

**TORONTO CANCER PREVENTION COALITION
ACTION PLAN FOR CANCER PREVENTION IN THE CITY OF TORONTO AND STRATEGIES DEVELOPED
THROUGH THE ROUNDTABLES ON MAY 1, 2002 TO IMPLEMENT THE ACTION PLAN**

Framework for Implementation From Roundtables May 2002

Risk Factor: Tobacco

Action Plan – May 2001	Action Proposed From Framework - May 2001	Examples of Progress to Date	Strategies Developed Through May 2002 Roundtables New Framework May, 2002
<p>18. The City of Toronto should make tobacco control programs targeted to youth a priority, such as <i>Not to Kids</i> which reduces early tobacco use and later cancer risk. Establishing this multi-component, multi-disciplinary initiative as a standard program is key to a comprehensive approach to tobacco related cancer prevention.</p>	<p><u>March 2001 to year end</u></p> <p>The sustainability of some of the components developed and implemented with funding from the Ontario Tobacco Strategy of the MOHLTC is of utmost importance to the Not to Kids Coalition. OTS funding ended March 31 2001. Toronto Public Health funding, and in-kind contributions of local partners will sustain the program until other sources of funding become available.</p> <p><u>Media Component:</u> -Continue to identify and take advantage of media opportunities, such that original creative elements are reused at no cost or low-cost. Examples: Utilizing the free transit shelter locations and making article submissions to community newspapers.</p>	<p>Since the tobacco working group determined that the next steps in their work plan paralleled those of the physical activity working group, a joint roundtable was established, and further divided into the “Municipal Vision” roundtable and the “Quality Daily Physical Activity” (QDPA) roundtable. Results are tabulated under physical activity.</p>	<p>See Physical Activity</p>

Framework for Implementation From Roundtables May 2002

Risk Factor: Tobacco

Action Plan – May 2001	Action Proposed From Framework - May 2001	Examples of Progress to Date	Strategies Developed Through May 2002 Roundtables New Framework May, 2002
18. Continued	<p><u>Community Resources:</u> -Continue to offer community displays & events in collaboration with partners. -Continue to staff the Hotline and collect data related to number and type of calls.</p> <p><u>Retailer Component:</u> -Continue with retailer training workshops as a follow-up to the pilot workshop. -Continue to distribute retailer resources to new retailers while supplies last. -Continue with enforcement checks. -Continue to distribute training video and posters.</p> <p><u>School Component:</u> -Continue with the work of the school subcommittee -Continue to collaborate with school boards to develop standardized policies and procedures for responding to smoking on school property. -Continue with enforcement activities on school property.</p>	<p>Retailer training continues.</p> <p>A retailer training CD-Rom is being developed and will be distributed to all retailers</p> <p>Enforcement checks continue</p> <p>School assemblies continue</p> <p>A school video and facilitator's guide has been developed and distributed to all TDSB and TCDB schools</p> <p>Enforcement on school property continues</p>	

Framework for Implementation From Roundtables May 2002

Risk Factor: Tobacco

Action Plan – May 2001	Action Proposed From Framework - May 2001	Examples of Progress to Date	Strategies Developed Through May 2002 Roundtables New Framework May, 2002
18. Continued	<p>-Continue to collaborate with schools and the Toronto Heart Health Partnership to provide cessation support to school age children.</p> <p>-Distribute <i>Not to Kids</i> materials to parents via their children.</p> <p>-continue to provide TCA school assemblies</p> <p>-Arrange for presentation to students the Winston Man, May 2001.</p> <p><u>Evaluation Component:</u></p> <p>-Data analysis.</p> <p>-Write report and submit to the Ministry of Health and Long Term Care.</p> <p>-Disseminate results of the evaluation.</p> <p><u>Sustainability Component:</u></p> <p>-Seek out further potential partnerships.</p> <p>-Seek out other funding opportunities to extend the Media Campaign in Toronto for 2001.</p> <p>-Seek out further funding opportunities to extend the whole campaign across the Health Units in</p>	<p>Not to Kids is sponsoring a special presentation for TDSB and TCDSB. A guest speaker was invited to speak to students about the tobacco industry.</p> <p>Not to Kids will participate is a partner in Mission Possible, an initiative to support students in choosing smoke-free living, in 2003.</p> <p>Evaluation activities continue.</p> <p>Toronto Not to Kids developed a partnership with 10 other health units in Ontario, which applied for and received Health Canada funding in 2002 to produce and disseminate Not to Kids resources in each health unit area.</p>	

