

Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device, or communications organization.



Leaving a Mark on the Big Smoke

Toronto Public Health's
Investment in Youth Engagement Initiative

~ ~ ~

Shawna G. Mitchell

Health Promotion and Youth Development Specialist



Myth or Fact?

7. Most adults who smoke began smoking regularly at the age of 18.

Myth or Fact?

8. Smoking can help people fit in with a group.

Smoke-free Movie Night

Popcorn. Entertainment. Good company.



Malvern Youth Cabinet
Peer Led Anti-Tobacco Advocacy Project

LETTERS TO THE TOBACCO INDUSTRY EXAMPLES:

"If I could say one thing to the tobacco industry it would be, the industry has already made a lot of profits from selling their products and ruining people's health. Although there are graphic images of the terrible effects smoking has on people on the packaging, that itself isn't doing anything to stop the majority of the smokers from smoking, therefore as big as the industry is I think that it is about time they stop making their harmful products and focus on something that's more beneficial for the world." – Tee K.

Smoke-Free Housing Event!

Smoke-Free Housing

Change is in the air.

Saturday
June 25th
12PM - 3PM

@
Project Esperance
20 Trent Ave, Party Room
Toronto, ON M4C 5C5

Learn more about the benefits of smoke-free housing & a smoke-free life with our youth group!
+ Our summer camp for girls from 15-18 years old!

Enjoy:

- Games
- Yoga
- Snacks
- Tokens

100% FREE!

Call Aisha at 416 469 0196
Email aisha@newcomerwomen.org

What is Investment in Youth Engagement?

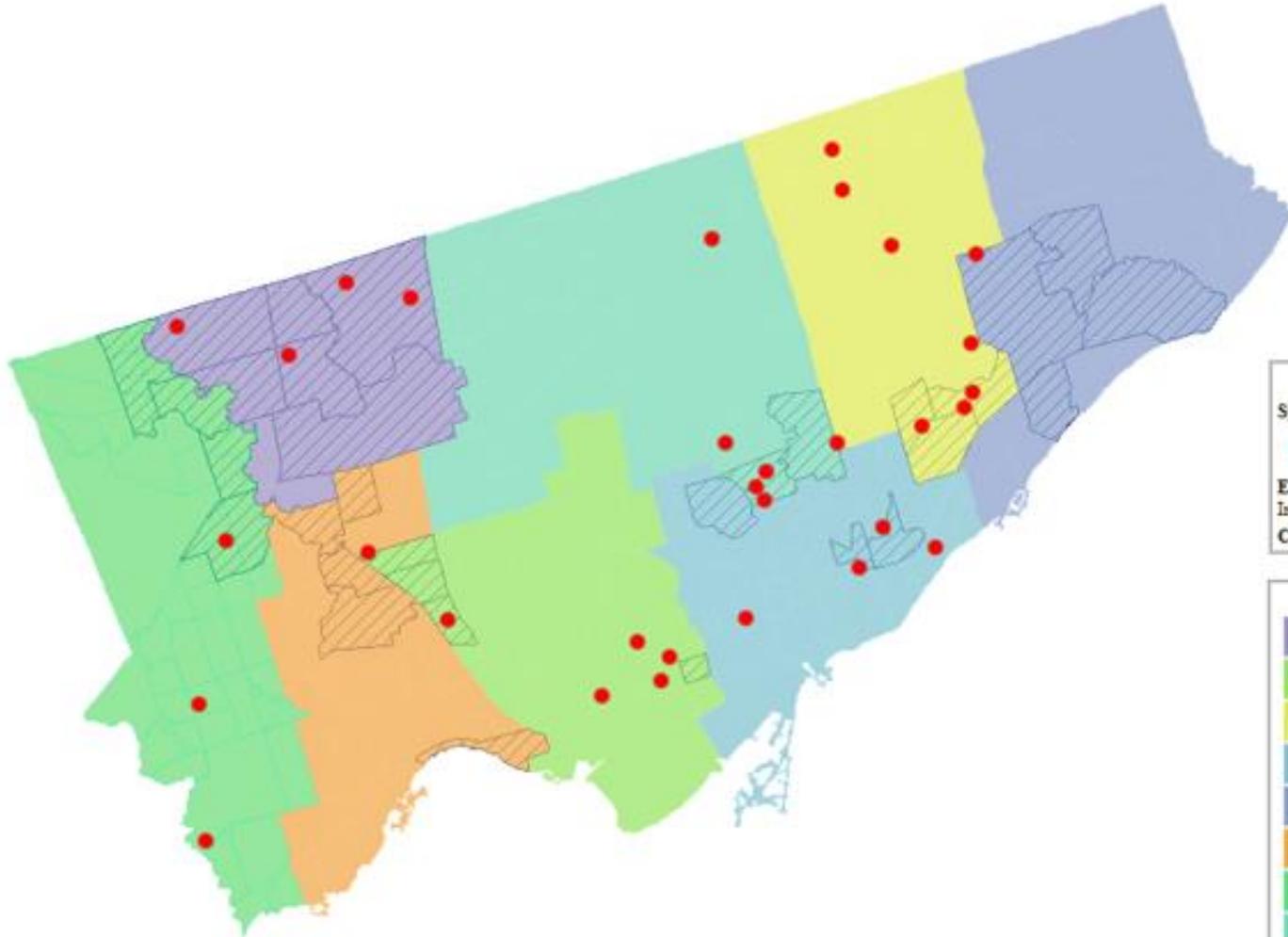
- Component of Toronto Public Health's Chronic Disease and Injury Prevention program's comprehensive approach to positive youth development and community mobilization
- Established in 2009 to motivate and engage Toronto's young people and create leadership opportunities around tobacco control
- Based in Toronto, a diverse city of 140 neighbourhoods; focus on Neighbourhood Improvement Areas and at-risk youth
- Funded by the Ministry of Health and Long-Term Care's Smoke-Free Ontario Strategy



What is Investment in Youth Engagement?



