



**“Revealing the Truth” and other  
lessons learned from  
PEI’s development of a tobacco media  
awareness resource for teachers**

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# Acknowledgements

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## PETRA Funders

PEI Dept. of Health and Wellness  
Heart and Stroke Foundation - PEI  
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# Comprehensive School Health Research Group University of Prince Edward Island

- **CSHR Group - Vision:**  
To enhance the health of youth by working within school settings to create healthy physical and social environments.
- **SHAPES-PEI**
- **Canadian Student Tobacco Alcohol and Drugs Survey (CSTADS)**
- **Youth health knowledge exchange**





# The PEI Tobacco Reduction Alliance (PETRA)

A provincial network of government and non-governmental organizations working to prevent tobacco use and promote cessation in PEI.

- **PETRA'S Vision:**

To create a tobacco-free province.

- **PETRA'S Goals:**

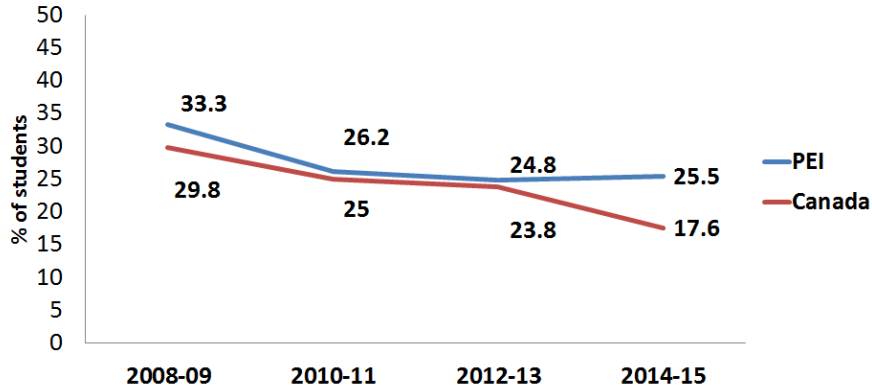
To help tobacco users quit and prevent tobacco use among youth.

*PETRA works to strengthen partnerships and coordinate efforts among those working in tobacco control in PEI by sharing information, knowledge, opportunities and resources.*

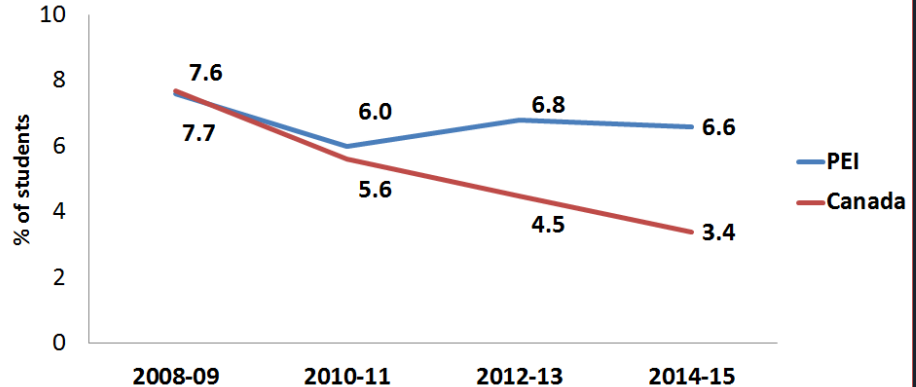
# Evidence-Informed Action

In 2014, youth tobacco use in PEI started to diverge from the national trend.

