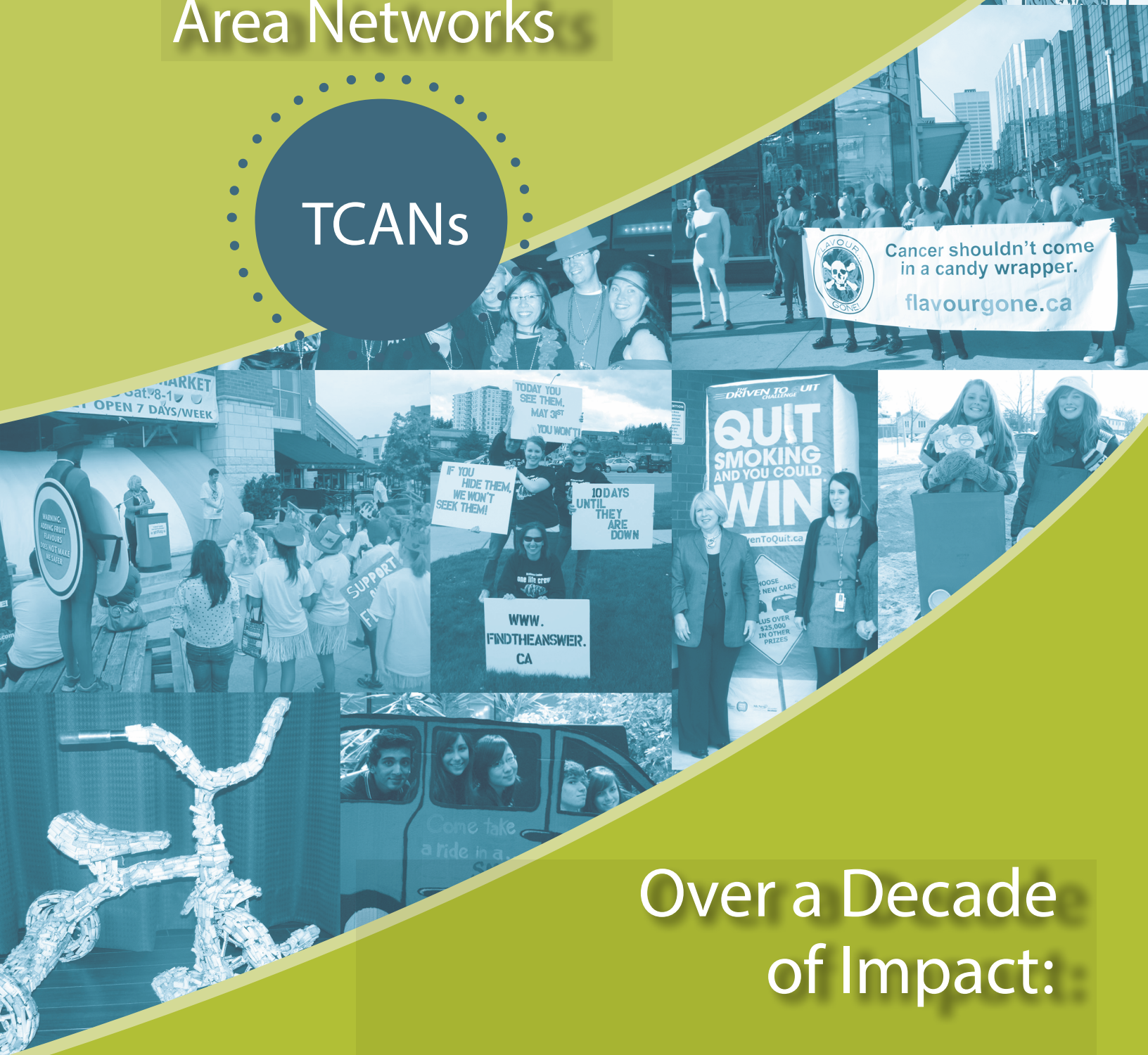


Tobacco Control Area Networks

TCANs



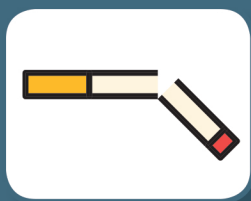
Over a Decade
of Impact:

A Future of Possibilities

This document highlights the purpose, functions, and impact of Tobacco Control Area Networks (TCANs). It will help individuals who are new to tobacco control in Ontario understand how TCANS contribute to the overall goals of the Smoke-Free Ontario Strategy.