- Micro-grants to support community education, advocating for healthy public policy, capacity building
- Activities include community-based, youth-driven health promotion projects, starting where they're at
- Targets youth and young adult participants between the ages of 13 and 24 years, their allies, and youth-serving organizations
- Consistent support from public health nurse



Description
This report displays profile addresses for External Organizations (EO) that requested CDIP HC and/or HF service(s) within the selected date range.

Parameters
Start Date: 01-Dec-2017 End Date: 29-mar-2018

Legend

Symbols:
● EO profile address

EXTERNAL ORGANIZATION (EO) DATA - Toronto Community Health Information System (TCHIS) - Toronto Public Health
Contact: tchis@toronto.ca

CDIP Adult

- CDIP Adult Humber Downsview
- CDIP Adult Toronto Centre
- CDIP Adult West Scarborough
- CDIP Adult Danforth East York
- CDIP Adult East Scarborough
- CDIP Adult York South Humber
- CDIP Adult Rexdale Etobicoke
- CDIP Adult Willowdale Don Mills

Data based on Census Tract 2006
Source: Toronto Community Health Information System (TCHIS).
Contact: tchis@toronto.ca

Project Examples

- Environmental impact of cigarette butts
- School-based tobacco policies
- Supporting residents with smoke-free multi-unit housing policies
- Advocate for movies with tobacco and smoke imagery to be rated 18A
- Traditional (sacred) tobacco vs non-traditional (commercial) tobacco
- Tobacco use related to other chronic disease risk factors

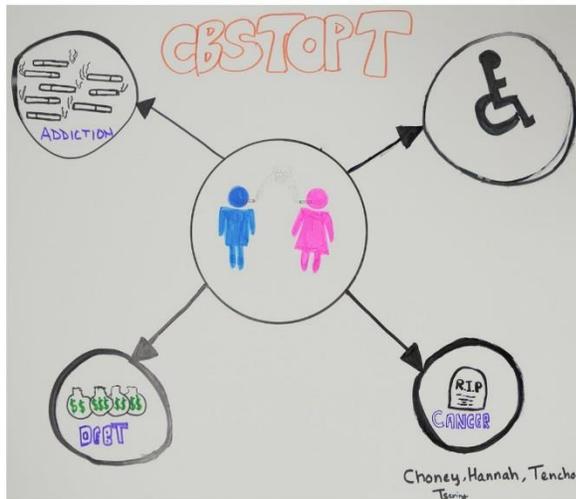


The Ingredients

CB STOPT

Cigarette-butt Bin Sculpture Topples Tobacco Project Nov 2015 to June 2016

A Youth - led Community Arts & Health Project to Prevent & Raise Awareness Around Smoking and Cigarette - butt Littering Issues



We build spectacular cigarette-butt bin sculptures out of recycled metal products and donate them to community organizations in Parkdale.

Youth 13 to 24 Welcome!
Join us to support CB STOPT Team
Questions?
drebu.org@gmail.com



- Application, with clear requirements for:
 - Primary focus on tobacco control
 - Youth leaders
 - Adult allies
 - Youth-serving agency
- Work plan
- Budget
- Letter of Understanding
- Commitment
- Supportive PHU and staff

