

Phase II Lung Health Program Dissemination Report

Project: Tobacco Has No Place Here – Education and Awareness Initiative

Lead Organizations: Government of Nunavut, Department of Health and Social Services

Partner(s):

Government of Nunavut (GN), Nunavut Tunngavik Inc. (NTI), Qikiqtani Inuit Association (QIA), Pauktuutit Inuit Women of Canada, Inuusivut Project/Embrace Life Council, Population Health Research Group/University of Waterloo.

Project Objective(s):

- Ensure that all Nunavut school teachers have access to interactive, culturally relevant and age appropriate tobacco education resources and tools to use in their classrooms by September 2012.
- Provide Nunavut-based health professionals with the opportunity to access professional development in the area of tobacco cessation to improve lung health.
- Use alternative and conventional media tools to **increase awareness** among Inuit in Nunavut of the impacts of tobacco on lung health and challenge **social norms** by championing Inuit residents of Nunavut who are tobacco-free.

Project Methodology:

The overall development of the *Tobacco Has No Place Here* Initiative was informed by the findings of the *Tobacco: Can It Change? / Supuutuqniq Asitjirunnaqpa* research initiative. Specific objectives, themes, and messaging for the campaign were guided by input from two campaign steering committees comprised of stakeholders from the government, Inuit organizations, research, and community-based health. The technical committee provided expertise on research-based best practices in tobacco control, while the community advisory committee ensured that campaign themes, messages, and communication mediums were culturally and contextually relevant to Inuit in Nunavut. Two major components made up the *Tobacco Has No Place Here* Initiative: (1) the territory-wide Tobacco Awareness Campaign, and (2) tobacco education interventions.

A communications firm was hired to develop the mass media component of the Tobacco Awareness Campaign and accompanying communications strategy. Campaign themes, messaging, images, and taglines were developed in consultation with the two committees and Government of Nunavut staff. Messages and poster mock-ups were field tested with groups of youth and adults in Iqaluit. The campaign used a “real people, real stories” approach by inviting Nunavummiut across the territory to share their stories about how tobacco has affected the health and lives of themselves, their families, and their communities.



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This approach was particularly suitable to the Nunavut context considering the strong oral history/ storytelling tradition and the popularity of materials featuring recognizable people. Ten Inuit volunteers were featured in the campaign. Conventional and alternative mass media outlets were used to spread campaign messages, including testimonial videos, a poster series, radio public service announcements, a campaign website, social media sites (Facebook page and YouTube channel), and a variety of print and collateral materials.

The campaign also included a unique youth community art project featuring a sculpture created out of collected cigarette butts, which was displayed in several locations around Iqaluit. Additional funds were acquired to invite communities to celebrate the launch of the campaign during National Non-Smoking Week (January 16 – 21, 2012) in ways that were locally relevant and created a community “buzz” about the campaign. This additional funding greatly increased the campaign’s reach, visibility, and buy-in at the community level. The campaign earned positive media coverage and was supported by key leaders including Premier Eva Aariak, the Commissioner of Nunavut Edna Elias, and the Minister of Health and Social Services Keith Peterson.

Tobacco education interventions also contributed to the goals of the *Tobacco Has No Place Here* Initiative. In November 2011, twelve youth from across the territory took part in a six-day Youth Video Workshop in Iqaluit to create short, educational videos about tobacco. The final versions of the videos are included in a DVD to be incorporated into the grade 9 health curriculum, were posted online, and some will be used as movie trailers at the cinema in Iqaluit. At the Nunavut Wellness Conferences (held in November 2011 and January 2012), three training sessions covering different aspects of tobacco cessation and community programming were attended by a variety of community workers from across the territory. Finally, the Youth Videoconferencing Pilot Project gave an opportunity to students in three high schools (one in each region) to learn about the reality of tobacco use on the health and lives of real individuals, families and communities. Three question-and-answer videoconference sessions were held between students and a Nunavummiut tobacco-related cancer survivor using Telehealth technology.

Key Finding(s):

- The establishment of two advisory committees to guide the development of the Initiative from a research/technical perspective as well as provide input from the communities and Inuit organizations offered the best available information to inform the project development and implementation.
- Testimonial videos and posters that featured real stories of Nunavummiut who are familiar and well-known in their communities made the campaign instantly recognizable as a specifically Nunavut initiative. Campaign videos have been watched by over 1,800 people on the YouTube channel.
- Including youth voice through tobacco education interventions/projects specifically targeted at them was important for engaging young people from across the territory.
- Tobacco education sessions offered at the regional training events presented information in different ways that are accessible to community-level health workers (hands-on training, medical expertise via Telehealth, co-facilitation in English and Inuktitut). More than 44 community workers participated in one or more of the tobacco training sessions.



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- Social media has been a valuable asset in taking the campaign’s “real people, real stories” approach to the next level. Nunavummiut from across the territory have been personally interacting with the campaign through the Facebook page, which has received almost 2,400 “likes” as of April 12th 2012.

Project Outcome:

Because the *Tobacco Has No Place Here* Initiative sub-projects were implemented mid-November 2011 to mid-March 2012, it is too soon to fully assess whether the Initiative has achieved its objectives. Nevertheless, findings from a process evaluation conducted by an external evaluator point to some preliminary evidence that the Initiative has increased awareness among Inuit in Nunavut of the impacts of tobacco on lung health. The campaign earned widespread media attention in local, territorial, and national media outlets. Campaign materials were distributed to every community, with additional funding for campaign events approved for 23 out of Nunavut’s 25 communities. Reports from community contacts, comments on the campaign Facebook page, and anecdotal evidence suggests that championing Inuit who have experienced the negative health, social, and cultural effects of tobacco has created the impetus to start challenging social norms of tobacco use in Nunavut. The tobacco education interventions provided training to 44 community health workers on various aspects of tobacco cessation, prevention, and community programming. Furthermore, videos from the Youth Video Project were strung together into an educational DVD with an accompanying teacher resource guide, which will be provided to teachers for use in classrooms by September 2012. The Telehealth Pilot Project received positive evaluations from teachers and students and will be expanded to additional schools and teachers beginning in September 2012.

Area(s) for Further Development/Next Steps:

On February 25, 2012, just over a month after the *Tobacco Has No Place Here* Initiative had been launched across the territory, the Minister of Health and Social Services, Keith Peterson, announced a \$1 tax increase per pack of cigarettes. Uniquely, the Minister committed the additional revenues directly to future tobacco reduction initiatives, making Nunavut the only jurisdiction in Canada to do so. This change in taxation was a long term goal of Nunavut’s Tobacco Reduction Framework for Action; the fact that it has been achieved so soon is an indication of the positive public response and political support for the *Tobacco Has No Place Here* Initiative. Funds from the tax revenue will allow the Department of Health and Social Services to build upon the momentum created by the *Tobacco Has No Place Here* Initiative with a quit-focused Phase Two of the campaign, set to launch early 2013. This core funding will also allow for longer-term strategic planning for tobacco control and reduction in Nunavut.

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