businesses is pilot-testing a workplace wellness tool kit. The businesses were surveyed to assess the product earlier this year.

WCG International is in the process of creating a five-year vision to ensure the workplace wellness toolkit reaches 30,000 small businesses by 2010. The organization is also looking at developing a toolkit for medium to large businesses in the province.

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## Smoke-Free Pregnancies

Smoke-Free Pregnancies was initiated to identify and develop an effective approach to helping pregnant women reduce or quit smoking.

The first stage of the project involved an extensive review of literature on women and smoking, as well as a survey of pregnancy outreach program workers and public health nurses to help identify current approaches and resources used for tobacco cessation. The next stage involved consultation with health authorities regarding programs and services that were currently available or in need. The research was used to develop a series of materials targeting service workers, pregnant women, and young mothers. Material was also created for women of child-bearing age who have low literacy or low interest in written materials.

Now in the design phase, Smoke-Free Pregnancies material includes:

- Service provider's guide
- "Little Quitting Book" for women who are ready to stop smoking
- "About Smoking for Women" booklet for those not ready to quit
- Messaging accessories—fridge magnets, memo sheets, partner cards.

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# Enforcement

## Limiting Youth Access

Since 1994, tobacco enforcement has been a key part of the province's efforts to decrease youth access to tobacco products. Tobacco enforcement is delivered by all six health authorities and is supported by the Ministry of Health and Health Canada. The program consists of a tobacco retailer tool kit, a program policy manual, and health warning signage that is to be posted in plain view of tobacco consumers.

The current focus of the program is on retailer compliance with the federal

Tobacco Act and the provincial Tobacco Sales Act. Studies indicate that the program is working, as the provincial compliance rate is over 92 per cent.

However, as a result of a recent study on tobacco reduction strategies, future efforts will focus on reducing youth access to tobacco products through social channels. By 2010, Limiting Youth Access will be expanded to include youth social sourcing of tobacco products.

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How Much Money will You Save?

1 800 778 7778  
www.quit4life.com

QUIT 4 LIFE  
BREAK THE HABIT!

SMOKING FACTOIDS

CREATE A PROFILE  
RETURNING VISITOR? LOGIN HERE

REAL NAME NOT REQUIRED

1000'S OF YOUNG SMOKERS  
HAVE ALREADY QUIT 4 LIFE  
...YOU CAN TOO!

# Community Initiatives

## BUILDING NEW RELATIONSHIPS TO EXPAND THE SMOKE-FREE NETWORK

In 2005, the Ministry of Health entered into a new relationship with the Centre for Addictions Research of BC (CARBC), an organization comprised of a partnership between the province's public universities—University of Victoria, University of British Columbia, Simon Fraser University, University of Northern British Columbia, and Thompson Rivers University.

Building on the research strengths of all five universities, CARBC offers expertise in:

- the social cultural dimensions of addictions, particularly related to youth and aboriginal health
- health service delivery to remote populations
- the biomedical causes of addictions

The Ministry is looking to CARBC for evidence-based support on tobacco-related topics. The Centre is also supporting the province's tobacco cessation and reduction efforts by:

- incorporating the province's tobacco resource centre into CARBC's web based resource, Substance Information Link, or [www.silink.ca](http://www.silink.ca).
- participating in knowledge exchange activities
- preparing knowledge products

In 2005, CARBC worked with the Substance Use/Addictions and Tobacco Affiliate of the Canadian Health Network

(CHN) to produce a series of tobacco-related Frequently Asked Questions (FAQs).

The Centre also assisted in the preparation of an article on the dangers of drifting second-hand smoke. The full version of the article below is currently featured in the Focus On section of the CHN web site: [www.canadian-health-network.ca](http://www.canadian-health-network.ca).

## Blowing smoke: a drifting danger to your health

*“Blowing smoke,” “drifting second-hand smoke,” “second-hand smoke transfer.”*

However you say it, the second-hand cigarette smoke that clouds the outdoor patio of your favourite restaurant, or wafts your way while you're watching your child play soccer, can be annoying. It is also potentially harmful to your health.

