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smokefree spaces: activist toolkit

Facilitator's Guide



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Facilitator's Guide

Table of Contents

2	Introduction
3	Background
3	Everything you need to know...
4	So? Where do you start?
4	Who's going to help you?
5	Navigation
6	Toolkit Quick Reference
8	Section by Section Descriptions
18	Dissemination
18	Feedback, Updates, and Errors

Introduction

This *Facilitator's Guide* intends to help you get the most out of the *Smokefree Spaces Activist Toolkit*. Whether you are a student organizer, peer leader, teacher, health professional, or community volunteer the *Guide* and *Toolkit* will help you manage group dynamics, organize your project and achieve your final goal – creating smokefree spaces where you live, learn, work and play.

The CD-ROM is rich and deep with information. It's easy to use. The depth of information, however, also makes it easy to get overwhelmed. It's important that you as a facilitator keep things in focus.

We have provided you with some suggested paths to follow with the CD-ROM. There are brief descriptions of all the CD-ROM's sections and subsections, as well as a rating of importance for you as a facilitator. This will help you quickly find the information most pertinent to your project. It will also help you to point others in the right direction when using the *Toolkit* and to keep your projects on track.



Background

The *Smokefree Spaces Activist Toolkit* was developed by Health Canada to equip and empower young Canadians to stand up and speak out for smokefree spaces. The primary audience for the *Toolkit* is youth aged 13-18 years, but the resource contains information, resources, and suggestions for action of value to anyone who wants to learn more about second-hand smoke or is working in support of smokefree environments.

The idea for the *Toolkit* came from the 42 young people who participated in the Smokefree Spaces National Youth Conference in Ottawa in January 2001. Conference delegates from across Canada shared their concerns about living with second-hand smoke and their ideas on how to eliminate toxic second-hand smoke from the environments where youth spend their time. This *Toolkit* puts together their ideas with the resources the young people said they needed to become effective activists for change. By listening to and working with young Canadians, Health Canada has also learned how to shape government priorities, programs, and policy decisions in a way that is meaningful for youth.

The development of the *Toolkit* is consistent with the goals of the Federal Tobacco Control Strategy. Furthermore, numerous recent surveys, including the *Canadian Tobacco Use Monitoring Survey* (2001), show that a large and growing majority of Canadians want smoking bans, and there is no denying the momentum in communities across Canada to establish smokefree public places and workplaces.

Everything you need to know...

The *Activist Toolkit* CD-ROM contains almost everything you and your group needs to advocate for smokefree homes, schools, workplaces and communities. Read the list of contents below. You'll be amazed. The only things missing are your enthusiasm and determination.

- Detailed **action plans** to raise awareness of the problem of exposure to second-hand smoke, to mobilize others to get involved, or to influence decision-makers to approve smokefree policies;
- Guidelines that cover the bases in **dealing with the media**, from writing a letter to the editor to organizing a news conference;
- A step-by-step explanation of **how to advocate** for policy change on any issue;
- **Sample presentations** that youth can make to their schools or community groups;
- **Ready-to-use fact sheets** on second hand smoke and tobacco use;
- **Video testimonials** by young people on topics such as living with second-hand smoke, getting a project started, the power of youth activists, and the influence of youth on younger kids;
- **Television advertisements** of youth talking about second-hand smoke issues and smoking;
- **Brochures and posters** produced by Health Canada;
- **Inspiring accounts** of what groups of young people have accomplished to make their environments healthier;
- Summaries of the relevant **federal and provincial laws**, as well as some municipal bylaws, that govern schools, workplaces, and public places;
- An **extensive list of resources** to access for further help, from agencies that deal with tobacco issues to Web sites providing the names and contact information for community newspapers across Canada.

So? Where do you start?

Before you dive into the CD-ROM and your activism for smokefree spaces you should ask yourself what you want to achieve as a facilitator and as a group. There are many ways you can make use of the information and resources in the *Toolkit*. There are even modules that will help you better define your goals and projects. Before you put the disc into your computer, think about the scale and scope of what you want to achieve and what you are capable of achieving.

Here are just a few of the kinds of projects that you can undertake with the *Toolkit*. They are presented in order of increasing complexity. Where do you want to start?

