



TO: Chair and Members of the Finance and Facilities Committee

FROM: Christopher Mackie, Medical Officer of Health and CEO

DATE: 2015 January 29

SOUTHWEST TOBACCO CONTROL AREA NETWORK SINGLE SOURCE VENDOR

Recommendation

It is recommended that Report No. 03-15FFC re Southwest Tobacco Control Area Network Single Source Vendor be received for information.

Key Points

- In 2013, The SW TCAN (MLHU) issued an RFP and as a result hired Rescue Social Change Group (RSCG) to conduct research on youth social identities in the SW and CW TCAN regions.
- In 2014, the CW TCAN (Hamilton Public Health) issued an RFP and RSCG was again selected as the successful candidate to complete phase 2 of the project by working with young people in our TCAN Regions to create branding for the Alternative Peer Crowd identified in the research done in 2013 as the peer crowd to be the most susceptible to tobacco use.
- In 2015, the project will advance to phase 3 by utilizing the branding developed in 2014 at events that are popular with the Alternative Peer Crowd to infuse tobacco free messages into their cultural identity. The SW and CW TCANs are looking to hire RSCG to act as our “brand ambassador” to assist us in reaching the Alternative peer crowd in the most appropriate way.

Background

According to the most recent Youth Smoking Survey, 8% of Ontario youth smoke tobacco products (PROPEL, 2012). While this low youth prevalence rate merits admiration, it also presents new challenges for future prevention efforts. To date, tobacco prevention efforts have been targeting the average teen, but today the average teen in Ontario is likely to be tobacco-free. Therefore, tobacco prevention efforts need to be tailored to reach the small subpopulations of Ontario teens who continue to use tobacco. The South West (SW) and Central West (CW) Tobacco Control Area Networks (TCAN) contracted RSCG to perform a Functional Analysis for Cultural Interventions (FACI™) study to identify features of modern-day teen smokers and what influences them. In summary, the CW-SW research found that youth influenced by the Alternative and Hip Hop peer crowds were 2.3 times more likely to use tobacco products than youth not influenced by these peer crowds (49.2% vs 18.6%).

The CW-SW Project Team has taken the research recommendations and is currently developing a campaign that directly targets the Alternative peer crowd rather than a general campaign that targets all “youth.” Phase 2 (Brand Development) of this project is complete; seven young adult consultants from the Alternative peer crowd were brought on to work with the project team and professional mentors to develop, test, and select an overarching brand and vision for the Alternative Peer Crowd Strategy. The brand developed will work to re-route the association of tobacco use and activities of Alternative youth. Phase 3 of the project, to begin in 2015 will include planning and implementing experiences associated with the tobacco-free brand.

Vendor Procurement

Rescue Social Change Group has been the successful bidder in both 2013 and 2014 procurement processes. After working with RSCG for the past 2 years they have demonstrated that they possess a unique skill set that sets them apart from other research and marketing agencies. Additionally, they have developed a history working with the CW and SW TCAN that would be hard to translate to another company and would require additional time and resources to educate another vendor to enable them to work on phase 3 of this project.

In accordance with Policy 1-070 (Procurement) and the associated procurement guidelines 3.2.2.iii & iv, RSCG was hired as a single source vendor after approval being granted by the Director and the Medical Officer of Health. Also in accordance with Policy 1-070, the hiring of this single source vendor is hereby being reported to the Board through the Finance and Facilities Committee.

This report was prepared by Ms. Donna Kosmack, SW TCAN Manager.



Christopher Mackie, MD, MHSc, CCFP, FRCPC
Medical Officer of Health

<p>This report addresses the following requirement(s) of the Ontario Public Health Standards (2014): Foundational Standard 1, 2 & 4; Chronic Disease Prevention 1, 7, 11, 12.</p>
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