

Annex E

Education, communication, training and public awareness (article 12)

- **Publications**

* Listed publications may have publication dates prior to 2007 but all continue to be produced and be distributed.

Publication	Relationship to 3.2.6.8	Reference Material Source
Quit 4 Life	4-step program designed to help Canadians aged 14 to 19 quit smoking. Includes: Facilitator's Guide, Booklet, Magnet, Business Card, Counter top display, Note Pads, Repositionable Floor Stickers, Poster	http://www.quit4life.com/handbook_e.asp
On the Road to Quitting	An online program to find out more about individual smoking habits and explore quitting options.	http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/quit-cesser/nou-maintenant/road-voie/index-eng.php
Myth or Reality	Educational tool which builds awareness of myths around smoking.	Hard copy only
Health Canada Tobacco website	Portal for all manner of tobacco information and links to resources as they relate to tobacco as a health concern. Included topic areas : About Tobacco Control; FAQs and Facts; Legislation; Quit Smoking; Research; Resources; Second-Hand Smoke; Smoking and Your Body; Your Community; Youth Zone	http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/index-eng.php
Health Canada First Nations, Inuit and Aboriginal Tobacco website	Portal for all manner of tobacco information and links to resources as they relate to tobacco as a First Nations, Inuit and Aboriginal health concern.	http://www.hc-sc.gc.ca/fniah-spnia/substan/tobac-tabac/index-eng.php

Publication	Relationship to 3.2.6.8	Reference Material Source
Make Your Home and Car Smoke-free: A Guide to Protecting Your Family from Second-hand Smoke	Educational guide which is intended to help families remove second-hand smoke from their homes and cars.	http://www.hc-sc.gc.ca/hc-ps/pubs/tobac-tabac/second-guide/index-eng.php Related material: hardcopy booklet, magnet, decal and poster.
Help Your Child Stay Smoke-free: A guide to protecting your child against tobacco use	Educational guide which builds awareness of dangers of SHS and provides suggestions for making home and car smoke-free	Hard copy only
FIRST NATIONS RESOURCES: Kicking the Addiction	Inuit and First Nations-specific smoking cessation program.	Hardcopy only Includes: Facilitator's Guide; Flipchart Presentation; "Z-card" factsheet with tips on quitting; 4 other Fact Sheets
Are you a Target? Information on 2 nd hand smoke	Booklet related to the highly successful Heather Crowe designed to build awareness of and educate the public to the harmful effects of SHS.	Hardcopy only
Smoke-free Public Places toolkit	Offers hands-on, easy-to-use resources to help municipalities and communities through the various stages of planning, implementing and evaluating non-smoking by-laws and policies in public places in your community.	http://www.hc-sc.gc.ca/hc-ps/pubs/tobac-tabac/sfpp-fslp/index-eng.php
Towards a Healthier Workplace: A Guidebook on Tobacco Control Policies	Guidebook is designed to help employees and employers who are preparing to create or strengthen tobacco control policies in their workplaces	http://www.hc-sc.gc.ca/hc-ps/pubs/tobac-tabac/work-trav/index-eng.php Related material: Booklet
Smoking Cessation in the Workplace: A Guide to Helping Your Employees Quit Smoking	A Guide for employers and others who promote health in the workplace. It outlines the reasons why workplaces should get involved and support employees' efforts to cut down or quit smoking; provides practical, relevant material on smoking cessation that can be used either as	http://www.hc-sc.gc.ca/hc-ps/pubs/tobac-tabac/cessation-renoncement/index-eng.php Related material: Binder and CD