“The TCANs and tobacco control community as a whole have come a very long way and made many gains in the last decade. However, contrary to popular opinion, tobacco control is not done. There are still many individuals who need support to quit, people who need protection from second-hand smoke and young people we need to keep tobacco-free**”**.

Donna Kosmack, Southwest TCAN Coordinator



36 **Ontarians Die** Every Day From Tobacco - Related Disease*

In 2015,

17.5%

**Of Ontarians Aged 12 Or Older,
Smoked Either Daily Or Occasionally+**

\$2.2 **BILLION**
**In Direct Health
Care Costs***

\$5.3 **BILLION**
In Indirect Costs*

+ Canadian Community Health Survey, 2015.

* Evidence to Guide Action: Comprehensive Tobacco Control in Ontario, 2010.

Ontario's 40-YEAR Tobacco Control Journey

Ontario Is On A Journey To Make The Province Tobacco-Free*

Over the past 40 years, this journey has required the vision and commitment from multiple stakeholders to prevent young people from starting to use tobacco, to protect people from exposure to second-hand smoke, and to reduce tobacco use. While tremendous gains have been made in each of these areas, the journey is not complete. With the emergence of new products, such as e-cigarettes, there is the ever present need to continue efforts and not erode the great gains made so far.

1970

- National Non-Smoking Week (NNSW) begins

1980

- Smoking and Health in Ontario: A Need for Balance Task Force On Smoking
- Introduction of Mandatory Programs and Services Guidelines for public health

1990

- Chief Medical Officer of Health Report: Tobacco and Your Health
- Ontario Tobacco Strategy
- *Tobacco Control Act Enacted*
- Chief Medical Officer of Health Report: Sounding the Alarm
- Expert Panel Report: Actions will speak louder than words

2000

- Smoke-Free Ontario Strategy
 - *Smoke-Free Ontario Act*
 - Retail Display Bans
 - Smoking in cars with kids under 16 illegal

- Smoking in outdoor public spaces illegal
- Flavoured tobacco banned
- Hospitals grounds smoke-free
- *Electronic Cigarette Act* for sale and supply to minors
- Menthol added to flavor ban.

2010+

*the term 'tobacco-free' and any use of the word tobacco (as in tobacco products) is meant to refer to commercial production, distribution, sale, and consumption. The term does not refer to the sacred use of tobacco as practised among First Nations people.



The Smoke-Free Ontario Strategy

Since 2005 the Smoke-Free Ontario Strategy (SFOS), which is under the jurisdiction of the Ministry of Health and Long-Term Care (MOHLTC), has led the province's comprehensive efforts to address tobacco control. Based upon internationally-accepted best practices for tobacco control from the Center for Disease Control (CDC) in the United States, the Strategy employs programs, policies, laws, and public education in 3 areas:

CESSATION



Help Smokers Quit

PROTECTION



Protect People From Exposure To Second-Hand Smoke

PREVENTION



Encourage Young People To Never Start Smoking

TCANs are core to the implementation of the Smoke-Free Ontario Strategy.

What Are TCANs?

TCANs are **7** geographically distinct locations that exist across Ontario.



