

**TORONTO CANCER PREVENTION COALITION
ACTION PLAN FOR CANCER PREVENTION IN THE CITY OF TORONTO**

Framework for Implementation				
Risk Factor: Tobacco				
Recommendation	Action and Timetable	Population Targeted	Setting For Action	Relevant Agencies*
<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>Not to Kids has built in sustainability of some of the components through previous funding.</p> <p><u>Media Component:</u> -Continue with the media components that can reuse original creative and no-cost or low-cost delivery. Examples: Utilizing the free transit shelter locations and article submissions to community newspapers.</p> <p><u>Community Resources:</u> -Community displays & events (One scheduled for April 25 and World No Tobacco Day - May 31) more in the planning stages) in collaboration with partners. -Continue to staff and update Hotline information</p>	<p>-community at large -adult population</p> <p>-community at large -adult population</p>	<p>community</p> <p>-community centres -malls -other community settings that are appropriate for displays</p>	<p><i>Not to Kids</i> Partnerships: -Canadian Cancer Society -Council for a Tobacco Free Toronto -East End Community Health Centre -Health Canada -Mac’s Convenience Inc. -Toronto Catholic District School Board -Toronto District School Board -YOUTHLINK -Toronto Public Health - Healthy Lifestyle & Healthy Environments -Cancer Care Ontario</p>

* Agencies in bold are currently working on these, and/or related, issues

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18. Continued	<p><u>Retailer Component:</u> -Continue with retailer training workshops as a follow-up to the pilot. -Continue to distribute retailer resources to new retailers while supplies last. -Continue with enforcement checks. -Distribution of training video and posters.</p> <p><u>School Component:</u> -Continue with the work of the school subcommittee -Continue collaboration with school boards in the developing unified policies with respect to smoking on school property. -Continue enforcement activities on school property. -Continue to collaborate with schools and the Toronto Heart Health Partnership to provide cessation support to school age children. -Distribute <i>Not to Kids</i> materials to parents via their children. -TCA School Assemblies -Youth Presentation by the Winston Man, May 2001.</p>	<p>-tobacco retailers</p> <p>-schools - school boards -youth -parents</p>	<p>retail sites and community settings suitable for workshops</p> <p>-schools -community settings</p>	<p>Potential new partnerships: -Parent councils -OPHEA -Lung Association -Ontario Public Health Association -Canadian Public Health Association -school boards located in each health unit -other community health centres -other Tobacco-Free Councils</p>

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18. Continued	<p><u>Evaluation Component:</u></p> <ul style="list-style-type: none"> -Data analysis. -Write report and submit to the Ministry of Health and Long Term Care. -Disseminate results of the evaluation. <p><u>Sustainability Component:</u></p> <ul style="list-style-type: none"> -Seek out further potential partnerships. -Seek out other funding opportunities to extend the Media Campaign in Toronto for 2001. -Seek out further funding opportunities to extend the whole campaign across the Health Units in Central East Region of Cancer Care Ontario (Halton, Simcoe, Peel, York Region, Durham). -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>An Action Plan for 2002 on could be developed once funding is awarded.</p>	<ul style="list-style-type: none"> -Board of Health -Toronto City Council -Ministry of Health and Long Term Care -other health units -other funding agencies and sources -potential partners 	<p>Central East Region of Cancer Care Ontario</p>	

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<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>-youth from a variety of ethnic & cultural backgrounds</p>	<p>-City of Toronto -recreation centres -youth oriented organizations</p>	<p>-City of Toronto, Parks & Recreation -YMCA -Boys & Girls Clubs -MTHA – Recreation Programs -cultural clubs/organizations offering youth programming -Boards of Education -Youth</p>
<p>20. The City of Toronto should advocate</p> <p>a) To the provincial government to make cancer prevention a priority by implementing such tobacco reduction policies as smoke-free indoor workplaces and increased taxes on cigarettes;</p>	<p>-Toronto City Council writes letters to the Premier of Ontario, the Minister of Health and the Minister of Finance, indicating the need for province-wide tobacco control 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 effort to influence the Provincial Government to enact legislation.</p>	<p>-Premier of Ontario -Minister of Health -Minister of Finance -MPs -Cancer Care Ontario</p>	<p>-Municipalities in Ontario -Province of Ontario</p>	<p>-City of Toronto -Toronto Public Health -Cancer Care Ontario</p>

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b) To the federal government to pass Bill S-15, which provides a source of funding for comprehensive youth tobacco programming.	-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. -Toronto City Council send letters of endorsement of Bill S-15 to members of the Federal Government.	-Federal Members of Parliament in Toronto ridings -the Prime Minister -Ministers of Health and Finance	-City of Toronto	-Toronto City Councillors -members of the Board of Health

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