

# THE NEXT STAGE: DELIVERING TOBACCO PREVENTION AND CESSATION KNOWLEDGE THROUGH PUBLIC HEALTH NETWORKS

## PROJECT OVERVIEW

In December 2009, Health Canada funded the Canadian Public Health Association (CPHA) to undertake a project that will engage Canada's public health community in knowledge exchange activities, identify evidence-informed, practice-based strategies and inform the "next generation" of tobacco control policy in Canada. The project, titled *The Next Stage: Delivering Tobacco Prevention and Cessation Knowledge through Public Health Networks*, is funded until March 31, 2011.

Aligned to the objectives and strategic priorities of the Federal Tobacco Control Strategy (FTCS), CPHA's *Next Stage* project is national in scope. The project places an emphasis on best practices and emerging effective approaches, builds on the extensive public health knowledge base accumulated over many years with respect to tobacco control, and leverages the reach and experience of the multidisciplinary public health community.

### I. BACKGROUND

#### Federal and International Strategies

CPHA's project supports Canada's Federal Tobacco Control Strategy (FTCS) and Canada's obligations under WHO's Framework Convention on Tobacco Control (FCTC). The FTCS is built on the tenets of prevention, protection, cessation and product regulation. The CPHA project supports all of these elements.

CPHA's project addresses several of the new FTCS objectives announced in 2007:

- Generate information on "what works" with respect to prevention and cessation among youth, as a means of contributing to a reduction in youth smoking prevalence to 9% (nationally) by 2011.
- Generate information on "what works" with respect to cessation among adults, and particularly among adults in particularly vulnerable populations, as a means of contributing to increasing the number of Canadian adults who quit smoking.
- Generate an agenda for public health and its approach to tobacco control as a means of formulating a strategy about the "what and how" for future tobacco control to be used by public health practitioners and decision makers.
- Support Canada's efforts to meet its obligations under the FCTC by contributing to increasing knowledge about the effectiveness of tobacco control strategies, programs and regulations at the local level and with respect to specific populations.

Of particular note, the CPHA proposal addresses Article 12 (Education, communication, training and public awareness), of which one of the sub-elements is "effective and appropriate training or sensitization and awareness campaigns addressed to persons such as health workers, community workers ..., educators, decision-makers, administrators...". As well, given CPHA's 25 years' of support and involvement in international public health, with particular attention to its work with national public health associations and governments, as well as the World Federation

of Public Health Associations (WFPHA), the CPHA project addresses Article 20 (Scientific and technical cooperation and communication of information). CPHA will share the results of the project with the WFPHA and national public health associations around the world, as a means of informing them about the situation in Canada and public health's response to tobacco control efforts.

## **II. PROJECT GOAL**

The goal of *The Next Stage* project is to engage Canada's public health community, including public health teaching institutions and students, in documenting and sharing evidence-informed and practice-based strategies and interventions in tobacco control through a systematic process and developing recommendations, case samples and intervention strategies (the agenda) for public health and its approach to tobacco control.

## **III. PROJECT OBJECTIVES**

1. Further mobilize and strengthen existing networks and facilitate online knowledge transfer among members of the inter-disciplinary public health community for knowledge exchange on tobacco control (prevention and cessation) initiatives, with specific populations, at local and regional levels;
2. Generate information on "what works" with respect to prevention and cessation among youth and adults particularly for vulnerable populations (i.e., evidence-based model policies and practices in tobacco control);
3. Develop an agenda for Public Health and its approach to Tobacco Control, based on extensive consultation with the Canadian public health community, Canada's schools and programs of public health, and allied organizations;
4. Use of a social determinants of health lens to highlight policy and program opportunities;
5. Support a coordinated approach to tobacco control training and capacity building for public health practitioners by providing recommendations to public health teaching institutions for future tobacco control curriculum within their public health training programs; and
6. Provide an online knowledge centre for dissemination of information about evidence-based model policies and practices in tobacco control (prevention and cessation) among youth and adults, particularly for vulnerable populations, to increase their use.

## **IV. EXPECTED RESULTS**

- Increased connections among front-line practitioners, researchers, decision-makers across Canada who work in public health and tobacco control;
- Documented gaps, challenges and successes in tobacco control programming as identified by public health practitioners;
- Documented gaps and inconsistencies in tobacco control policies that limit the effectiveness of tobacco prevention, cessation, and enforcement programs, as identified by public health practitioners;
- Identified high-risk vulnerable populations needing alternative tobacco control/prevention policies;

- Identified existing practices (in prevention, cessation and protection) that have been successful in responding to the needs of high-risk, vulnerable populations;
- *An Agenda for Public Health and its approach to Tobacco Control*;
- Stronger links between the public health sector and allied national organizations and networks in tobacco control;
- Stronger connections among public health practitioners, leaders and officials across the field who conduct prevention and control activities, as well as enforce tobacco control policy;
- Increased visibility and demonstration of the on-going need for tobacco control within the curriculum in public health training programs across the country;
- Stronger connections with, and engagement of, public health students in the public health and tobacco control communities; and
- A next generation of public health professionals that is well-informed about tobacco prevention, cessation, control and enforcement issues.