1. Get the facts on second-hand smoke for a homework assignment or school project;
2. Start a smokefree team in your school to take action on second-hand smoke;
3. Print the posters and stickers provided and follow the other suggestions to increase awareness among students and staff in your school that second-hand smoke is a problem;
4. Find out the names of the relevant media outlets and staff people you should contact to seek media coverage of your issue and your activities;
5. Identify local and provincial allies who can help your group advocate for a smokefree bylaw in your community;
6. Initiate discussion in your workplace about going smokefree;
7. Organize a news conference to get media coverage of your issue and activities;
8. Hold a fundraising event to help your group raise money to support your smokefree activism;
9. Host an information night for students and parents to increase their understanding of the problem of second-hand smoke in the home and to encourage them to sign a smokefree home contract.
10. Develop and implement a campaign for a smokefree bylaw in your community.

Who's going to help you?

You may be thinking “This *Toolkit* sounds great, but how do I get a group of people interested in taking on a project?” Good question.

Start with the CD-ROM's section called **Take Action**. There's an action plan in there called “Put Together a Smokefree Team.” It describes how to get the ball rolling by planning a first meeting. An interesting guest speaker and some eye-catching posters of the meeting should attract enough people to establish a core group. All you need are a couple of interested students who can talk about the issue with their friends and classmates. You want to mobilize ones who are motivated and who have the time to commit.

The best advice is to start small – both in terms of number of participants and project goals. Then, just build on your success. To sustain the group's enthusiasm and motivation, the *Toolkit* provides inspiring accounts of the success of other youth groups. The action plans also help you keep things realistic so that your projects succeed.

When you proceed with the right enthusiasm and meet each small goal, the motivation to achieve more will grow naturally and so will your group.

Navigation

After opening the CD-ROM and choosing your language, you will arrive at the Home Page, as shown here:



This Home Page provides links to the six main sections of the *Toolkit*:

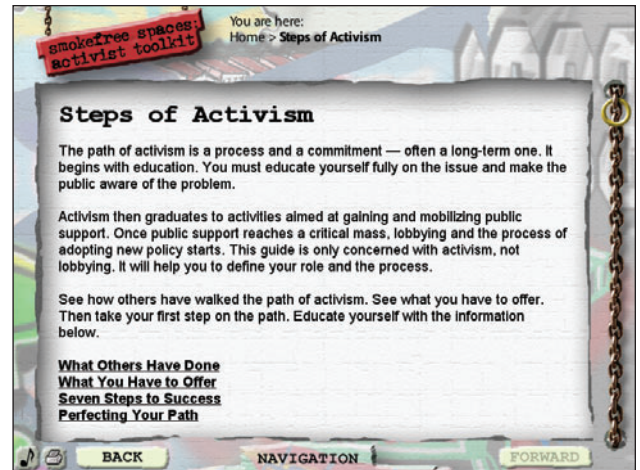
- Second-hand Smoke: Why Care
- Steps of Activism
- Know the System
- Take Action!
- Multimedia Library
- About this Toolkit

Each of these sections is discussed in more detail in later sections of the Facilitator's Guide. Although the sections can be viewed in any order, they are presented in a logical sequence from the most general information – why second-hand smoke is a problem and how people can advocate for changes to laws and policies – to the most specific and specialized – detailed action plans for the creation of smokefree spaces and a library of multimedia resources.


Navigation Basics

If you have used the web or CD-ROMs before, the navigation system of the *Activist Toolkit* is pretty straight forward; You might want to jump ahead to other sections of the *Guide*. For those of you with limited computer experience you should get to know the navigation basics below.

The opening page of each of the six main sections offers you links to the subsections within the section. Across the bottom you will notice icons:



 Press the **musical note** icon to turn the music on or off.

 Press the **printer** icon to print the page you are on.

NAVIGATION Swipe the cursor over the **navigation** button to bring up the Home Page. You can go to another section or you can exit the *Toolkit*.

français The **français** button, which only appears on the Home Page, allows you to switch to French.

BACK The **back** button will take you back one subsection. These buttons function as they would if you were on a Web site.