Framework for Implementation From Roundtables May 2002

Risk Factor: Tobacco

Action Plan – May 2001	Action Proposed From Framework - May 2001	Examples of Progress to Date	Strategies Developed Through May 2002 Roundtables New Framework May, 2002
	<p>Central East Region of Cancer Care Ontario (Halton, Simcoe, Peel, York Region, Durham).</p> <p>-Begin seeking partnerships immediately. Secure funding to begin in 2002. A proposal has been submitted to Cancer Care Ontario on behalf of the Health Units in Central East Region – March 27, 2001.</p> <p>An Action Plan for 2002 on could be developed once funding is awarded.</p>	<p>The Coalition of 11 health units (including Toronto) has been notified that it will receive funding to develop and implement a social marketing campaign targeting older youth who supply/give tobacco products to those younger than themselves. The funding period began April 1 2002. As yet, the contract with MOHLTC has not been signed and no funds have been forthcoming.</p> <p>The Coalition of 11 health units has also applied to Health Canada for funding for a media campaign focussed on denormalization of tobacco use by youth.</p> <p>Phase 2 of Toronto's Environmental Tobacco Smoke Bylaw making restaurants, dinner theatres and bowling centres smoke free was introduced June 1 2001</p>	

Framework for Implementation From Roundtables May 2002			
Risk Factor: Tobacco			
Action Plan – May 2001	Action Proposed From Framework - May 2001	Examples of Progress to Date	Strategies Developed Through May 2002 Roundtables New Framework May, 2002
<p>19. The City of Toronto should support alternatives to youth smoking by:</p> <p>a) Developing and delivering community recreation programs that are engaging, culturally relevant and accessible to the ethnoracially diverse youth population of Toronto, and</p> <p>b) Supporting community organizations that provide tobacco prevention and cessation programs to young people.</p>	<p>-Contact relevant stakeholders i.e. those who deliver recreation programming to youth and interested youth.</p> <p>-Develop relevant partnerships.</p> <p>-Review existing recreation programs for youth in terms of variety, accessibility and cultural relevance.</p> <p>-Develop collaborative programs with agencies to offer culturally relevant engaging programs for youth.</p> <p>-Collaborate with youth agencies to provide tobacco prevention and cessation programs for youth.</p>	<p>Joint roundtable established with physical activity to explore and to engage in parallel initiatives. (See Physical Activity)</p>	
<p>20. The City of Toronto should advocate</p> <p>a) To the provincial government to make</p>	<p>Toronto City Council to write letters to the Premier of Ontario, the Minister of Health and the Minister of Finance, indicating the need for province-wide tobacco control</p>	<p>Toronto Public Health wrote to the Minister of Health and Long-Term Care in June 2002 requesting that a portion of tax revenues from the purchase of</p>	

Framework for Implementation From Roundtables May 2002			
Risk Factor: Tobacco			
Action Plan – May 2001	Action Proposed From Framework - May 2001	Examples of Progress to Date	Strategies Developed Through May 2002 Roundtables New Framework May, 2002
<p>cancer prevention a priority by implementing such tobacco reduction policies as smoke-free indoor workplaces and increased taxes on cigarettes;</p> <p>b) To the federal government to pass Bill S-15, which provides a source of funding for comprehensive youth tobacco programming.</p>	<p>legislation and increased tobacco taxes to protect the health of Ontarians.</p> <p>-Toronto City Council should write to the other municipalities to encourage co-ordinated efforts to influence the Provincial Government to enact legislation.</p> <p>-Toronto City Council writes letters to the Prime Minister, the Minister of Health and the Minister of Finance, indicating the need for increased tobacco taxes to protect the health of Canadians.</p> <p>-Toronto City Council send letters of endorsement of Bill S-15 to members of the Federal Government.</p>	<p>tobacco products be dedicated to tobacco control initiatives.</p> <p>Bill S-15 was defeated.</p>	