1. One Public Health Unit is the "Coordinating" location



2. Comprised of a team including the TCAN Coordinator, Youth Development Specialist (YDS) and Program Assistant

4. Sub-committees for Enforcement, Prevention, and Cessation

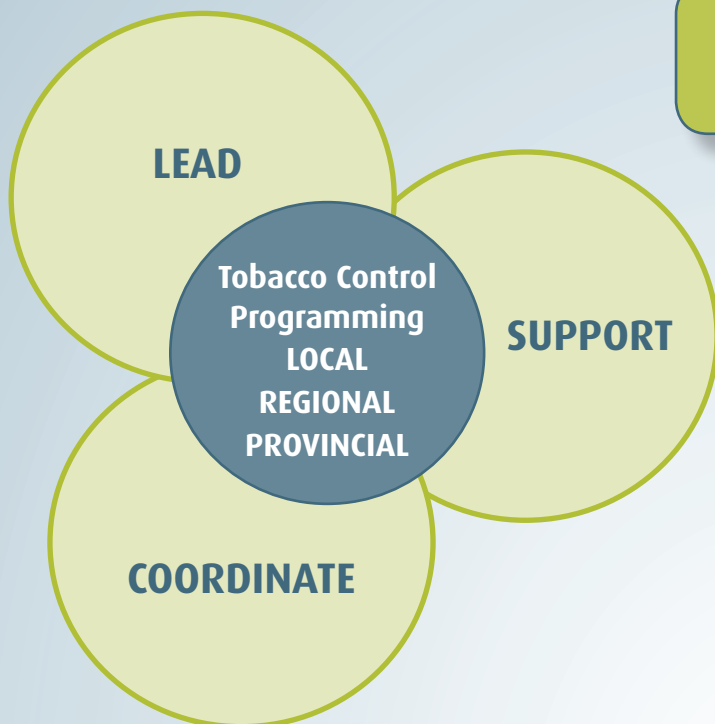
3. Have a Steering Committee with decision making responsibility



"TCANs have provided support for great successes in tobacco control over the last ten years. The issue of tobacco use is far from over, but we are transitioning to an end game scenario; aiming for less than 5% tobacco use by the year 2035. To meet this lofty goal, new Tobacco Control Strategies are coming from MOHLTC and Health Canada, and TCANs are primed to be catalysts for change."

Andrea Kruz, TCAN Coordinator, TCAN-East

What Is The Purpose Of TCANs?



