



Waywayseecappo Takes the Blue Outside

Target Risk Factor:

Tobacco Reduction

Target Population:

All age groups

Project Leads:

Glenda Cloud, Glenda Isaak, Arlene Griffiths

Community:

Waywayseecappo

RHA:

Assiniboine

Project Partners:

Various Waywayseecappo Health Programs

Project Details:

Multiple event or ongoing project

Description:

Our project approaches tobacco using a harm reduction technique, focusing on creating smoke-free environments and protection from second hand smoke. It is a community wide challenge to promote and identify smoke free homes. Participating households sign a declaration that their home is a smoke free space and place a blue light bulb outside their front door/porch etc.

Time:

Project was in the planning stages during the spring and summer of 2008. Its official kick off was held December 09, 2008. Due to H1N1 (fall 2009), all programming was suspended including the blue light project therefore, we were not able to have our second 'blue light' promotion day. Although H1N1 was not kind to us, it provided support to the project as information about the blue light program was included in a package delivered to each home making our total 160+ smoke free in our community. Our project is ongoing.

Objectives:

Healthy Together Now / CDPI

- Waywayseecappo Chronic Disease Initiative heard about the Cross Lake Blue Light Project and wanted to recognize, promote and encourage smoke free homes in our own community.
- By creating smoke free environments, it provides protection from the harmful effects of second hand smoke, provides better air quality, reduces the chances of a house fire and greatly reduces overall health issues. We also wanted to involve all community members in this project.
- By reducing the areas where a person can smoke, a person actually reduces the number of cigarettes smoked per day. This in turn reduces the harmful effects of tobacco, and may make it easier to contemplate "quitting".

Planning Supports:

Once Waywayseecappo Chronic Disease Prevention Initiative heard about the Cross Lake Blue Light Project we wanted to develop our own.

Results:

Community response has been great! We have over 160 homes which are smoke free now. Waywayseecappo has 380 plus homes. We have at least 40% smoke free homes in our community.

Interestingly, we added a mini survey to the declaration in the early stage of the program - out of 132 surveys which included smoking/non-smoking status, 86 had at least one person that smoked in the home and 46 homes were non-smoking families – WOW, impressive! With thanks to a H1N1 campaign, awareness of the blue light project increased, and information about the importance of keeping the 'blue' outside did get discussed further with more families due to a community blitz of handing out H1N1 packages to each home. Despite H1N1 the project has survived and blue lights are still visible in the community. We have also included an incentive for those who continue to keep the blue outside. For those who continuously have their blue light glowing, they receive a set solar garden lights. Especially now that it is a new season, community members are anxious to claim their lights.

What worked:

Involving all community members was certainly a big factor in creating awareness about our project. Youth from the community had an opportunity to create a design that will be used as the main artwork for promotional material. Elders from the community were also involved by judging the entries. The youth from the community school who created the design that we use as promotional material was presented with a prize at Waywayseecappo annual youth gathering. An arena board was mounted in the rink very close to the goal net, making it viewed very often. The arena board was seen by many hockey players, visitors and community members as our local hockey team, the Wolverines, had a good season with sometimes very large crowds. The blue compact florescent bulbs and the incentives really encouraged homeowners to declare their homes smoke free.

Homeowners sign a declaration stating that their home is smoke free, house number is indicated on the form. A mini survey is also completed. A large aerial view map of the community is posted in a prominent location at the Health Centre for all visitors and community members to view. This map has blue pins on it indicating which homes are smoke-free. Information on this project is readily available at the Health Centre. We also have a booth set up at our annual health fair. The booth provides information on all CDPI projects and smoke free homeowners have an opportunity to declare their homes smoke free on this day as well.

When we provided H1N1 information for all the households in the community, we also included a questionnaire and information on the blue light project.

To create constant messaging about this project, Health Staff promote the project by including it as part of our ongoing Health programs. Nurse In Charge talks to mothers and families when holding Child Health Clinics. Other programs promote when home visits are done with their respective clients.

Unexpected Outcomes:

A GREAT unexpected outcome is seeing so many blue lights in our community. WOW!

Other notes:

Overall, this has been an excellent project to have in our community! By creating smoke free environments, it provides protection from the harmful effects of second hand smoke, provides better air quality, reduces the chances of a house fire and greatly reduces overall health issues. To keep community excited and motivated about this project, we need to continue to provide awareness and have declarations, blue light bulbs, and solar lights ready! In order to be eligible for the incentive, your blue light must be turned on regularly and spotted by our designated "Blue Light Spotter".

Resources

Volunteers:

Waywayseecappo Health Staff

Facilities:

Waywayseecappo Health Centre

Equipment:

Energy efficient compact florescent blue light bulbs, solar lighting for homeowner incentives.

Materials developed for your project:

- [Declaration](#)

Total Costs:

- Supplies & prizes for artwork contest - \$670.
- Workshops - \$130.
- Community map with pins - \$160.
- Incentives & promotions (light-up necklaces, LED strings, garden solar lights, magnets, posters, area advertising - \$120., \$670., \$660., \$860., \$1815., \$675.)
- Light bulbs - in kind (at ~ \$6./bulb)

Contact Information:

Healthy Together Now

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