## **V. DELIVERABLES**

- CPHA – Canadian Council for Tobacco Control (CCTC) ‘promising practices and policies inventory’ and linked to the Canadian Best Practice Portal (CBPP) located at the Public Health Agency of Canada
- CPHA - Provincial/Territorial Public Health Associations ‘promising practices and policies inventory’ with a public health focus and link to CBPP
- CPHA’s online pan-Canadian infrastructure Public Health Knowledge Centre - Tobacco Control Community
- Documented results of all face-to-face discussions / knowledge exchange activities (i.e., CPHA Conference, National Tobacco Forum, etc)
- Fact Sheet on CPHA’s position and policy (including involvement and action) on tobacco and smoking,
- Documented results of all consultations with the Canadian public health community, public health students, other organizations and interested parties, and CPHA’s international partners, conducted as surveys, workshops or other activities.
- A report that will describe an agenda (“what and how”) for a Public Health approach to Tobacco Control.
- Recommendations for a future tobacco control curriculum within public health training programs for schools of public health.

## **VI. PROJECT METHODOLOGY**

CPHA and its partners will target the following populations:

- Front-line public health practitioners who develop and deliver tobacco control projects to vulnerable populations in their communities;
- Front-line public health practitioners who enforce tobacco control policies in their communities; and
- Local and regional public health leaders/policy makers who determine tobacco control programming and set policy for their communities.

CPHA will involve local public health practitioners by engaging them in the information gathering and leading the knowledge exchange activities. Specifically,

CPHA will survey and seek input from these populations in order to ensure the project's focus on their needs and goals.

CPHA will also form a Working Group that will provide advice and act as "champions" for the project in each of their regions. As experts who work in tobacco control, the Working Group will help CPHA ensure that the *Public Health Knowledge Centre – Tobacco Control Community* meets the needs of front-line practitioners and policy leaders.

## **PROJECT AREA 1**

### **Generate information on "what works" with respect to prevention and cessation among youth and adults, particularly in vulnerable populations: *Mobilizing and strengthening public health networks***

To mobilize and strengthen public health networks for knowledge transfer on tobacco control, CPHA will create opportunities and means to connect inter-disciplinary public health practitioners and policymakers more systematically for knowledge exchange on tobacco control initiatives.

#### Methodology

At present, front-line practitioners in the approximately 115 public health units across Canada do not have many opportunities to connect with their colleagues nationwide. Therefore, CPHA in collaboration with its partners proposes to engage practitioners in developing a rich, pan-Canadian picture of the policies and practices that are most effective in different settings, and with different high-risk populations, and disseminate those findings so that successes can be replicated elsewhere. CPHA will use online technology and social networks to facilitate this knowledge exchange among public health professionals.

- a. CPHA will partner with CCTC to gather information about promising practices and policies from across the country that will integrate with and complete the CCTC's existing inventory. This inventory will then become available to front-line practitioners so they have best practices and policies at their fingertips.
- b. CPHA will contract with Provincial/Territorial Public Health Associations (PHA) to gather information about promising practices and policies from the public health units in each PHA's region.
- c. CPHA's online pan-Canadian infrastructure – the Public Health Knowledge Centre – will expand to include a tobacco control community that enables front-line practitioners to interact and share ideas with colleagues. The Public Health Knowledge Centre - Tobacco Control Community will become an online meeting place on tobacco control and will offer case studies of what works from across the country, continuing professional development modules, targeted public education materials, and other resources that support the ongoing effort to control tobacco use.
- d. Bring the results of this research to a series of face-to-face discussions (i.e., CPHA Conference, National Tobacco Forum, etc) with population and public health researchers and practitioners, scheduled in conjunction with gatherings that are

already taking place to ensure that such content becomes a 'cornerstone' for online networking and deliberation among professional peers on this subject.

- e. Use a social determinants of health lens to highlight policy and program opportunities.

Note: While the project does not focus specifically on nicotine replacement therapies, it will identify and analyze their effectiveness and limitations in relation to specific vulnerable populations. The project will analyze whether tobacco related cessation and prevention programs targeting young adults, as the broad sub-population with the highest smoking prevalence in Canada, can be addressed quite effectively as members of different vulnerable sub-groups, in addition to concurrent strategies dealing with the age group as a whole.

#### Expected Results

- Increased connections among front-line practitioners, researchers, decision-makers across Canada who work in public health and tobacco control;
- Documented gaps, challenges and successes in tobacco control programming as identified by public health practitioners;
- Documented gaps and inconsistencies in tobacco control policies that limit the effectiveness of tobacco prevention, cessation, and enforcement programs, as identified by public health practitioners;
- Identified high-risk vulnerable populations needing alternative tobacco control/prevention policies;
- Identified existing practices (in prevention, cessation and protection) that have been successful in responding to the needs of high-risk, vulnerable populations.