FORWARD The **forward** button will take you to the previous section that you accessed.

EXIT The **exit** button allows you to close the CD-ROM.

Across the top of every page you will find a guide that shows you where you are in the *Toolkit* and how you got there, as follows:



You can use this to return to the Home Page or to the starting page of the section or subsection you are currently in.



And, of course, the scrollbar appears at the right side of every page that is more than one screen in length. Pull the hand icon down the chain to scroll down the page. You can also use the vertical arrow keys to move up ↑ and down ↓ the page.

Toolkit Quick Reference

The table below illustrates the six main sections and subsections of the *Toolkit*. You may want to use this table to become familiar with what the *Toolkit* has to offer and as a quick reference when you are looking for some specific information.

Second-hand Smoke: Why Care?

Facts

- Second-hand Smoke
- Smoking in General

Words to Live By

(Statements by youth whose lives have been affected by second-hand smoke)

The “42”

(List of the 42 delegates of the Smokefree Spaces National Youth Conference in January 2001)

Testimonials and Advertisements

- Video Clips: Youth Speak Out
- TV Spots: 30 Second Ads
- Print Materials

Steps of Activism

What Others Have Done

- SWAT and The Truth Campaign™
- Truth Spin-offs
- Ontario's Youth Tobacco Team
- Other Youth Teams Take on Tobacco
- Across Canada
- Youth Participate in Bylaw Campaigns

What You Have to Offer

(The advantages youth have when trying to influence public policy)

Seven Steps to Success

- Decide on the Issue
- Do Your Research
- Define Your Goal and Your Targets
- Make a Plan
- Win Public Support and Encourage Participation
- Use the Media
- Take the Issue to Decision-Makers

Perfecting Your Path

- Use Your Tools Properly
- Evaluate and Adjust

Know the System

Governments and Tobacco – Who does what?

- Federal
- Provincial
- Municipal
- School
- Workplaces and Other Institutions

Municipal Bylaws – How can I create a smokefree bylaw?

- How Local Government Works
- How to Create a Smokefree Bylaw
- Tips on Being Interviewed
- How to Write a News Release
- How to Write a Letter to the Editor
- How to Write an Op-Ed

Schools and Smoking Policies – What's to learn?

- An Effective Smokefree Policy
- Provincial Laws on Smoking in Schools
- How to Make Your School Smokefree

Workplace – Who decides?

- Federal/Provincial Workplace Laws
- Making a Workplace Smoking Policy

Take Action

Action Plans

- Smokefree Homes
 - Educate
 - Lobby
- Smokefree Schools
 - Educate
 - Mobilize
 - Lobby
 - Full Campaign Plan
- Smokefree Workplaces
 - Educate
 - Mobilize
 - Full Campaign Plan
- Smokefree Communities
 - Educate
 - Mobilize
 - Lobby
 - Full Campaign Plan

Get Media on Your Side

- What's Newsworthy
- Generate Some News
- Rapport with Reporters
- Media Sources
- How to Organize a News Conference

Presenting Your Case

- Presentation to Decision-Makers
- Presentation to Students
- General: Health Effects of Second-hand Smoke

Need Resources?

- An Adult in Your Camp
- Funds and Partnerships
- Allies with Tons of Information
- Working with Adults: Some Pointers
- Evaluating Your Project

Multimedia Library

Print and Web

Video Clips: Youth Speak Out

- Taking Action
- Youth Activism
- Smoking Around Kids

TV Spots:

30 Second Advertisements

- Youth Talk About Second-hand Smoke
- Youth Talk About Smoking
- Health Canada Ads About Second-hand Smoke

About this Toolkit

Footnotes and Sources

Acknowledgments

The Fine Print

Licensing

To Order

Section by Section Descriptions

The following descriptions let you understand how the main sections and some important subsections are relevant to you as a facilitator and to your team. Where deemed important for your job, there are descriptions of some of the other contents at the secondary and tertiary levels. It all gives you a quicker road into the information and sections. Explore the contents here as an overview and then jump into using the areas you think you will find most useful on the CD-ROM.