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	part of a comprehensive wellness program or as an initiative on its own and explains the kinds of smoking cessation activities that can be offered, outlining the necessary steps, and includes handouts, tools and a list of further resources and references.	
Science, Tobacco and You	An education package with activities designed to help students learn about tobacco and its negative effects on the human body. This program contains an easy-to-use, interactive CD-ROM, and a teachers' resource guide with non-sequenced sample lesson plans, short, fun assignments, and a series of student Quest cards. Science, Tobacco and You is ideal for use in health, science, language arts, drama, visual arts and mathematics programs.	http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/res/audience-eng.php Related material: kit, booklet, cards and poster.
Smoke-Free Spaces Activist Toolkit	The Smoke-free Spaces Activist Toolkit supports Canadian youth in taking action against second-hand smoke. A CD-ROM provides info about second-hand smoke and activism.	http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/commun/kit-trousse/index-eng.php#youth Related material: CD, poster, booklet and facilitator's guide
It Will Never Happen to Me	Poster designed to build awareness of and educate youth to the harmful effects of tobacco.	http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/youth-jeunes/scoop-primeur/never-jamais-eng.php
Toxic Stew	Poster designed to de-normalize tobacco use.	Hardcopy only

- **National Contribution Agreements (CA)**

* Listed funding is for whole of agreement whereas activity described may only be one part of agreement. Funding amounts reflect awarded amounts between April 2010 and March 2012 (for exceptions see **).

** Funding amounts include only commitments since last reported in 2009.

Project #	Recipient	Funding*	Relationship to 3.2.6.8	Reference Material Source
6549-15-2009/6850005	CANADIAN COUNCIL FOR TOBACCO CONTROL (CCTC) - Knowledge Transfer and Exchange in Tobacco Control	\$772,577**	Delivery of knowledge activities/products including on the issue of prevention.	http://www.cctc.ca/cctc/EN/prevention
6549-15-2007/6470107	UNIVERSITY OF TORONTO/ONTARIO TOBACCO RESEARCH UNIT (OTRU) - Tobacco and Public Health: From Theory to Practice	\$192,618**	Development and publication of educational materials for professionals on tobacco control (including an entire module on the topic of prevention).	http://www.otru.org/pdf/other/OTRU_eBro.pdf
6549-15-2007/3530096	UNIVERSITY OF OTTAWA HEART INSTITUTE PREVENTION AND REHABILITATION CENTRE (OHI) - Expansion of Evidence-Based Smoking Cessation Interventions in Hospitals Across	\$208,706**	To facilitate the development, testing, and implementation of hospital-based smoking cessation programs within New Brunswick and British Columbia; to train medical staff and create physician "champions" for hospital-based smoking cessation interventions in each region; to develop a community of practice and; to evaluate multi-level response (community, organization, staff, and patient) to hospital networks in	http://www.health.gov.on.ca/english/providers/program/cdpm/pdf/ottawa.pdf

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	Canada		different regions using a common evaluation framework.	
6549-15-2007/6900106	CENTRE FOR ADDICTION AND MENTAL HEALTH (CAMH) - Canadian Action Network for the Advancement, Dissemination and Adoption of Practice-informed Tobacco Treatment (CAN-ADAPTT) Practice-Based Research Network	\$555,992**	Develop a dynamic set of tobacco cessation guidelines that would identify best practices in cessation interventions in clinical and community settings.	http://www.can-adaptt.net/
6549-15-2011/6470105	CANADIAN CANCER SOCIETY (CCS) – Young Adult Social Media Cessation Provincial and Territorial Collaborative Project	\$514,713	Identify, develop and evaluate an innovative cessation approach using social media. The project targets youth 19-29 year olds in the provinces of Saskatchewan, Manitoba, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.	
6549-15-2007/6900114	CAPE BRETON DISTRICT HEALTH AUTHORITY (CBDHA) - Integration of the Ottawa Model for Tobacco Dependence Treatment in Hospitalized Smokers,	\$122,719**	Implement a proven hospital-based nicotine treatment program using an evidence-based smoking cessation intervention (the University of Ottawa Heart Institute’s Expansion of Evidence-Based Smoking Cessation Interventions in Hospitals Across Canada program or “Ottawa Model”), along	http://www.telask.com/wp-content/uploads/2011/11/NCTH-Poster-163-OMSC-SHL-NS-Learnings-Final-Oct-27.pdf