LIAISON

Between TCAN Members
And The MOHLTC

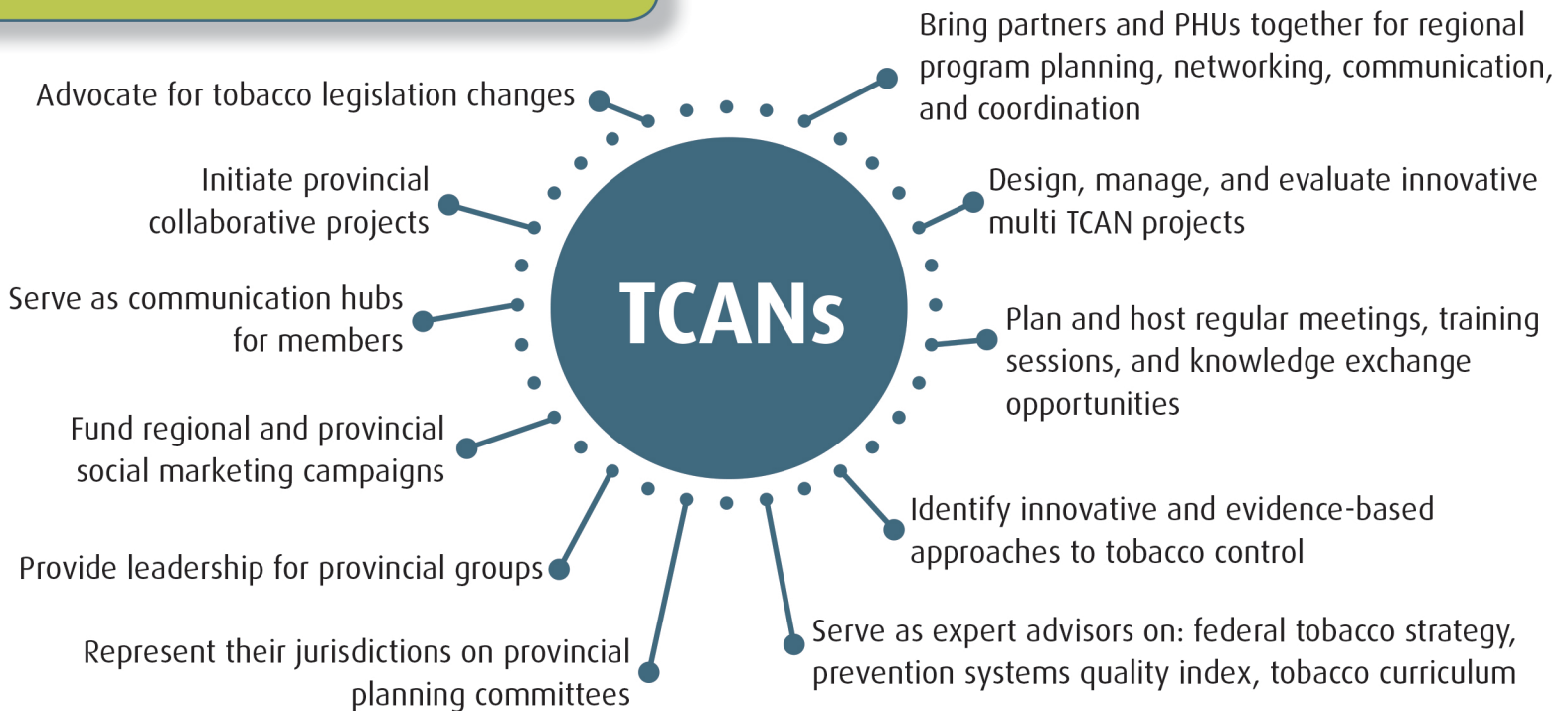
**TRUSTED
VOICE**



Who Funds TCANs?

The Coordinating Public Health Unit (CPHU) receives funding from the MOHLTC. The funds are used for staff, coordination, and collaboration activities. The funding is separate from the local PHU's regular tobacco budget.

What Do TCANs Do?



2005 TCANs ESTABLISHED



“Tobacco use is a public health crisis. By working together, SHL, TCANs and individual PHUs have a larger reach and greater impact. Together we can educate more partners on how to help their clients quit smoking and assist more smokers to make more quit attempts and to access evidence-based supports that can help them quit for good.”

Elizabeth Harvey, Senior Manager, Partnerships and Promotion, Smokers' Helpline, Canadian Cancer Society

What Impact Are TCANs Making?