Section: **Second-hand Smoke: Why Care?**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

This section makes the case for becoming an activist for smokefree spaces. It gives you the facts – and this is crucial. You and your team members must know the facts, inside and out. Your knowledge will give you credibility. Conversely, if you don't know the facts, you'll undermine all the energies that you may put into your activism.

Beyond the facts, this section will give your team the inspiration to take it to the next level. You'll learn about those who inspired this *Toolkit* and others who are working to make a difference in their communities. It's especially useful as much of the information is from the mouths of youth for the ears of youth.

Secondary-Level Content

- The Facts
- Words to Live By
- The "42"
- Testimonials and Advertisements

Subsection: **The Facts**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

This section holds the stuff you and your team absolutely need to know. If you make a presentation to your group, school or town council or deal with the media you need to know your facts. Use the fact sheets, liberally. The stats are accurate as of December 2002; for more current data, check the research section of the Tobacco Control Programme's Web site at <http://www.gosmokefree.ca>.

Tertiary-Level Content

• Second-hand Smoke

SECOND-HAND SMOKE: JUST THE FACTS

Key facts about second-hand smoke – what's in it, who is exposed to it, and how it can affect your health.

SECOND-HAND SMOKE: JUST THE STATS

How many Canadian youth are exposed to second-hand smoke, how many Canadians die from second-hand smoke and the health risk percentages.

SECOND-HAND SMOKE AND KIDS

Key facts about where and how children are affected by second-hand smoke.

MYTHS AND FACTS ABOUT SECOND-HAND SMOKE

The most common myths associated with second-hand smoke and a brief account of the real facts.

CANADIAN TOBACCO USE MONITORING SURVEY (2001)

'ENVIRONMENTAL TOBACCO SMOKE: AT HOME, AT WORK AND IN PUBLIC PLACES'

Trends in exposure to second-hand smoke at home and in workplaces, attitudes toward smoking in restaurants and bars, and beliefs about health risks.

CANADIAN TOBACCO USE MONITORING SURVEY (2000)

'YOU'RE NOT THE ONLY ONE SMOKING THIS CIGARETTE'

Children's exposure in the home, restrictions on smoking in the home, smoking rates, readiness to quit.

• Smoking in General

CANADIAN TOBACCO USE MONITORING SURVEY (2000)

'YOUTH SMOKING IN CANADA'

Trends in smoking among youth aged 15-19 and 20-24, youth smoking rates, average number of cigarettes smoked daily, age of smoking first cigarette, access to cigarettes.

CANADIAN TOBACCO USE MONITORING SURVEY (2001)

'QUITTING SMOKING AMONG YOUTH'

Percentage of youth who have quit smoking, reasons for quitting, number of quit attempts, percent who are considering quitting, readiness to quit smoking.

CANADIAN TOBACCO USE MONITORING SURVEY (2001)

'SMOKING IN CANADA: AN OVERVIEW'

Trends in smoking rates by age, by sex, and by province.

Subsection: Words to Live By

Importance to Facilitator: Medium to High

Importance to Team: Medium to High

Description

These are plainly spoken text testimonials from other young people whose lives have been affected by second-hand smoke. They'll give your team a context, common cause and motivation. Use them in your presentations, activities or as background documents for the media. If the motivation of your group is already very high, you may or may not need to use this section.

Subsection: The "42"

Importance to Facilitator: Medium to High

Importance to Team: Medium

Description

This section provides a brief profile of the 42 young people who participated in the Smokefree Spaces National Youth Conference in Ottawa in January 2001. These youths were instrumental in the development of this *Toolkit*. It will be of interest to some facilitators to see whom in their communities and regions have broken ground first.