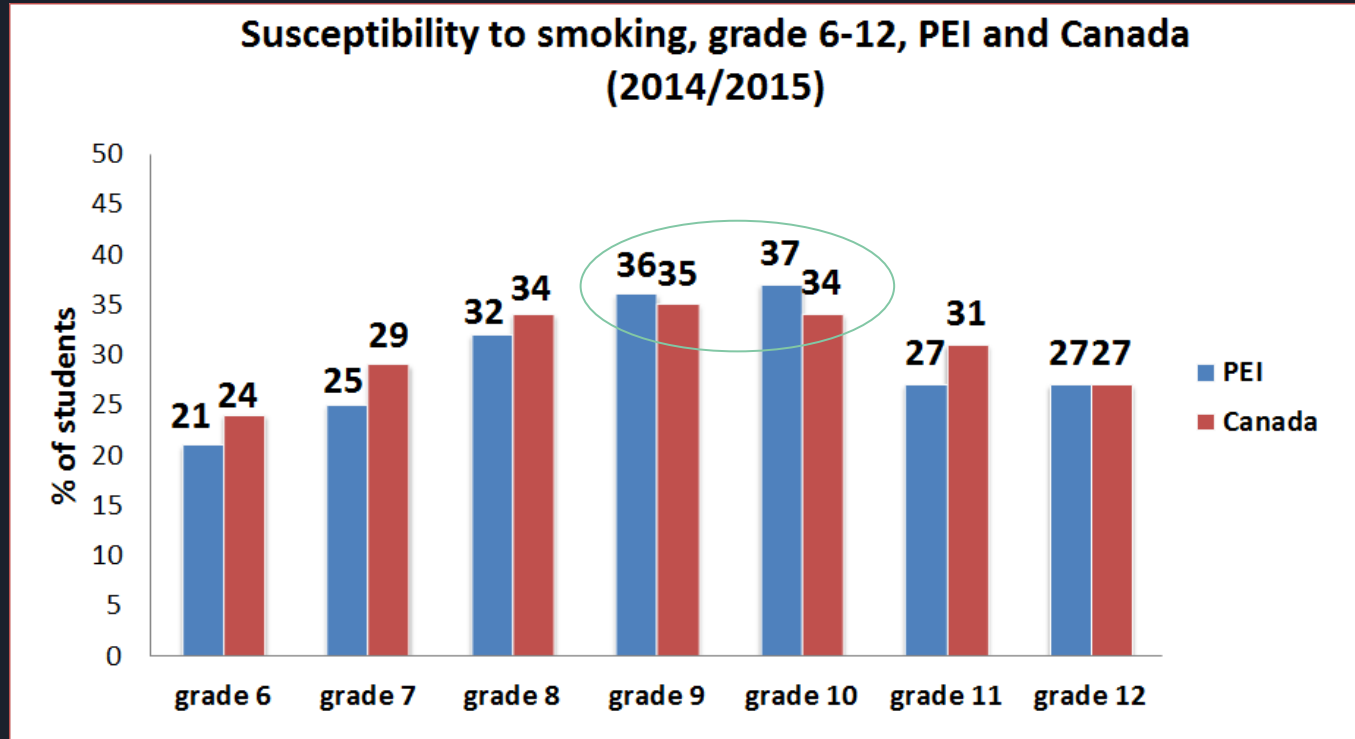
Ever tried smoking cigarettes, grade 6-12,  
PEI and Canada (2008 – 2014)



Current smoking, grade 6-12, PEI and Canada  
(2008 – 2014)