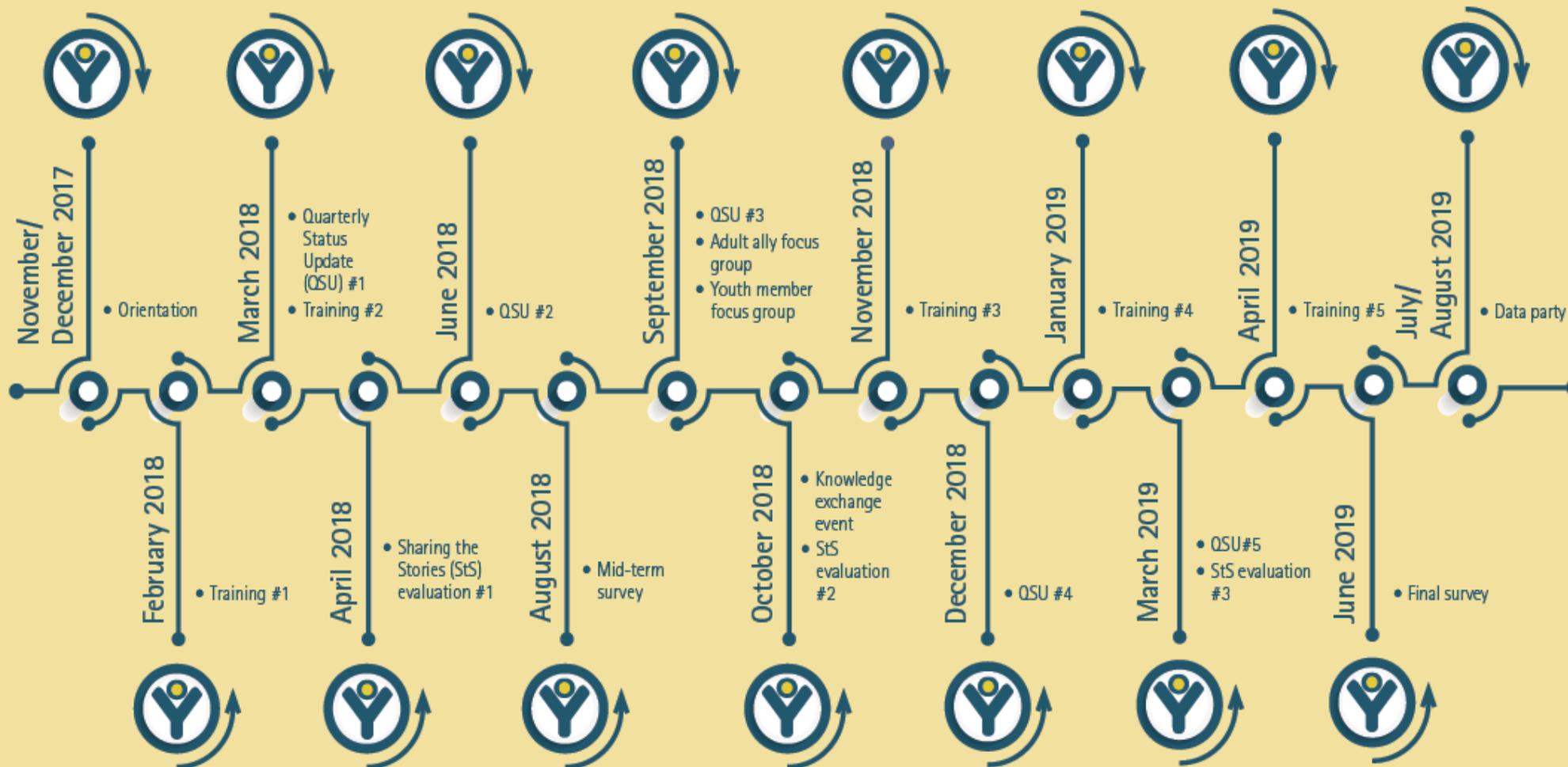
The Essentials

- Engaged youth
 - Application process
 - Work plan development
 - Budget
- Orientation for adult allies and youth
- Expectations
- Recognition
- Training, knowledge exchange, communication
- Celebration
- Continued PHU support