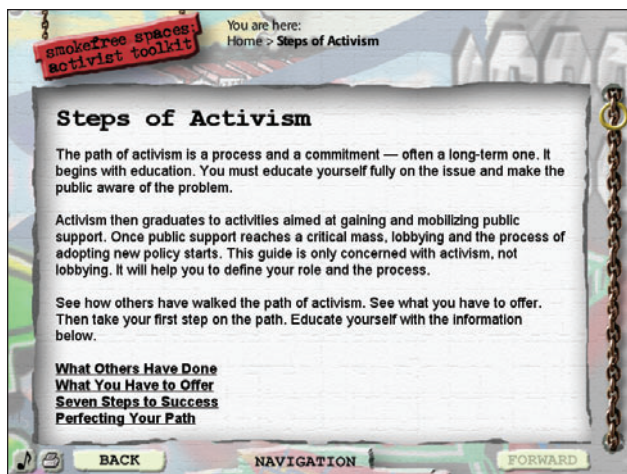
Subsection: Testimonials and Advertisements

Importance to Facilitator: High

Importance to Team: High

Description

This section contains info with impact. It holds a wealth of video and printed materials that teach about second-hand smoke, in particular how it affects your health and what young people feel about second-hand smoke issues. You can use the video in your presentations to other potential youth activists, to your school, to your town council, or to the media. The printed materials from Health Canada, including several posters and brochures, can be used to educate members of your group, to provide important background information for the media, or to raise awareness of the issues among politicians and members of the public at large.



Section: **Steps of Activism**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

In this section you'll become familiar with the basic concepts of activism. You'll learn about the key phases you will need to go through and what others have accomplished. Most importantly it gives you the methods for successful facilitation and a framework of understanding for your team. In other words, it points you all in the same direction.

Secondary-Level Content

- What Others Have Done
- What You Have to Offer
- Seven Steps to Success
- Perfecting Your Path

Subsection: **What Others Have Done**

Importance to Facilitator: Highest

Importance to Team: High

Description

Many youth activists have made important changes in tobacco control policy. Read their stories. Follow their leads. These examples will give you a benchmark and an idea of what is possible – some are large scale, some are small. Make sure you model your project and goals to the appropriate scale.

Tertiary-Level Content

- SWAT and The Truth™ Campaign
- Truth Spin-offs
- Ontario's Youth Tobacco Team
- Other Youth Teams Take On Tobacco
- Across Canada – Youth Participate in Bylaw Campaigns

Subsection: **What You Have to Offer**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

This section provides a brief discussion of the qualities young people possess that make them especially effective in influencing public policy, particularly on tobacco issues. It will awaken your team members to their power and potential. It will also give you the understanding of how to rally their energies.

Subsection: **Seven Steps to Success**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

This is a key section of the CD-ROM. It will determine your success. It helps you understand activism and advocacy as a whole and will give structure to your work.

Tertiary-Level Content

Each of the following critical steps in the process is described in detail:

- Decide on the Issue
- Do Your Research
- Define Your Goal and Your Targets
- Make a Plan
- Win Public Support and Encourage Participation
- Use the Media
- Take the Issue to Decision-Makers

Subsection: **Perfecting Your Path**

Importance to Facilitator: Highest

Importance to Team: High

Description

This section provides additional resources that can make your efforts more successful, including a description of various tools you can use to communicate with the public or politicians and information on how to evaluate and improve your plan.

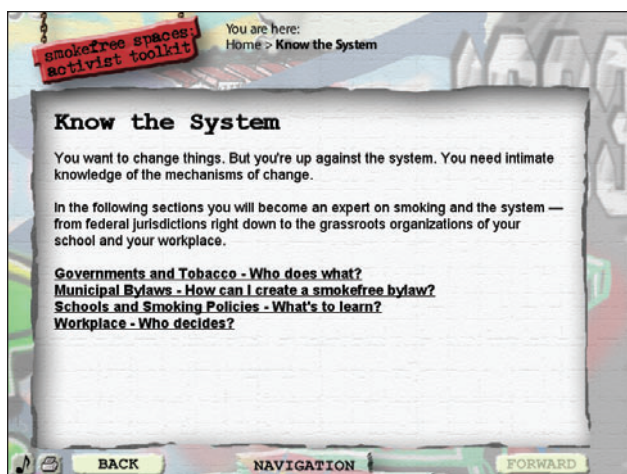
Tertiary-Level Content

- Use Your Tools Properly

This is a list of tools and descriptions of how to use them to educate and mobilize the public on your issue and to inform and influence decision-makers to support your goal. It also contains some guidelines on when to use the various tools.