Even more harmful is second-hand smoke that invades your private living space through cracks in the wall, vents in the floor, or an open window on a warm summer night.

### Toxins from smoke cling to household objects

“Second-hand smoke clings to everything—clothes, furniture, toys—and gives off toxins for some time,” says Sharon Hammond, provincial coordinator for the Clean Air Coalition of British Columbia (CACBC).

Other examples of anti-smoking coalitions include the Ontario Tobacco-Free Network and Physicians for a Smoke-Free Canada.



Nobody really knows how long the toxins stay in household objects. But we do know that there is no safe level of exposure to second-hand smoke. As researchers from Physicians for a Smoke-Free Canada explain, some of the chemicals found in cigarette smoke, such as 4-aminobiphenal, have been proven unsafe to humans at even the smallest level of exposure

# Dangers of drifting second-hand smoke

According to Health Canada, second-hand smoke contains more than 50 cancer-causing chemicals. Over time, it's toxic enough to kill a person. Every year, second-hand smoke snuffs out the lives of more than 1,000 Canadians. Nearly 100 children under a year old die as a result of exposure to cigarettes.

## 'Mainstream' and 'sidestream' second-hand smoke

There are two components of second-hand smoke:

1. Mainstream smoke, which is produced when a smoker exhales, and sidestream smoke, which rises from the end of a lit cigarette. Sidestream smoke is the most dangerous. First of all, sidestream smoke doesn't pass through a filter. Secondly, there's more of it.
2. Sidestream smoke makes up about 85 per cent of the smoke in a smoke-filled room. It also makes up 85 per cent of the smoke that spreads from a cigarette user's apartment into a neighbour's apartment, or floats from one balcony to another.

## Spreading concern about the spread of smoke

While the focus on drifting smoke in multi-dwelling units is a relatively new phenomenon, second-hand smoke in general is a hot topic in both Canada and the United States.

Some organizations, such as the Ontario Medical Association (OMA), are leading the way in promoting initiatives that protect people who can't protect themselves. In 2004, the OMA produced a position paper featuring recommendations to protect children from second-hand smoke in cars, daycares, and even their own homes.

The OMA suggests parents who smoke use nicotine replacement therapies in the home, rather than simply smoking outside. Second-hand smoke can slip through cracks in doors and windows, and can be carried inside on clothes and skin.

## Speaking out for smoke-free living spaces

Canadian provinces and territories have varying degrees of legislation supporting smoke-free work spaces and public places. But there are no laws protecting people who live near smokers in apartments, condominiums, and other multiple dwelling units.

"People need to have places to live that are smoke-free, especially children, the elderly, and individuals with asthma and other health problems," says Hammond, who is currently working on initiatives to help landlords and tenants push for anti-smoking solutions, such as smoke-free floors or non-smoking wings.

## What landlords can do

Owners of new apartments can choose to adopt partial or total smoke-free policies before renting them out. Those currently renting to smoking tenants have no choice but to phase in smoke-free policies over time because no laws exist to evict tenants simply for being smokers.

Landlords can help minimize drifting second-hand smoke by:

- enforcing municipal bylaws that prohibit smoking in hallways, stairways, elevators and laundry rooms
- making repairs or modifications to the premises, such as sealing cracks or upgrading ventilation system

## Did you know?

There are no laws protecting people who live near smokers in apartments, condominiums, and other multiple dwelling units.

## What tenants can do

Tenants can also play a role in keeping other people's cigarette smoke at bay. The Clean Air Coalition of BC recommends:

- talking to your neighbours about working out a solution that works for both parties
- asking your landlord to enforce existing policies, such as those involving smoke-free common areas, and writing out a formal complaint if the problem continues
- requesting building improvements that would stop the spread of smoke
- encouraging your landlord to consider (or step up) the process of creating non-smoking floors, wings, or even entire buildings.