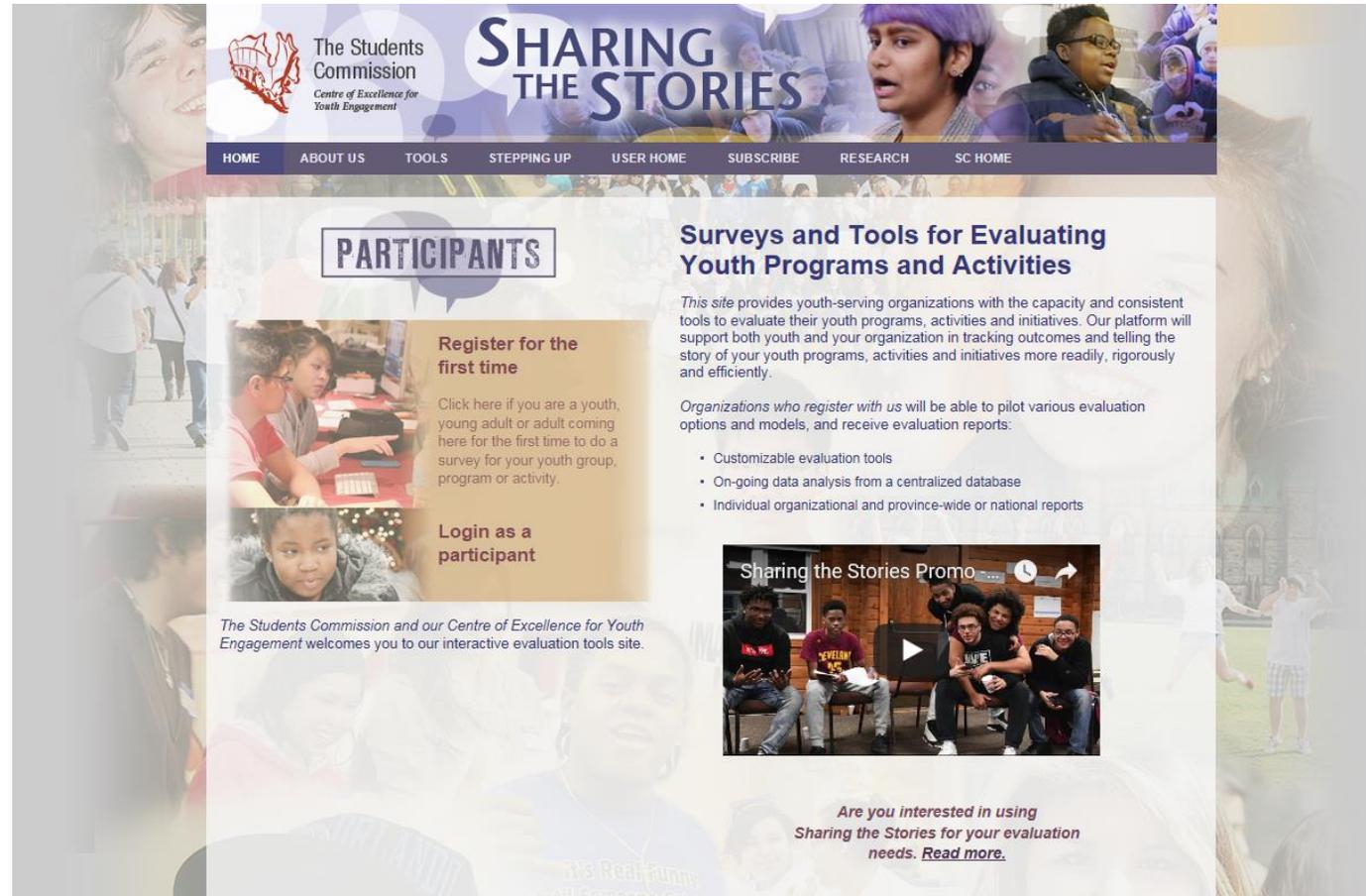


Investment in Youth Engagement

2017-2019 Schedule



Evaluation



The screenshot shows the 'Sharing the Stories' website. At the top left is the logo for 'The Students Commission Centre of Excellence for Youth Engagement'. The main header features the title 'SHARING THE STORIES' in large, bold letters. Below the header is a navigation menu with links: HOME, ABOUT US, TOOLS, STEPPING UP, USER HOME, SUBSCRIBE, RESEARCH, and SC HOME. The main content area is titled 'PARTICIPANTS' and includes two call-to-action buttons: 'Register for the first time' and 'Login as a participant'. A paragraph of text explains the site's purpose: 'This site provides youth-serving organizations with the capacity and consistent tools to evaluate their youth programs, activities and initiatives. Our platform will support both youth and your organization in tracking outcomes and telling the story of your youth programs, activities and initiatives more readily, rigorously and efficiently.' Below this is a list of features for organizations that register, including customizable evaluation tools, on-going data analysis, and individual reports. A video player is embedded with the title 'Sharing the Stories Promo'. At the bottom, there is a link to 'Read more' for those interested in using the site.

The Students Commission
Centre of Excellence for Youth Engagement

SHARING THE STORIES

HOME ABOUT US TOOLS STEPPING UP USER HOME SUBSCRIBE RESEARCH SC HOME

PARTICIPANTS

Register for the first time

Click here if you are a youth, young adult or adult coming here for the first time to do a survey for your youth group, program or activity.

Login as a participant

The Students Commission and our Centre of Excellence for Youth Engagement welcomes you to our interactive evaluation tools site.

Surveys and Tools for Evaluating Youth Programs and Activities

This site provides youth-serving organizations with the capacity and consistent tools to evaluate their youth programs, activities and initiatives. Our platform will support both youth and your organization in tracking outcomes and telling the story of your youth programs, activities and initiatives more readily, rigorously and efficiently.

Organizations who register with us will be able to pilot various evaluation options and models, and receive evaluation reports:

- Customizable evaluation tools
- On-going data analysis from a centralized database
- Individual organizational and province-wide or national reports

Sharing the Stories Promo

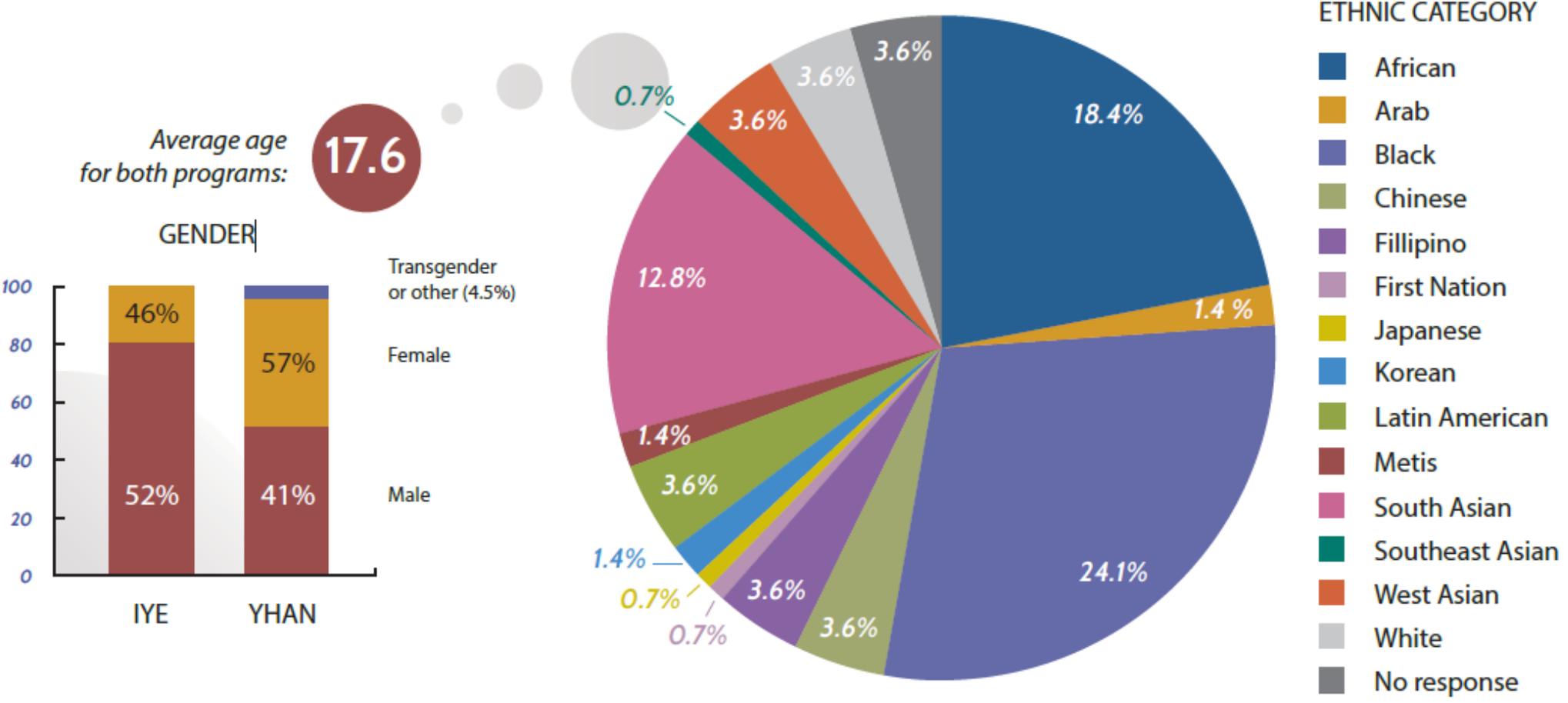
Are you interested in using Sharing the Stories for your evaluation needs. [Read more.](#)