- Evaluate and Adjust

In activism it is important to set goals and to measure your success at achieving these goals at various stages throughout your campaign. If you evaluate your progress as you go along, you can make changes and be more successful – no one ever develops a perfect campaign right from the start. This section gives you the appropriate tools and methods. It's especially useful for you, the facilitator.



Section: **Know the System**

Importance to Facilitator: Highest

Importance to Team: High

Description

Your job as facilitator is to steer the team in the right direction and ensure they don't waste valuable time and energy.

This section is key. It provides technical information on what level of government is responsible for passing laws and regulations over the manufacture, marketing, sale, export and use of tobacco products. You will also find links to the text of the specific laws. This information will not only tell you whom you need to influence (school board trustees or provincial politicians) but also how extensive your campaign will need to be. It provides you with your target.

Your team members will want to know and understand the target. However, this section can be a little tedious for some of the younger members of your group with a short attention span. You would do well by giving them a quick explanation rather than have them get lost in this section and lose their enthusiasm.

Tertiary-Level Content

- Governments and Tobacco – Who does what?
- Municipal Bylaws – How can I create a smokefree bylaw?
- Schools and Smoking Policies – What's to learn?
- Workplace – Who decides?

Subsection: **Governments and Tobacco – Who does what?**

Importance to Facilitator: Highest

Importance to Team: High

Description

This section is a quick reference for you and your team members so that you know about tobacco-related legislation. Accessible for people of all ages, it is subdivided by level of government, from federal, provincial and municipal, right down to the school and workplace levels. Under each level of government or organization, there is a list of all aspects of tobacco control legislated/regulated by that level, with a link to the relevant legislation.

At each level it explains the powers and limitations of the jurisdiction over the following aspects of tobacco control:

- where and how tobacco may be sold;
- age of sale and ID requirements;
- packaging and package warnings;

- advertising, sponsorship, promotion, and display of tobacco products;
- places where smoking is restricted or banned;
- taxation of tobacco products; and
- health plan coverage of nicotine replacement therapies.

This helps you to focus your group's energies at the right level of decision-makers and with the right requests for change.

Subsection: **Municipal Bylaws – How can I create a smokefree bylaw?**

Importance to Facilitator: Highest

Importance to Team: High

Description

Most municipal governments have been given authority by their provincial government to restrict or ban smoking in public places and/or workplaces. Local smokefree bylaws are very effective in protecting non-smokers from second-hand smoke, and they give smokers an incentive to quit or to cut down on the amount they smoke. In this section you can learn about the structure of municipal government and then about the steps to follow to create a smokefree bylaw where you live.

Tertiary-Level Content

- How Local Governments Work
- How to Create a Smokefree Bylaw

Subsection: **Schools and Smoking Policies – What's to learn?**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

There is lots of research showing the many benefits of smokefree schools – students and staff not exposed to second-hand smoke; student smoking rates are lower; younger students are less influenced to try smoking; and there are fewer fires and no butts to clean up.

In this section, learn about what makes a good school smoking policy (it requires more than just banning smoking itself). Find out about what provincial laws dictate school smoking policies. And then learn about the steps to follow to make your own school smokefree.

Tertiary-Level Content

- An Effective Smokefree Policy
- Provincial Laws on Smoking in Schools
- How to Make Your School Smokefree

Subsection: **Workplace – Who decides?**

Importance to Facilitator: Highest

Importance to Team: Highest

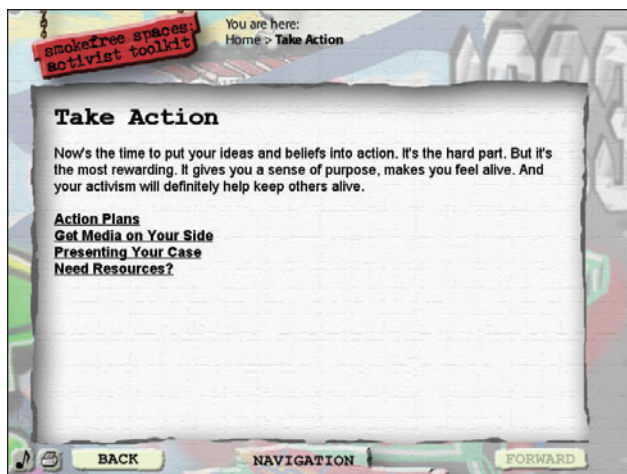
Description

Exposure to second-hand smoke at work is a serious health issue, especially for people who work in restaurants and bars. Many of these employees are youth who only work part-time. Under these circumstances it can be especially difficult to influence workplace policies, but it can be done.