Smoke-Free Vehicles



Encourage Quit Attempts

Smoke-Free Outdoor Spaces

Federal Flavour Bans



Smoke-Free Campuses



No Smoking In 'Under 18A' Movies



The more kids and teens see smoking in movies, Learn more at SmokeFreeMovies.ca



E-Cigarettes Legislation

Prevent Uptake Of Tobacco Products

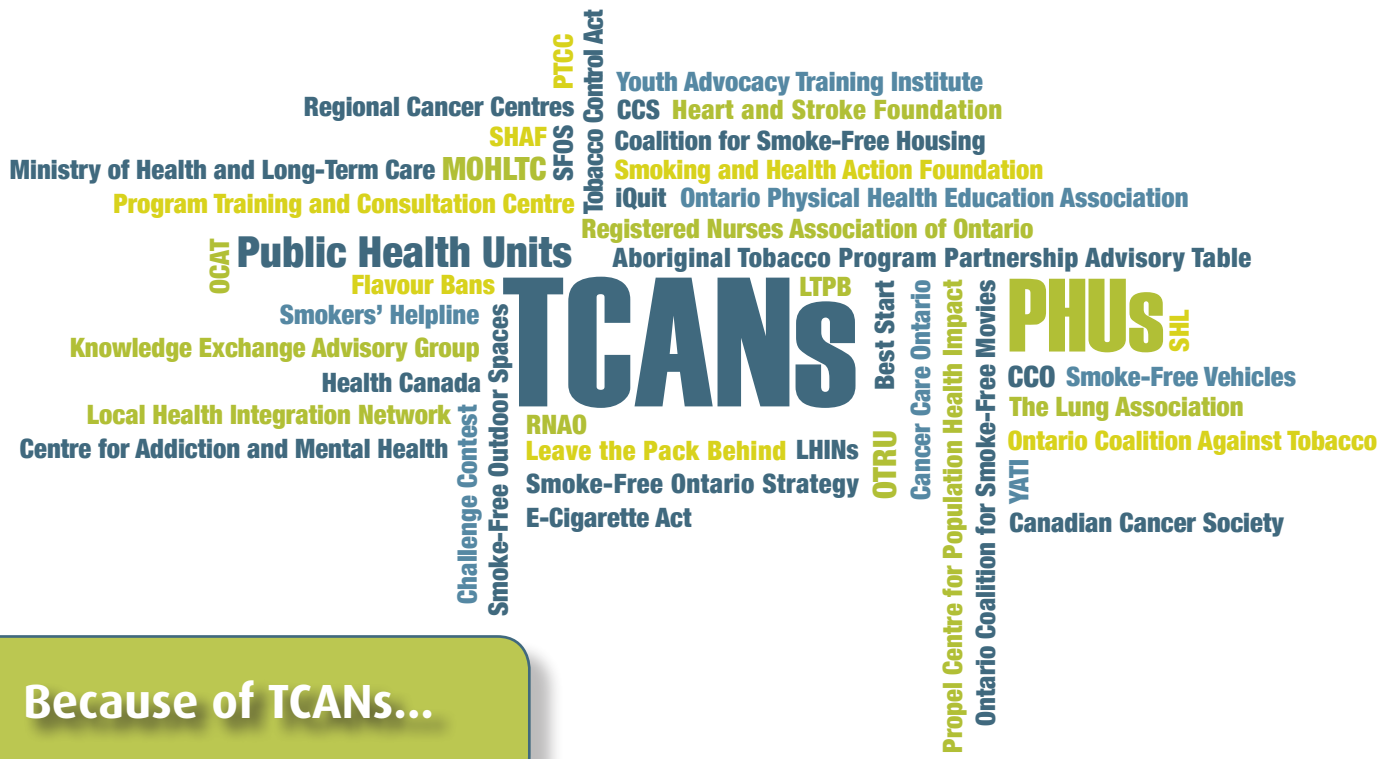


Power Wall Education and Enforcement



Reduce Tobacco Use Among The 'Alternative Peer' Crowd





Because of TCANs...

- ✓ **There is a clear and strong voice** representing the diverse tobacco-related needs and challenges across the province.
- ✓ The goals for tobacco control in Ontario have a **sophisticated network for implementation at the local and regional levels** – on the ground, where it counts.
- ✓ There is continuity and **strong institutional memory** – over 50% of TCAN staff has been part of the Strategy since its launch.
- ✓ There are **economies of scale** for resources such as advertising, printing, and social marketing campaigns.
- ✓ There is a **thriving network** of individuals and organizations that are working collaboratively to **systematically reduce** the devastating effects of tobacco on people in Ontario.
- ✓ Communities **learn from** and with **each other**.

“ Being connected with colleagues from other PHUs via the TCAN was invaluable, especially when I first started working in public health. They helped provide context to the work, inspired me by sharing information about their approaches, and helped me to think critically about the work that I was planning and completing. ”

*Leigh Ann Darling Health Promoter,
Tobacco Prevention Elgin St. Thomas Public Health*