# Evidence-Informed Action



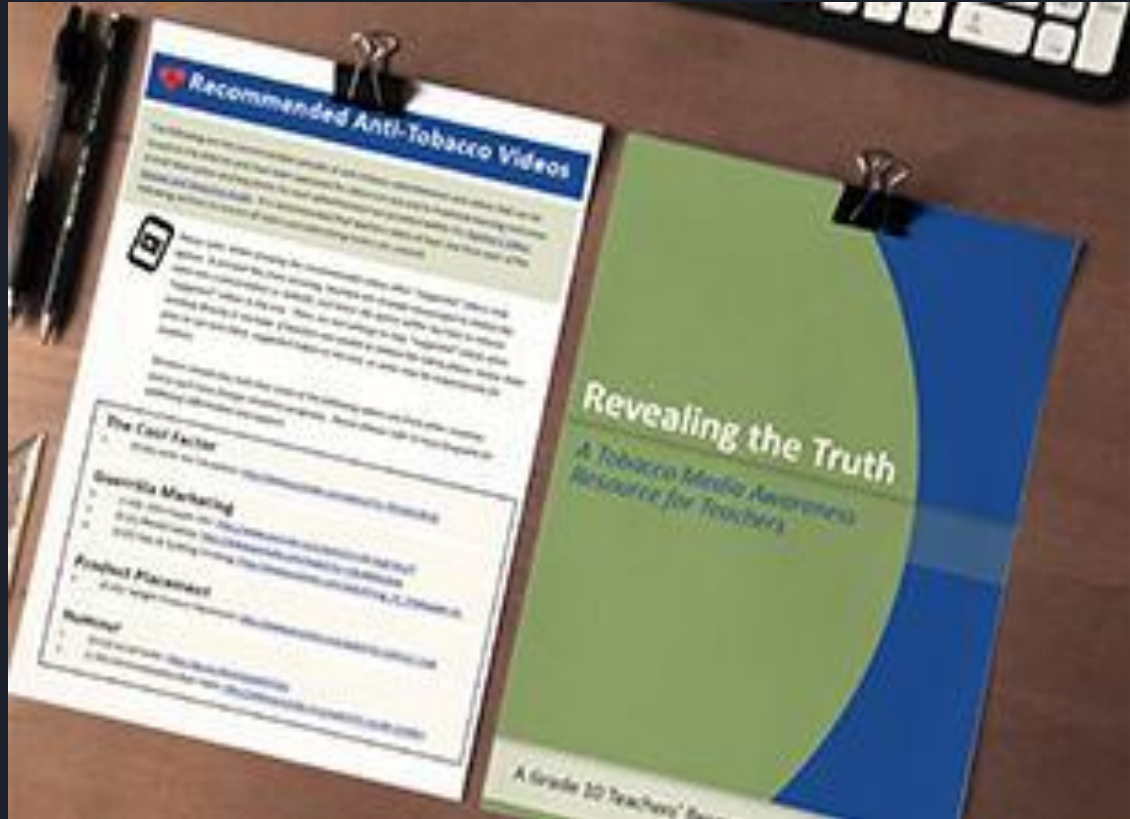


# The PEI Tobacco Reduction Alliance (PETRA)

- **2013-2018 PETRA Strategic Plan**
  - *prevention for susceptible youth under 20*
  - *cessation for susceptible youth under 20*
  - *cessation for young adults 20-25 and*
  - *cessation for adults aged 45-55*
- **Activity plan needed for targeting susceptible youth under 20**

# “Revealing the Truth”

Designed to complement PEI’s new **Grade 10 PED 401A** (Physical Education) and **Grade 10 ELA** (English Language Arts) curriculum.





# Resource Overview

## AIM:

To educate grade 10 students about the harmful effects of tobacco products, tobacco industry marketing tactics, and educational counter-messaging strategies designed and organized by public health campaigns.

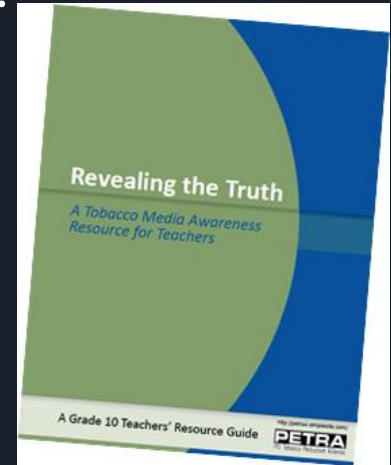
## FOCUSES ON:

Critical thinking

Media / advertising awareness

Health messages

Public presentations and creativity

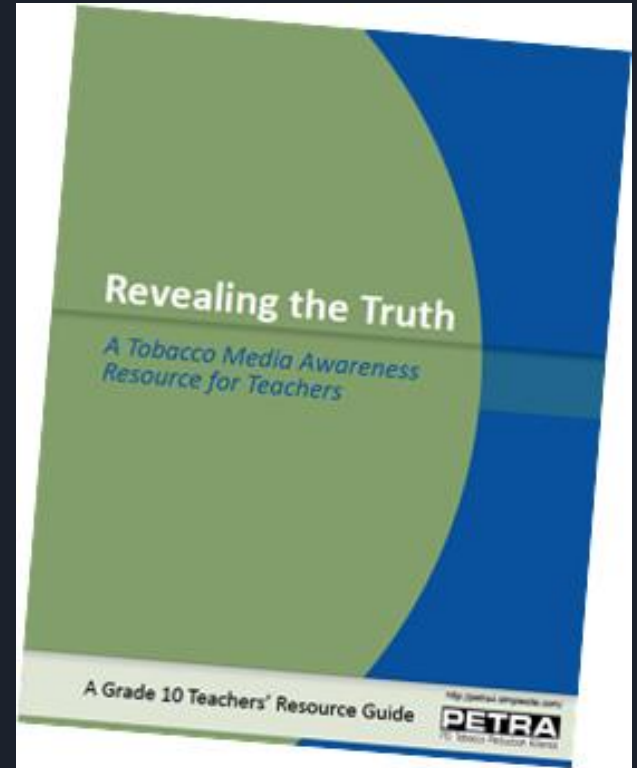


# Resource Overview

I. Tobacco Information

II. Lesson Plans

III. Resources



# I. Tobacco Information

**FACILITATED STOP SMOKING PROGRAMS**

Another option for schools is to offer a 10-session group program to help students quit smoking.