Check out this section to learn about which laws restrict smoking in which kinds of workplaces and then learn about the steps to take to make your own workplace smokefree. Even if your team's project doesn't concern the workplace your team members should know their rights in the workplace.

Tertiary-Level Content

- Federal/Provincial Workplace Laws
- Making a Workplace Smoking Policy



Section: **Take Action**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

This section is the heart of the *Toolkit*, providing detailed action plans and guidelines for taking action to create smoke-free spaces in your home, school, workplace, and community. As facilitator, you especially need to familiarize yourself with this section and everything in it. Your team members will also want to empower themselves with this knowledge. These subsections will help you all determine the game plan.

Secondary-Level Content:

- Action Plans
- Get Media on Your Side
- Presenting Your Case
- Need Resources?

Subsection: **Action Plans**

Importance to Facilitator: Highest

Importance to Team: Highest

Description

Once you have an understanding of the basic process involved in advocating for policy change as explained in “Seven Steps to Success” in the section on “Steps of Activism”, you may be interested in exploring specific activities that you and/or your group can undertake. This section provides step-by-step action plans for more than thirty activities that you can implement as suggested or adapt to fit your own situation. The action plans in this section have been grouped in two ways:

- By place – that is, according to whether they involve working for smokefree homes, schools, workplaces, or communities; and
- By function – that is, according to whether the primary goal of the activity is to educate the public, to mobilize supporters, or to lobby decision-makers.

You might want to start with the action plan to “Put Together Smokefree Team”. Here you will find suggestions on how to interest other youth in getting involved in working for smokefree spaces and some tips on organizing a group.

Subsection: **Get Media on Your Side**

Importance to Facilitator: Highest

Importance to Team: High

Description

Media coverage of your issue and your position is critically important to an advocacy campaign. This section contains information, advice, and instructions on virtually all aspects of dealing with the media, from establishing a good relationship with reporters, to finding out what media outlets you should contact to generate stories on your issue to setting up a news conference

Tertiary-Level Content

- What's Newsworthy
- Generate Some News
- Rapport with Reporters
- Media Sources
- How to Organize a News Conference
- Tips on Being Interviewed
- How to Write a News Release
- How to Write a Letter to the Editor
- How to Write an Op-Ed

Subsection: **Presenting Your Case**

Importance to Facilitator: Highest

Importance to Team: High

Description

To be successful in creating smokefree spaces, you will have to get many others to support your cause. This will require making presentations at various times, for example, to other youth to get them to participate in your campaign, to the public to make them aware that second-hand smoke is a health problem that should be regulated, and to politicians to convince them to support smokefree laws. This section provides you with three sample presentations that you can adapt to your own situation.

Tertiary-Level Content

- Presentation to Decision-Makers
- Presentation to Students
- General: Health Effects of Second-hand Smoke

Subsection: **Need Resources?**

Importance to Facilitator: Highest

Importance to Team: Medium to High

Description

Here you will find a wide range of resources that you might need at some point in your campaign for smokefree spaces, from identifying a credible adult to champion your group, to raising money and finding organizations to support your efforts, to evaluating your work. It gives you everything you need to be a better facilitator.

Tertiary-Level Content

- An Adult in Your Camp
 - Why you need one and which ones are the best to champion your cause.
- Funds and Partnerships
 - This section contains everything you ever wanted or needed to know about raising money and obtaining in-kind support for your activity or campaign:
- Allies with Tons of Information
 - Contact information for other national and provincial youth groups and adult organizations that are working on similar issues.
- Working with Adults: Some Pointers
 - If you are a young facilitator, you and your team should take a look here. You will want adults to support your beliefs and to help you change the way things are done. Consult this section to get some pointers on working with adults so that they will take you, and what you have to say, seriously.
- Evaluating Your Project
 - It is important to plan your project from the beginning in a way that enables you to evaluate your progress both throughout the project and at the end. This section explains why evaluation is necessary and gives you the tools you need to conduct a proper evaluation. Learn from your mistakes and build on your successes.