If none of these suggestions work, ask your local tenants' association for help.

Keep your family and others safe by speaking out about the dangers of second hand smoke.

*Prepared by CARBC for the Substance Use/Addictions and Tobacco Affiliate, and featured on the Canadian Health Network web site.*



# HEALTH AUTHORITY HIGHLIGHTS

Throughout the year, B.C.'s six health authorities made important contributions to federal and provincial tobacco reduction initiatives and committees. Here are some strategy, program, and campaign highlights from 2005:

## Provincial Health Services



### We Don't Smoke Here Anymore

Devoted to tobacco cessation and second-hand smoke reduction, the Provincial Health Services Authority (PHSA) has implemented a program promoting tobacco-free PHSA grounds. A key part of the initiative involves providing tobacco cessation aids to staff, patients, and visitors at both the Aurora Centre and Riverview Hospital.

For more information about Provincial Health Services initiatives, visit [www.phsa.ca](http://www.phsa.ca).

## Northern Health



In addition to participating in a wide range of Tobacco Free Sports events (see TFS section for details), Northern Health has been busy with a number of initiatives, including:

- Stepped Care Model—a project which aims to create a practical, cost-effective tool to help health care workers refer smokers to appropriate levels or types of smoking cessation treatment
- Nicotine Intervention Counselling—a program designed to assist high-needs tobacco users in their cessation efforts
- Smoke-Free Homes for New Moms—a program aimed at helping young mothers protect themselves and their children from second-hand smoke

For more information about Northern Health programs and initiatives, visit: [www.northernhealth.ca](http://www.northernhealth.ca).

## Interior Health

### Cross-Sectoral Tobacco Reduction Strategy



### Interior Health

The Tobacco Reduction Team, under the direction of the Population Health Planning and Support Unit, has been developing a cross-sectoral Tobacco Reduction Strategy. The aim of this strategy is to engage all Interior Health sectors in an integrated and comprehensive approach to tobacco reduction, and to build on the efforts of external agencies—NGOs, school boards, Aboriginal and community stakeholders—that play a role in tobacco reduction.

Thus far two cessation programs have been piloted in the region:

- The Nicotine Intervention Counselling (NIC) program was implemented to provide cessation services to high-needs tobacco users who are ready to quit.
- Baby's Breath provides cessation for post-natal women and their partners.

A time-limited pilot project associated with the Baby's Breath program is the Physicians Project. Largely an advocacy program, the Physicians Project is designed to illustrate best practices in cessation by providing for perinatal women and their partners a continuum of care from primary health care providers—physicians, midwives, pediatricians, and public health nurses. Free nicotine replacement therapy is available when recommended by a physician. The Physicians Project is scheduled to end in March 2007.

### Aboriginal Tobacco Cessation, Prevention & Protection Mini Grant Project for Children and Youth

A funding partnership was formed between three key organizations—Interior Health Authority, Canadian Cancer Society, and First Nation and Inuit Health Branch & Community Health Associates of BC. The organizations provided \$27,000.00 worth of mini-grants to individuals and organizations in the process of establishing or already running programs related to tobacco prevention, protection, and cessation for children and youth.

### Students Working Against Tobacco (SWAT) Youth Conference

Over 100 students and teachers attended a one-day SWAT Youth Conference in Penticton, B.C. Later in the year, several schools went on to organize events and engage in long-term planning for their schools. Some students are planning to hold a break-dancing competition with the help of the Vancouver SWAT team, while others are planning to hold a smoke-free rave.

A much larger follow-up SWAT Youth Conference is planned for February 2006 at Vernon Senior Secondary, where approximately 800 students will be in attendance.

