



NOR-MAN Regional Health Authority Tobacco Tackle

Description:

- With the growing evidence showing that school/community-based interventions were effective in preventing tobacco use and impacting on current use in youth, the decision was made to use limited Chronic Disease Prevention Initiative (CDPI) funding to work in partnership with local schools to design and implement an initiative called "Tobacco Tackle"
- The purpose of the "Tobacco Tackle" program is to use a "peer-led" model:
 - To educate youth on the issues of tobacco
 - To prevent regular use of tobacco/smokeless tobacco products
- The objective of the "Tobacco Tackle" program is to work with students in grades 4 to 8 (due to limited staff time and resources)
 - To develop a partnership/relationship with school
 - To develop a mentoring approach to engage youth in:
 - Peer mentoring
 - Tobacco education in the areas regarding addictions, health effects of tobacco misuse and media influence
 - Relationship development
 - Peer initiated activity planning
- Our "Tobacco Tackle" program is designed to include:
 - An educational component
 - A peer-support component
 - A school or community-based project/projects.
- The program is set up to engage peer mentors in initiating, identifying and developing specific activities regarding tobacco that are developed and delivered for age appropriateness and developed to work with a specific location (school vs. community)
- In partnership with a school champion, usually a teacher, our Smoking Reduction Coordinator works with both the champion and the students, who function as the "Tobacco Tackle" Team, acting as a mentor, trainer and resource person.
- The goal of "Tobacco Tackle" is to increase capacity within the school, to have the school plan and implement teams on their own, and accessing the NRHA as a resource.

Partners:

- Flin Flon School Division / Ruth Betts School
- NOR-MAN Regional Health Authority Primary Health Care
- NOR-MAN Regional Health Authority Regional psychologist
- Local Musicians

Why:

- Tobacco Tackle was started to address the issue of high smoking rates in the NOR-MAN region.
- The Ruth Betts Tobacco Tackle Team was started due to the increasing use of tobacco by students attending the school

Who:

- School Champion – Sandy Kowal, Guidance Counselor
- NRHA Tobacco Reduction Coordinator – Deanna Johnson

How:

- Ruth Betts Tobacco Tackle Team members participated in a brain storming session and developed a list of potential activities
- Tobacco Tackle Team members that were given five dots each and voted on their top choice
- The “Never Smoke Ever” project received the highest number of votes / the students then took the Jason Bieber song “Never say Never” and rewrote the words to give a non-smoking messages - a video of the “Never smoke Never” song was made by the Ruth Betts Tobacco Tackle Team and played at the year-end school assembly.

Team Members:

- Jayden Laliberte
- Keanna Merton
- Mackenzie McIntyre
- Madeline Lies
- Mackenzie Deschamp
- Jina Broughton
- Destinee Lahonen
- Ducanson Goodman

Funders:

- NOR-MAN Regional Health Authority - Primary Health Care Centre
- Chronic Disease Prevention Initiative (CDPI)