Evaluation

- Demographics
- Physical Health
- Mental Health
- Healthy Choices
- Qualities of Youth Engagement
- Community Engagement



Demographics



Program Impact

33

Groups Funded

2,809

Total number of youth participating in programs

8,342

Total number of youth reached in the community

12,432

Total number of youth reached on social media

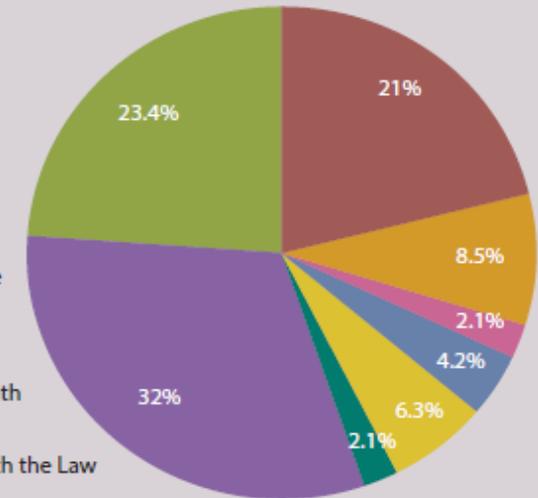
NUMBER OF GROUPS ADDRESSING TOPIC



POPULATIONS REACHED (# of groups)

YOUTH CATEGORY

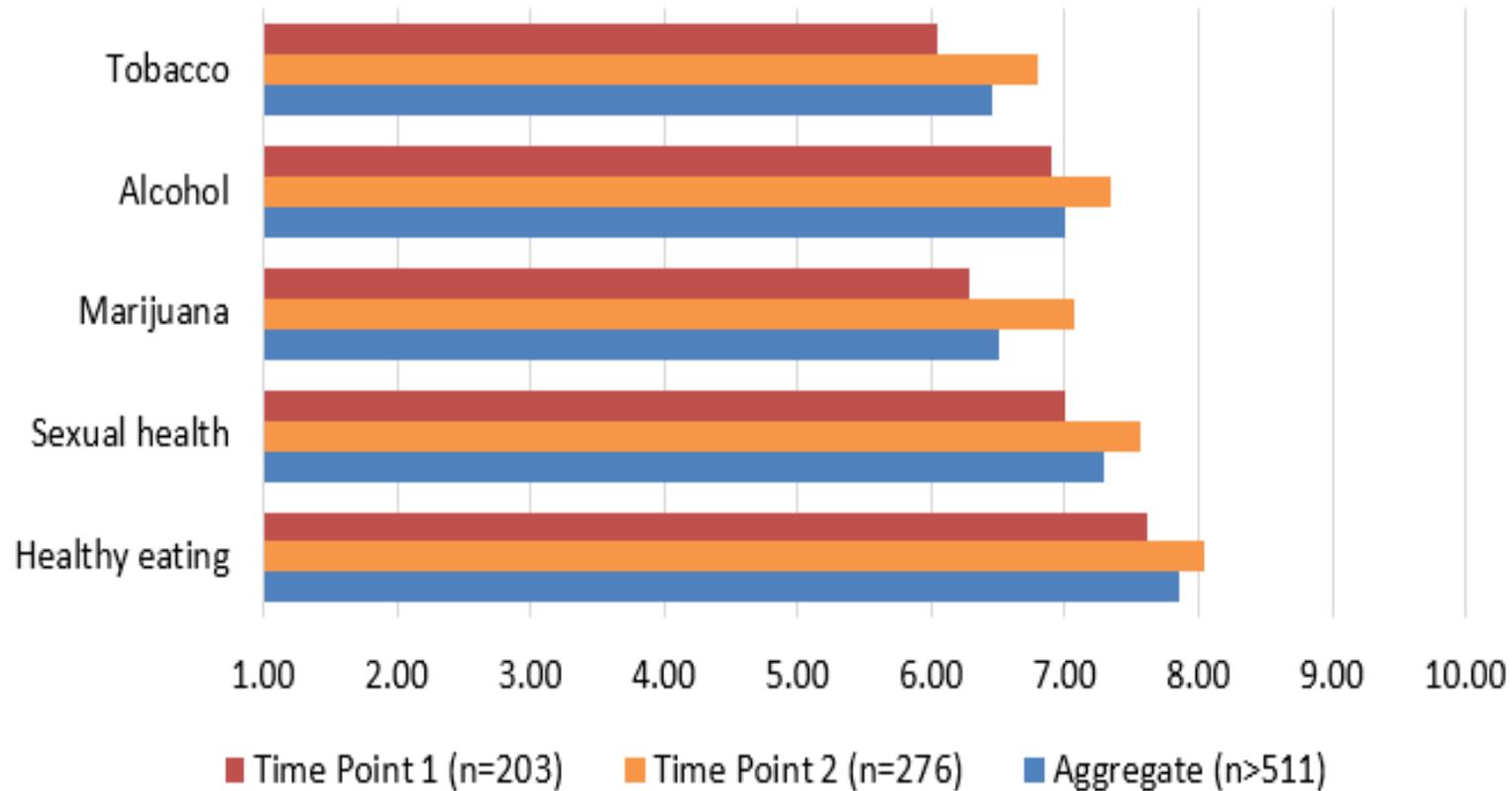
- Newcomers
- LGBTQ+ Youth
- Youth with Diverse Abilities/Special Needs
- Homeless or Under Housed Youth
- Aboriginal Youth
- Youth Involved with the Law
- Racialized Youth
- Other



Youth Leaders Learned About ...