## PROJECT AREA 2

### **Engage Canada's public health community in the formulation of the future strategies and interventions for tobacco control: *an agenda for Public Health and its approach to Tobacco Control.***

This portion of the project builds on the gathering information on tobacco control from front-line public health identified in project area 1. CPHA will analyze and synthesize the information and develop an agenda that can be used by public health practitioners and decision makers to inform and plan their future tobacco control activities (policies, tools, and practices). This unique public health approach will include strategies for addressing the needs of specific populations, practice-based cases/scenarios, and recommendations for addressing gaps. CPHA believes that this project will provide insight into next generation strategy requirements.

#### Methodology

The CPHA project will:

- a. Prepare a Fact Sheet on CPHA's position and policy (including involvement and action) on tobacco and smoking, identifying the Association's present position on the larger issue of tobacco control and its sub-components (smoking prevention, protection from second-hand smoke, legislation/regulation, protection of youth, smoking cessation, harm reduction, nicotine-replacement).

- b. Consult with the Canadian public health community (including public health students) about CPHA's present position and what would constitute a future direction for a public health approach to tobacco control in Canada. This could be achieved, for example, through web-based membership survey, pre-annual conference workshop, and/or CPHA working group on tobacco control.
- c. Consult with other organizations and interested parties about what they see as a public health approach to tobacco control for Canada.
- d. Document findings and develop a report that describes an agenda for Public Health and its approach to Tobacco Control. CPHA will provide information on specific population groups that warrant special attention, the challenges of reaching and responding to their needs, and documented practices that have been shown to be successful. In cases where limited knowledge and practice exist, the project will generate information as to recommended courses of action to address those needs.

Note: The CPHA Centenary is occurring in 2010 and will also be used as a vehicle for the project to bring the public health community together around tobacco control (both past achievements and future challenges), which will be a focus of centennial events for a full month.

#### Expected Results

- An agenda for Public Health and its approach to Tobacco Control.
- Potential to inform next generation policy opportunities on tobacco control;
- Link activities across jurisdictions, address gaps and develop recommendations for future strategies;
- Stronger links between the public health sector and allied national organizations and networks in tobacco control;
- Stronger connections among public health practitioners, leaders and officials across the field who conduct prevention and control activities, as well as enforce tobacco control policy.

### **PROJECT AREA 3**

#### **Enhance the availability and content of tobacco control as a curricular element in Canada's schools and programs of public health: *Supporting the next generation of public health professionals***

To date, no assessment of what is taught in Canada's schools and programs of public health with respect to tobacco control has been carried out. Therefore, CPHA will undertake this important activity to ensure that the next generation of public health practitioners and decision-makers are appropriately informed about tobacco control issues and effective responses.

#### Methodology

The CPHA project will:

- a. In collaboration with the schools and programs of public health, carry out an inventory of what is being taught on tobacco control in their curricula (topics, duration, content);

- b. Support teaching institutions through the provision of recommendations developed following the survey analysis as a guide for future tobacco control curriculum within their public health training programs.
- c. Carry out a survey of public health students on their views and opinions as to what should be included in a future federal tobacco control policy and strategy; and
- d. Use this information to inform the development of the proposed agenda for public health and its approach to tobacco control.

This component of the project will be designed and implemented in cooperation with the student section of CPHA's membership.

#### Expected Results

- Increased visibility and demonstration of the on-going need for tobacco control within the curriculum in public health training programs across the country;
- Stronger connections with, and engagement of, public health students in the public health and tobacco control communities; and
- A next generation of public health professionals that is well-informed about tobacco prevention, cessation, control and enforcement issues.

#### **VII. PROJECT DISSEMINATION PLAN**

CPHA's dissemination plan for this project consists of initial strategies, which will be further developed as the project evolves and as key stakeholders become engaged. The initial dissemination plan includes:

- Posting of information (e.g., an agenda for Public Health approach, surveys, reports, and links to other resources) to the Tobacco Control Community wing of the Public Health Knowledge Centre accessible to all current and future participants.
- Key findings (e.g., A *"framework" for Public Health and its approach to Tobacco Control*) and links to the Public Health Knowledge Centre will be proactively distributed to:
  - Provincial/Territorial Public Health Associations
  - Public Health Units across Canada (approximately 115)
  - Council of Chief Medical Officers of Health (CCMOH)
  - Urban Public Health Network.
  - National Specialty Society for Community Medicine (NSSCM)
- Working through existing coalitions including the Canadian Coalition for Public Health in the 21<sup>st</sup> Century (CCPH21) and the Chronic Disease Prevention Alliance of Canada (CDPAC) to ensure rapid dissemination of information.
- Working with the Canadian Council for Tobacco Control (CCTC) as the repository for any products generated by the project.

- Develop new partnerships with organizations working with hard-to-reach and non-traditional groups (e.g., First Nations, low income individuals, those living with mental health issues and recent immigrants).
- Develop dissemination sub-strategies for new partners (i.e., determine special needs for partners with varying dissemination capacities).
- Disseminate materials through already established routes and protocols efficiently and effectively.
- Evaluate the effectiveness, efficiency and reach of the project's dissemination of information through surveys and other discussion fora.
- As a member of the World Federation of Public Health Associations (WFPHA) and its Tobacco Control Working Group, CPHA will distribute the final product/project results to the international public health community and national public health associations as well as to WHO and PAHO.