Section: **Multimedia Library**

Importance to Facilitator: High

Importance to Team: High

Description

This section warehouses all of the multimedia resources found on this CD-ROM, including the Videos and Testimonials from the section "Second-hand Smoke: Why Care," as well as various print and television ads produced by Health Canada. By clicking on any of the items under a category, you call up a photo and a brief description of the item. You can choose to view the entire piece or save the item to your computer. Again, these items will be helpful for making presentations, creating awareness or in the promotion of your cause.

Secondary-Level Content

• Video Clips: Youth Speak Out

Here you can view clips of youth sharing their views on a range of topics related to second-hand smoke and activism.

• TV Spots: 30 Second Advertisements

These are a variety of recent ads produced by Health Canada. Most are aimed at a young audience. Several are even produced by young people. Others are for general audiences. They are helpful for stimulating conversations and as part of awareness activities.

• Print & Web

This section contains posters, brochures, stickers, fact sheets and desktop wallpaper. The brochures and fact sheets are ideal for information kits for the media or for municipal councillors. The blue ribbon stickers are an easy and inexpensive way to spread the word about the importance of living and learning in smokefree spaces.



Section: **About this Toolkit**

Importance to Facilitator: Medium

Importance to Team: Medium

Description

This section gives you important background information about the development of the *Toolkit* and the information it contains. You can also link directly to an on-line order form to order additional copies of the CD free of charge.

Secondary-Level Content

- Footnotes and Sources

References are for the facts and other resources.

- Acknowledgements

Find out who researched and wrote the material, who designed and produced the CD-ROM, and who funded and managed the entire project.

- The Fine Print

Copyright information and restrictions on reproducing the CD.

- Licensing

A legal requirement to acknowledge Macromedia Inc.

- Get More

To order more copies of the CD-ROM online from Health Canada or to get information updates, use the link provided here:

<http://www.gosmokefree.ca/youth/toolkit.html>

Dissemination

The *Toolkit* is available from Health Canada as a stand-alone CD-ROM. To order copies of the CD-ROM, this Facilitator's Guide or to access the online segments, go to the Web site at www.gosmokefree.ca/youth/toolkit.html.

For more information, contact Julie Greene, with the Tobacco Control Programme's Office of Prevention, Cessation and Education, by email at Julie_Greene@hc-sc.gc.ca.

Copies of the CD-ROM will be disseminated through national, provincial, and regional youth networks and networks of organizations that deal with youth issues, beginning in the fall of 2003. As well, five communities across Canada have been chosen to pilot-test the resource and evaluate its effectiveness in encouraging and supporting youth activism on second-hand smoke at the community level.

Feedback, Updates, and Errors

The authors of this *Toolkit* and the Health Canada reviewers have made every attempt possible to ensure the accuracy of the information contained on the *Toolkit*. Nonetheless, we are all human, and a few errors did slip by our careful scrutiny. These are the errors we have found to date:

- Please note that smoking is banned only inside school buildings in Newfoundland and *not* on school grounds, as stated in the section "Know the System" under "Schools and Smoking Policies – What's to learn" in the subsection called "Provincial Laws on Smoking in Schools".
- Undoubtedly by the time this CD-ROM is distributed, some of the URLs provided for legislation and health agencies will have changed. If this happens, you can use the Google search engine (www.google.ca) and search for the current Internet address by typing in the name of the law, the organization, etc., in quotation marks.

We invite all users to let us know about any additional errors you may find while using the *Toolkit*. We would also like to receive feedback from users about what you like and what you don't like about this resource. Feel free to contact Health Canada representatives at Julie_Greene@hc-sc.gc.ca or at TCP-PLT-questions@hc-sc.gc.ca.

Since the field of tobacco control is always changing, we will be posting on the Health Canada Web site important updates of information found on the *Toolkit*. Visit www.gosmokefree.ca/youth/toolkit.html from time-to-time to see what's new and notable about second-hand smoke.