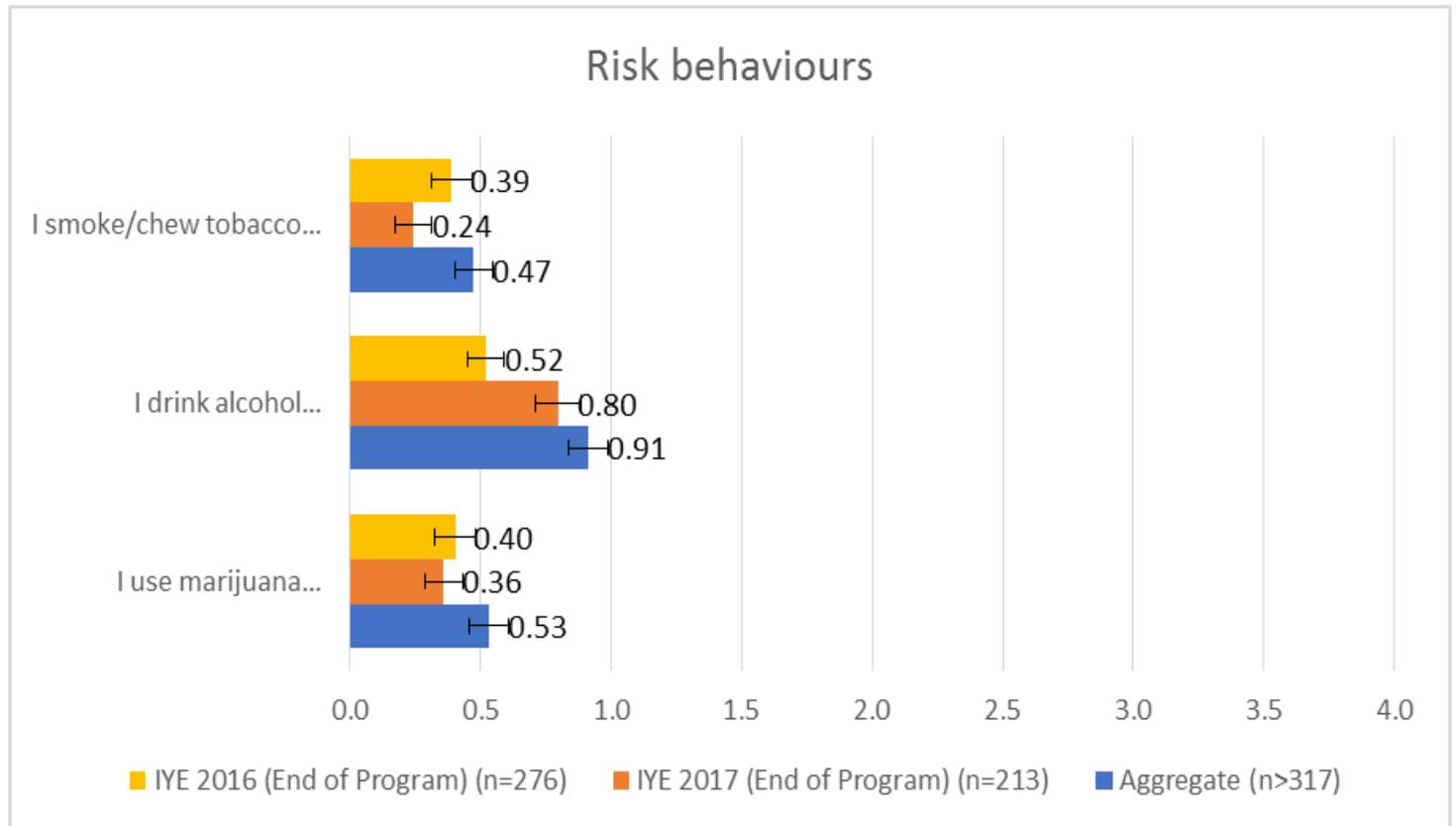
Healthy Choices: Knowledge



IYE youth leaders feel they have gained knowledge on these topics since beginning in the program.