Health Canada has an already developed program called QUIT 4 LIFE, a participant handbook and facilitator's guide and they can assist in creating a quit plan.

<http://www150.com/quit-4-life>



**PETRA** 

**SUPPORTING ISLAND STUDENTS TO QUIT SMOKING**

A Prince Edward Island High School Resource

SPS 104 2014

My school has a lot of students who smoke and a number of supports and resources are available to help them quit smoking.

We recognize that each school has different capacities, expertise and resources so we've listed a variety of options for every situation.

### COMMUNITY RESOURCES

**Primary Care:** While the primary care system in Prince Edward Island does not currently have professionals that can assist people who are looking for counseling, or adults who wish to help them, including family physician or pharmacists.

Additionally, across PEI there are 2 primary care networks (United Health) youth that are members of these networks can also help them learn professionals across these networks.

City	Smokers' Helpline
Charlottetown	1-877-468-6868
Northwest PEI	1-877-468-6868
Southwest PEI	1-877-468-6868
East PEI	1-877-468-6868

### PRINT, ONLINE & SELF HELP RESOURCES

#### BREAK IT OFF

**BreakItOff.ca** This online resource is designed for printing and posting in public places, including schools. The Break It Off campaign also includes a free app for students looking to quit.



#### Smokers' Helpline

Smokers, staff or parents can visit [www.smokershelpline.ca](http://www.smokershelpline.ca) or call 1-877-468-6868 to get assistance in quit smoking or to get advice from a health professional.

#### Smokers' Helpline: The Canadian Quit Line

Smokers, staff or parents can visit [www.smokershelpline.ca](http://www.smokershelpline.ca) or call 1-877-468-6868 to get assistance in quit smoking or to get advice from a health professional.

#### One Step at a Time

These materials will help smokers understand why smoking is bad for them and how to quit. They are available in print, but also online at [www.smokershelpline.ca](http://www.smokershelpline.ca).

For more information, contact the Smokers' Helpline at 1-877-468-6868.

#### On the Road to Quitting - For Young Adults

This is a new quit smoking program for young adults and can also be used by adults. It was created to help build confidence and self-motivation in the young people who are looking for ways to quit smoking and get their lives back on track. This resource can be printed or downloaded from [www.smokershelpline.ca](http://www.smokershelpline.ca).





## II. Lesson Plans

### **Lesson 1: Tobacco Smoke Screen**

*Explore the role marketing & advertising plays.*

### **Lesson 2: Health Messages – Review & Respond**

*Review and rate examples of health campaigns.*

### **Lesson 3: Creating an Effective Advertisement**

*A project to create their own advertisement.*

# III. Resources

- Fast Facts – The Tobacco Industry
- Tricks of the Trade: Tobacco Advertising
- Teacher’s Advertisement Review and Response Guide
- Teacher’s Video Review and Response Guide
- Tobacco Use Multimedia Project (sample outline and rubric)





# “Revealing the Truth” Roll-Out

- All grade 10 PE (n=18) and LA (n=30) teachers received a copy of the “Revealing the Truth” resource.
- PETRA provided in-service training on the resource to ‘champion’ teachers ( n=13) from across the province.
- Copies of the “Revealing the Truth” resource guide (plus additional print materials) are housed in each PEI high school library.
- The “Revealing the Truth” resource guide (plus links to YouTube videos and other online content) are accessible online via the PETRA website.



# Evaluation

- Follow-up interviews with in-serviced teachers (n=13); PE/LA teachers (~n=50) received online surveys from 2015 - 2018.
- Feedback on the resource was favourable, yet... uptake was low. Only n=4 teachers (3/13 + 1 other) used the resource; no teachers have used the resource to its full capacity since it was developed.
- Reasons identified by teachers who did not use the resource:
  - Course planning, curriculum constraints, and time
  - Content comfort and knowledge



# LESSONS LEARNED

- Evidence-based approach to moving knowledge to action
- Collaborative effort from the outset
- Securing buy-in and support from key players
- Recruiting 'champion' teachers to train in the use of the resource



## The issue...

How to interpret the disconnect between the quality of our process - and the resource created - and its lack of uptake within the school system?





# Future Implications

Is it feasible for PETRA to continue promoting the resource? What, if anything, would increase its uptake by PEI teachers?

How/where should we invest our future resources for youth prevention in schools?

Given the challenges we've faced with this resource, how might our experience inform new provincial strategies around cannabis education in the school system?



# Thank You!

*For more information, please visit:*

[www.peitobaccoreduction.com](http://www.peitobaccoreduction.com)

