



## Blue Light Community Campaign

**Target Risk Factors:**

Tobacco Reduction

**Target Population:**

All age groups

**Project Lead(s):**

Thompson Tobacco Reduction Partners Committee (TTRP)

**Community:**

Thompson

**RHA:**

Burntwood

**Project Partners:**

The project was developed and implemented by the Thompson Tobacco Reduction Partners Committee, comprised of volunteer members from the Burntwood Regional Health Authority, School District of Mystery Lake and the Addictions Foundation of Manitoba Thompson Branch.

Partner groups who worked with the committee to help deliver the project were: 6 elementary schools, BRHA District Health Advisory Committee for Thompson and various youth groups.

**Project Details:**

Multiple event or ongoing project

**Description:**

The Blue Light Campaign is a community-based smoke-free home initiative to promote protection from second-hand smoke. The project raises awareness of the dangers of second-hand smoke and encourages behaviour change for smokers to smoke outside of homes or recognize those who already do. Home dwellers receive information and are asked sign a pledge to keep their homes smoke-free. If this occurs they receive a blue light to place in their outside entrance and a certificate. The blue light helps signify that their home is smoke-free, while their active participation in the project helps protect all who enter the home.

**Time:**

The project occurred in 3 phases.

- Phase 1 School Campaign targeted parents through school age children. Developed in January to March 2009 and implemented in April to May 2009.
- Phase 2a Community Campaign: Set up displays at community events to target general public. Revised school material in the fall 2009. Displays occurred February to April 2010.
- Phase 2b Community Campaign: Door-to-Door Public Campaign is a partnership with youth groups. Developed procedure for youth to follow July 2010. Meeting and training with each youth group and their leaders takes about 2-3 hours per group. Door-to Door Campaign starts in August and will run till late fall.

**Objectives:**

*Issue:* A high prevalence of smokers and exposure to second hand smoke. The program is NOT meant to judge people about whether they smoke nor is it a stop smoking program. It's about protecting yourself and others from second-hand smoke.

**Goals:**

1. Protect children, families and home dwellers from harmful exposure to second hand smoke.
2. Educate community on the harmful effects of second hand smoke.
3. Provide resources to become a Smoke Free Home.
4. Encourage smokers to smoke outdoors, for the health of those in the home- especially children

**Planning Supports:**

- Hearing stories from other communities in our region doing "Blue Light", (i.e. Cross Lake and Split Lake).
- Regional data for tobacco use and rates of exposure to second hand smoke.
- Committee knowledge and information on the dangers of second hand smoke
- Canadian Cancer Society "Clear the Air" pamphlet
- Manitoba Lung Association "Car and Home Smoke-Free for Me" handouts

**Results:**

School Campaign: 1525 packages were sent home to parents with elementary kids with a return rate of 324 pledges.

Community Campaign, Phase 2a: hosting displays at 4 events yielded 91 pledges. Committee return on investment of time was almost triple for the school approach than hosting displays at events. As a result committee developed a door-to- door campaign to reach more homes instead of displays. Final evaluation of phase 2 to occur when door to door complete.

**What worked:**

The School Campaign was very successful. What worked well was the willing participation from schools ie. principal and teachers support to send packages home with student, and accept the returned pledges from parents. Also the committee's face-to-face contact with parents at parent-teacher was important to provide the light bulb (versus possible breakage by students carrying home), answer any questions, and recruit new pledges.

Involving youth groups to go door to door appears promising. We are in the trial stages of the Door-to-Door campaign phase, but know it has worked well in other communities where the number of homes is much smaller. Providing honorarium and training to youth groups to go door-to-door, seems to be a viable way for the committee to reach more homes in Thompson.

**What didn't work and any changes made:**

Displays at malls and community events for Phase 2a of the Community Campaign was not a good return for the time investment. The time frame to find enough suitable events to attend was too long and was difficult to find enough people to work at these events.

**Unexpected Outcomes:**

We initially had not planned to do a door-to-door campaign. When we realized that, although a lot of homes participated in the school campaign, this was not enough to visibly impact the evening street landscape with shining blue lights, due to the sheer size of Thompson. This led us to take the campaign to the next level. Although our small committee did not have the manpower to go door-to-door we were led to pursue this approach by working with groups that could go door-to-door for us.

**Other notes:**

Evaluation of the door to door campaign will occur in an ongoing manner to make adjustments as required. Program end evaluation will compare pledge #'s against committee and volunteer effort, across the 3 methods of delivery in phase 1, 2a and 2b.

**Resources**

**Volunteers:**

- School Teachers
- Thompson District Health Advisory Committee
- Local Youth Groups e.g. school sport teams, school youth councils or other organized school groups who want to raise funds

**Facilities:**

Meeting space for committee, venues for displays, school for distributing packages to students and setting up display, youth gathering place for training and for home base, when delivering door to door campaign.

**Equipment:**

Display boards, computers and color printer, button maker for youth volunteer buttons, blue light socket for display

**Total Costs:**

- Blue Light bulbs: \$3800 projected total ( ie. bulbs @ \$ 1.67each. School campaign, 324 bulbs = \$541; Event displays, 91 bulbs= \$152; Door to door project, 1740 bulbs = \$3106)
- Honorariums: \$1400-\$1650 for youth groups. Based on approx \$250 per group for 600 houses and bonus of \$50 bonus if reach goal of 50% uptake.

**Materials developed for your program**

- Developed by Committee: info sheet "What is Blue Light?" pledge sheets
- Home owner certificate

- 4 youth documents for door-to-door campaign (Script, FAQ, youth orientation, visit tracking form)
- Child Smoke Free Pledge
- Smoke Free Community Pledge
- Canadian Cancer Society "Clear the Air" pamphlet
- Manitoba Lung Association "Car and Home Smoke-Free for Me" handouts: fridge magnet, rear view mirror door hanger, and coloring page (used but not developed by committee)

**Contact Information:**

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