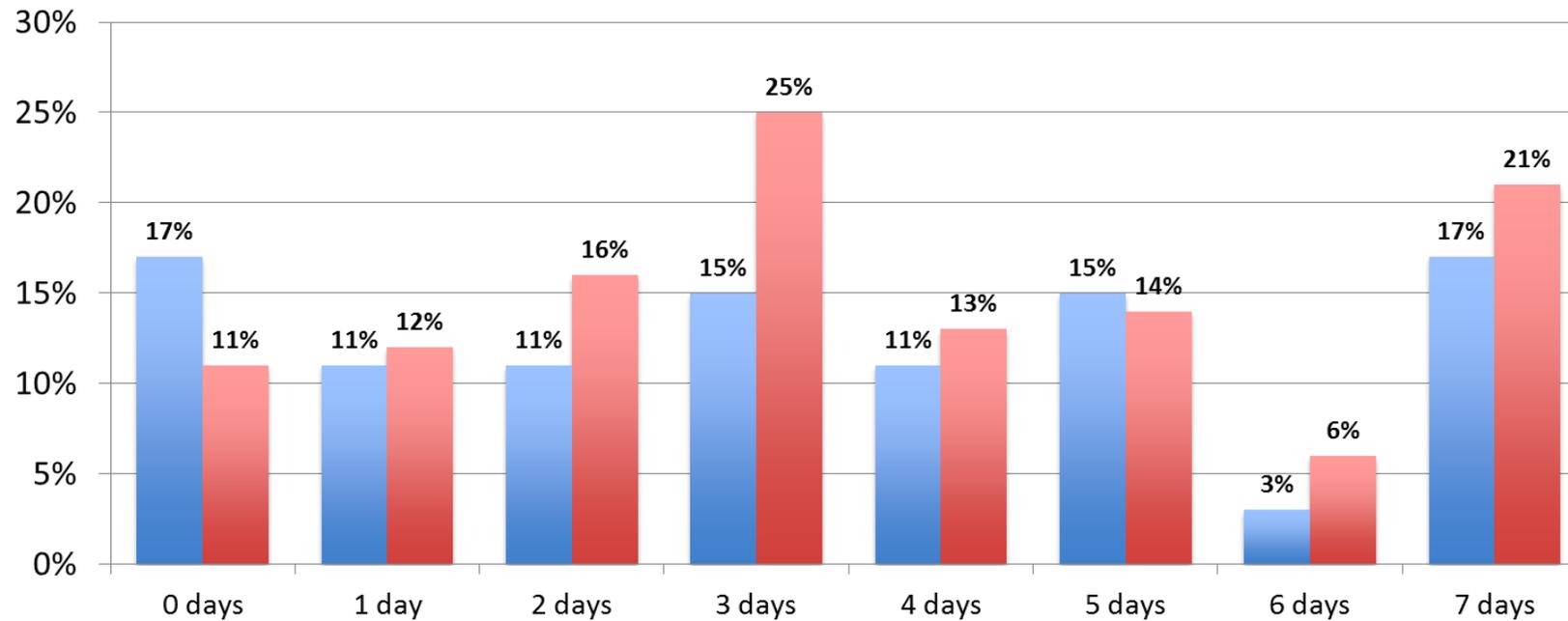
Healthy Choices: Tobacco Use

- IYE participants in 2017 and 2016 were statistically less likely to smoke/chew tobacco when compared to the aggregate



Healthy Choices: Physical Activity

On how many days were you physically active for a total of at least 60 minutes per day



What Youth Said ...

I love how we are making public health a priority within the community and I love how we have grants to do things to raise awareness about public health and all those things.



I feel like as a group we've made a big impact, we've made deputations and we do a lot of big time stuff, we really like leave our mark in Toronto and I think this group is really needed and I love being part of that. Ya that's what keeps me coming back

Well this group it actually empowers youth and we can go into our communities and actually it creates a ripple effect that expands it.

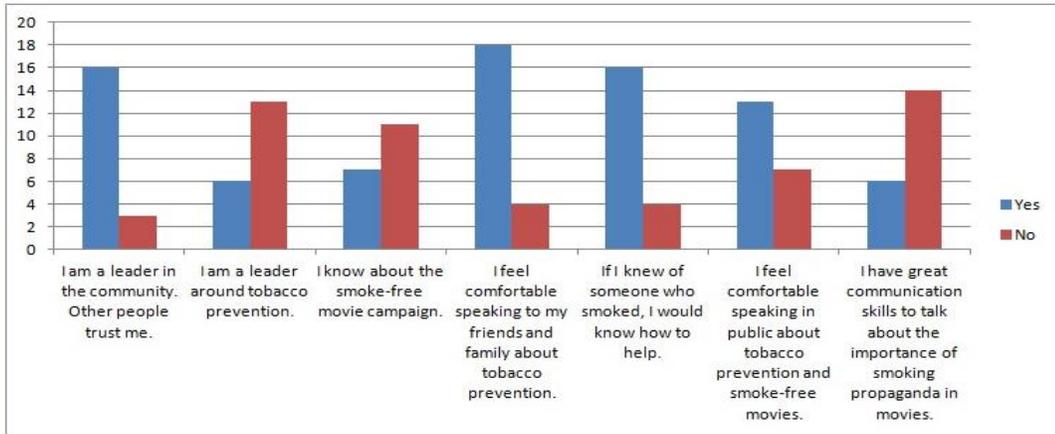
Challenges

- Timelines
- Communication
- Turn-over/attrition
- Commitment
- Competing priorities

