

## ABORIGINAL TOBACCO STRATEGY

### KNOWLEDGE EXCHANGE FORUM: *PARTNERING FOR CHANGE, PLANNING FOR ACTION!*

#### BACKGROUNDER

##### Background

Plans for a Knowledge Exchange Forum developed following a number of successful projects coordinated and supported by the Aboriginal Tobacco Strategy including:

- “A Vision for the Future: Aboriginal Youth Summit” (held in Toronto in March, 2007) which challenged Aboriginal Youth to develop an action plan in Aboriginal Tobacco Control;
- Community capacity building projects that emphasized family health and mobilized families and youth to address the problems associated with commercial tobacco use in their communities; and
- A First Nation public education and media campaign emphasizing protection from second-hand (environmental) smoke and tobacco use prevention, with awareness of the differences between commercial and traditional tobacco use.

Furthermore, the ATS has recently undertaken a number of project evaluations on its activities as a means to identifying best practices in smoking cessation as well as program integration of tobacco cessation and protection into existing program models within Aboriginal communities.

The Aboriginal Tobacco Strategy is well poised, therefore, to take a position of leadership and share these research findings and project outcomes and bring the individuals, organizations and communities involved in Aboriginal tobacco control, frontline workers and youth in particular, together to network and collaborate on tobacco control programming in Ontario.

##### Participants

In conducting the project, it is anticipated that Aboriginal peoples in Ontario will be the prime beneficiaries of activities. This target will incorporate both urban and on-reserve First Nations people in addition to the Métis and Inuit.

The goals and objectives of the Forum require that a variety of health practitioners and other individuals, both Aboriginal and non-Aboriginal, be invited to participate. This level of engagement will enable the broadest level of information-sharing and program development.

Forum attendees may include:

- Experts and resource people presently working within community-based Aboriginal tobacco control programs;
- Past and present ATS tobacco-wise community-based coordinators;
- Aboriginal individuals/groups interested in Aboriginal tobacco control initiatives, including protection from second hand smoke and tobacco cessation programming;
- Aboriginal Elders;

- Front-line Aboriginal community workers interested in integrating protection from second hand smoke and smoking cessation programming into their current mandates;
  - Aboriginal Healing and Wellness Workers, Long-term Care Workers, Community Health Representatives, Health Outreach Workers, Healthy Babies Healthy Children Workers etc.
- Aboriginal youth such as the Youth Action Alliances;
- Aboriginal youth workers;
- Aboriginal leadership;
- Members of mainstream tobacco control initiatives.

### **Objectives**

The Aboriginal Cancer Care Unit of Cancer Care Ontario is hosting a one-day Knowledge Exchange Forum in Aboriginal Tobacco Control in order to bring together representatives of a wide range of Aboriginal tobacco control stakeholders.

The multi-purpose Forum is designed to:

- a) Facilitate the sharing of information on existing tobacco projects, services and resources in the areas of cessation, prevention and protection, as well as community plans for increased development in these areas;
- b) Present research findings on promising practices in community-based tobacco control, with a focus on Aboriginal cessation programs;
- c) Explore opportunities and resources available for tobacco program integration into existing health program structures and strategies in both Aboriginal and non-Aboriginal organizations;
- d) Examine media applications and practices for grassroots public education and social marketing purposes;
- e) Raise awareness of effective evaluation strategies to adapt to Aboriginal tobacco control program design and delivery;
- f) Promote understanding of the process by which a First Nation could institute a smoke free policy;
- g) Promote networking within the tobacco control community for the purposes of relationship building and partnering; and
- h) Coordinate implementation of a youth action plan on smoking cessation, prevention and protection in Aboriginal communities across Ontario.

### **Venue**

The Forum will be held Wednesday, April 2 (Evening Reception, Registration, and Exhibitor Setup from 5:00 to 7:00 pm) and Thursday, April 3, 2008, (Presentations, Workshops, and Exhibitions from 7:00 am to 3:00 pm).

The event will take place at the Courtyard by Marriott, 475 Yonge Street, Toronto, ON M4Y 1X7,