For information about other Interior Health programs and initiatives, visit: [www.interiorhealth.ca](http://www.interiorhealth.ca)

## Fraser Health

### Brief Intervention Training

A key part of Fraser Health's tobacco cessation strategy is to empower healthcare workers with the knowledge and skills needed to address smoking with their clients. In 2005, Fraser Health conducted over 60 Brief Intervention workshops with nurses, mental health workers, health science students, respiratory therapists, and others. Fraser Health also worked with the other health authorities to develop a template for Brief Intervention Training.



### 19-24 Mass Media Campaign

2005 marked the completion of Fraser Health's 19-24 Mass Media Campaign, a two-year project funded by Health Canada to address the high prevalence of smoking among youth in this age group. Fraser Health was supported by three partners—BC Smokers' Helpline, Surrey Memorial Hospital Foundation, and the Vancouver Coastal Health Authority.

Using print, electronic, and street-level marketing to encourage youth to give up smoking, the campaign garnered the attention of numerous marketing magazines. What's more, the campaign web site received several 2005 advertising and digital design awards:

- Winner, Applied Arts
- Merit, Advertising and Design Club of Canada
- Finalist, London International Advertising Awards
- Merit, The One Show
- 1st Place, Vidfest
- Winner, Webaward Competition
- Winner, Lotus Award

For information about other Fraser Health programs and initiatives, visit: [www.fraserhealth.ca](http://www.fraserhealth.ca).

## Vancouver Coastal Health

### Students Working Against Tobacco (SWAT)



A two-year project aimed at reducing tobacco use among youth, Students Working Against Tobacco (SWAT) changes cultural norms about smoking by demonstrating the "cool" side of being tobacco free. Featuring a facilitator, DJ, and breakdancers, the SWAT team travels to high schools to talk to and perform in front of students in grades 8 to 12.

In 2004-2005, SWAT activities took place in numerous schools in the Vancouver Coastal Health region and several other parts of the province. On April 28, 2005, for example, over 100 students and teachers attended a one-day SWAT Youth Conference in Penticton, B.C. The conference was funded by Health Canada, B.C. Cancer Agency, and the Interior Health Authority.

Students in Penticton participated in interactive performances by the Vancouver-based SWAT team and worked in break-out sessions to discuss ways they could form their own groups. Students also received SWAT gear—t-shirts, wrist bands, buttons, backpack tags, and resource packages—to help them plan for future SWAT events.

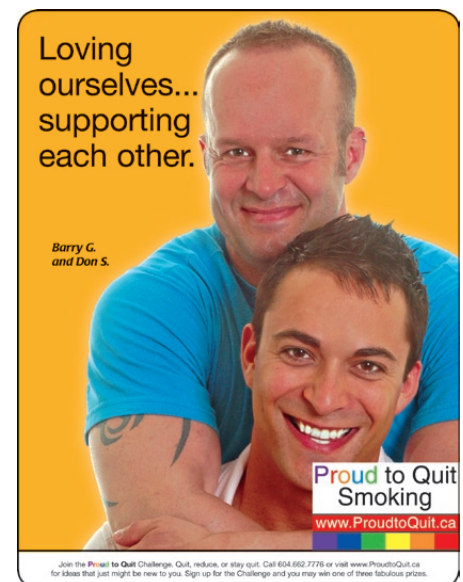
To help spread the smoke-free message, SWAT uses posters and videos. The team also travels around in a SWAT van, which sports attention-getting images and the project's web site address: [www.swatbc.ca](http://www.swatbc.ca).

### Tobacco Reduction Mass Media Campaign for the Gay Community Youth and Young Adults

Responding to the high rates of smoking among B.C.'s gay community, Health Canada and the Vancouver Coastal Health Authority provided funding for a two-year pilot project targeting gay, lesbian, transgender and bisexual (GLBT) people under the age of 35. As no prior research has been done on the GLBT market, the aim of the project is to identify which tobacco reduction strategies are most effective for the GLBT population.