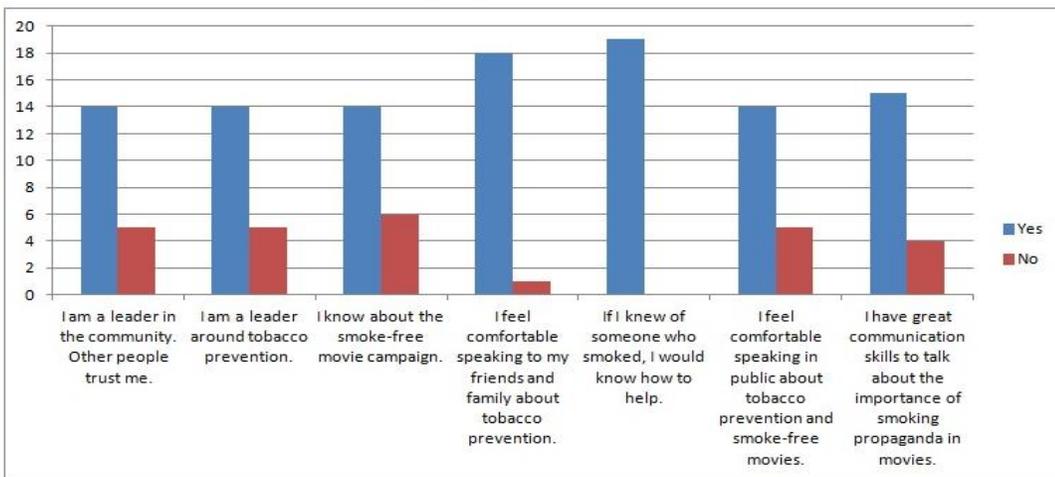


Successes

Pre-Test Results

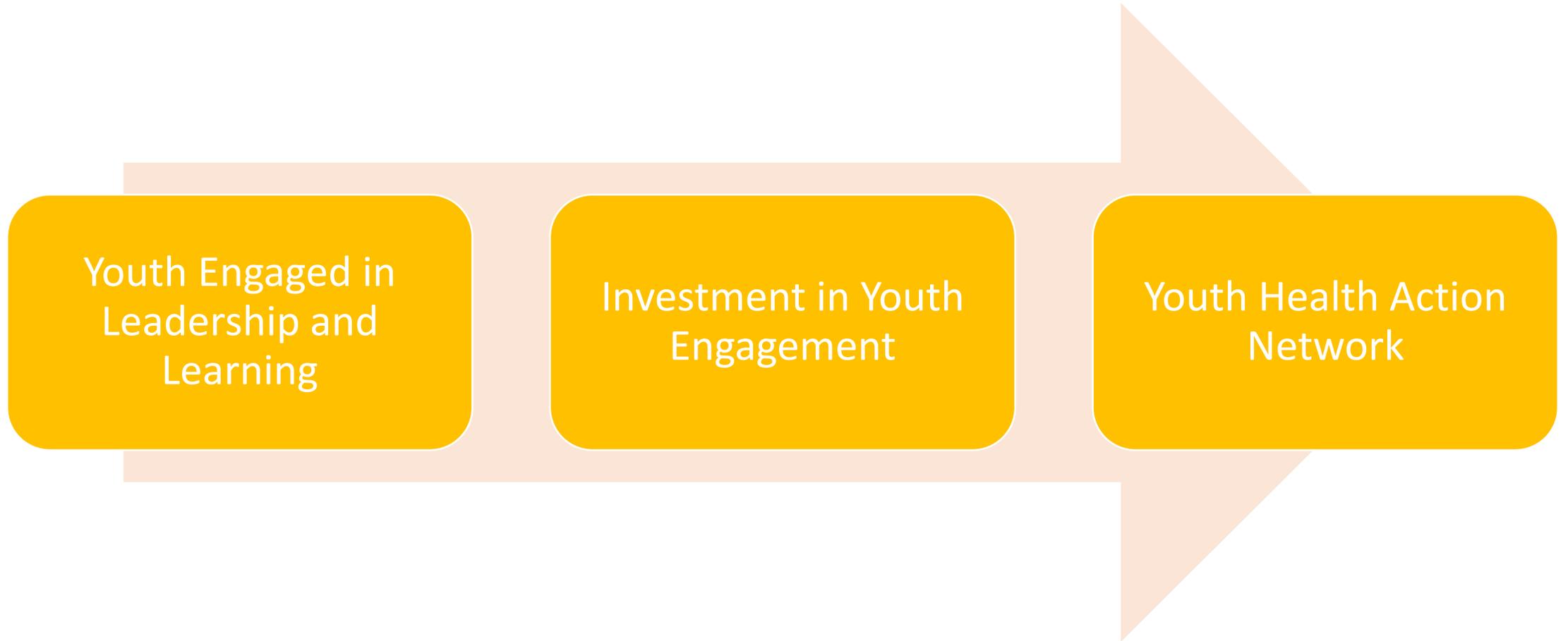


Post-Test Results

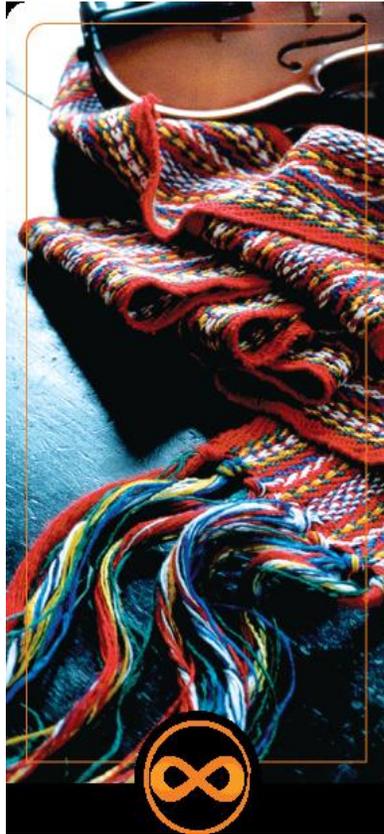


- Positive behaviour change
- Increased organizational capacity
- Youth leadership skill development
 - Youth member → adult ally
 - YELL → IYE → YHAN
- Continued impact on smoking and tobacco-related policies and laws in Toronto

Youth Development Continuum



More Successes



- Continued effort to refine and improve program
- Following the recommendations of the Toronto Indigenous Health Strategy, create a culturally based, culturally secure IYE program for the diverse Indigenous community in Toronto
- Increased youth participation in program design and evaluation

Outcomes and (Even More) Successes

- Civically engaged youth, with improved health outcomes, who are key partners in their communities
- Increased community awareness and participation in tobacco control activities
- Tobacco control and other health promotion activities
 - What evidence do we have?
 - Reach
 - Community pockets of tobacco control work is happening across Toronto
 - Community-led, tailored, culturally appropriate



RHYTHM