Headed by the West Coast Gay Men's Health Project, the campaign promotes the benefits of a smoke-free lifestyle through a wide range of uniquely colorful and unmistakably positive images presented in print media and promotional kits, as well as on posters, billboards, and bus shelters. Some of the campaign materials feature local celebrities. Others feature engaging shots of regular citizens living happy, active, smoke-free lives. For more information, visit the campaign web site: [www.ProudtoQuit.ca](http://www.ProudtoQuit.ca).

To learn more about Vancouver Coastal Health initiatives, visit [www.vch.ca](http://www.vch.ca).



# Vancouver Island Health

For the Vancouver Island Health Authority, 2005 was a year of successful contests, campaigns, and high-tech creativity. Activities included:

- Participation in the annual Behind the Smokescreen video contest, in partnership with Health Canada
- Completion of a poster campaign on social sourcing related to youth access to tobacco called “Do You See A Difference?”
- Development of a DVD, featuring two years of Behind the Smokescreen winning entries, the tobacco retailer training video, and a hard-hitting message from

Dr. Richard Stanwick. The DVD was distributed to both tobacco retailers and schools with students in grades 8 to 12

- Revisions to the Tobacco Control web site and the development of an extension activity for students
- Collaboration with 29 Aboriginal communities on an Honouring Your Health Challenge
- Promotion of the Kick the Nic program in alternate and Aboriginal schools
- Development of a new PowerPoint presentation for education of tobacco retail premises, called Tackling the Tobacco Challenge

- Collaboration with the other health authorities on four initiatives—a Tobacco Enforcement Policy Manual, a shared theme and look for the Behind the Smokescreen video contest, a consistent Brief Intervention workshop training module, and a general second-hand smoke resource.

For more information about Vancouver Island Health initiatives, visit [www.viha.ca](http://www.viha.ca).



## OTHER TOBACCO CONTROL COMMUNITY INITIATIVES

British Columbia's Tobacco Control Community has been consistent in creating new and innovative strategies to help hard-to-reach populations reduce their tobacco use or quit smoking all together. Here are some examples from 2005:

### Canadian Mental Health Association:

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

Breathe Easy Smoker's Education and Support Program

- a 12-week smoking cessation program for mental health consumers in New Westminster, Burnaby, and Tri-Cities area
- combines nicotine replacement therapy with support and education

### Access to Media Education Society:

[www.accessstomedia.org](http://www.accessstomedia.org)

Smoke Screen: Through the Eyes of New Canadians

- a television- and print-based anti-smoking social marketing campaign that targets new immigrant students between the ages of 16 and 24

- participants spent ten days at the Gulf Islands Film and Television School (GIFTS) working with media professionals, community-based facilitators and interpreters, and anti-tobacco stakeholders
- participants produced a series of media messages that challenge their peers to think critically about their tobacco use and the smoking of others in their community

### Heart & Stroke Foundation of BC & Yukon:

[www.hsf.bc.ca](http://www.hsf.bc.ca)

“Kids Need Breathing Space!”

- a multi-year campaign supporting smoke-free homes and second-hand smoke awareness
- aims to change the attitudes and behaviours of smokers, family members, and friends so that they no longer smoke around children and declare their homes and cars "smoke-free zones"
- comprised of television, radio, print, and billboard ads, as well as pledge kits and school kits

### Knowledge Network (Open Learning Agency):

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

“Kick butt” Reality Television Series

- followed five smokers of various backgrounds, ethnic groups, and ages over a four-month period as they tried a variety of methods to quit smoking
- footage resulted in five half-hour television programs, broadcasted weekly from Tuesday, April 25, 2005 to the finale on Tuesday, May 31, 2005
- one in five participants successfully quit smoking, while others reduced their tobacco intake

For more examples of Tobacco Control Community initiatives, contact:

- BC Cancer Agency
- BC Lung Association
- Canadian Cancer Society
- First Nations and Inuit Tobacco Control
- Francophone School Authority
- Heart and Stroke Foundation of Canada
- Society for Clinical Preventative Health Care