Project #	Recipient	Funding*	Relationship to 3.2.6.8	Reference Material Source
	with Follow-up by Smokers' Helpline		with the Smokers' Helpline (SHL) in order to increase patient and staff quit rates.	
6549-15-2009/6850005	CANADIAN COUNCIL FOR TOBACCO CONTROL (CCTC) - Knowledge Transfer and Exchange in Tobacco Control	\$772,577**	Delivery of knowledge products including on the issue of prevention.	http://www.cctc.ca/cctc/EN/prevention
6549-15-2009/10170108	INFO-TABAC - Info-tabac and Tobacco Info, National Magazines	\$563,400**	Through on-line and print media the subjects of protection, prevention and cessation are frequently covered in this French magazine and will continue to be covered in both the French and English magazines during the project. A large quantity of both magazines will be distributed in medical and dental clinics.	http://www.info-tabac.ca/english.htm
6549-15-2009/6850004	REGISTERED NURSES ASSOCIATION OF ONTARIO (RNAO) – National Nursing Best Practice Smoking Cessation Initiative	\$1,915,100	Build national nursing capacity in the implementation and integration of smoking cessation best practices into daily practice by offering training on smoking cessation how to be a best practice champion.	http://www.tobaccofreernao.ca/en/sc_workshop_announcement
6549-15-2009/9720129	NATIONAL ASSOCIATION OF FRIENDSHIP CENTRES (NAFC) - National Aboriginal Urban Youth Tobacco Strategy	\$235,950**	Conduct an evaluation and assessment of appropriateness of existing the NAFC youth tobacco cessation and prevention toolkit.	http://nafc.ca/youth-tobacco-cessation-toolkit-and-guide-en.htm

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6549-15-2009/8250038	PHYSICIANS FOR A SMOKE-FREE CANADA (PSC) - Strategic Activities in Support of the Federal Tobacco Control Strategy	\$200,250**	Providing timely knowledge to stakeholders on emerging domestic and global tobacco issues; contributing to the development of international tobacco guidelines; and, educating stakeholders and Canadians on tobacco issues which may include on cessation.	
6549-15-2009/9720138	ASSEMBLY OF FIRST NATIONS (AFN) – Increased National Capacity; Coordinated Effort to Effectively Address Tobacco Control in First Nations (FN) Communities	\$6,033**	Engage in discussions on policies and promising practices around tobacco cessation and prevention; develop a FN tobacco cessation strategy to reduce the recreational use of tobacco.	http://www.afn.ca/index.php/en/policy-areas/health-and-social-secretariat
6549-15-2009/9720133	INUIT TAPIIRIT KANATAMI – Inuit Tobacco Reduction Strategy	\$279,400**	Establish the “Born a Non-Smoker” program into the four Inuit regions of Canada to assist expectant moms and new mothers with quitting smoking; train 52 community health workers to deliver the program; engage Inuit Elders in mentoring expectant moms and new mothers in developing healthy living choices; raise awareness on the harmful effects of second-hand smoke; and, increase the number of smoke-free homes in Inuit communities.	

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6549-15-2009/8300120	THE STUDENTS COMMISSION OF CANADA - Youth Action Committee (YAC) and Young Adult Advisory Committee (YAAC)	\$255,010**	Increase youth and young adult involvement in tobacco control at the regional and national level. Deepen the level of youth and young adult engagement, interaction and knowledge exchange with Health Canada; support these youth to execute their project ideas on community and national levels and evaluate the model of youth and young adult engagement and knowledge transfer and share the results.	
6549-15-2009/9190117	NON SMOKERS RIGHTS ASSOCIATION - Policy Options and Knowledge Transfer in Support of the Federal Tobacco Control Strategy	\$240,823**	Contribute to a coordinated national approach to help address the significant tobacco control issue of contraband. Encourage smoke-free multi-unit dwellings through education and outreach to housing providers and tenants associations as well as the general public by organizing the Second Bi-National Conference on Contraband; exploring policy-options and recommending a coordinated approach to contraband; hosting smoke-free multi-unit dwellings (MUDS) workshops and consultations with housing providers and tenants; developing a Québec specific smoke-free MUDS website; researching municipal by-laws and provincial legislation on second-hand smoke; and, developing fact sheets for outreach with the public.	http://www.nsra-adnf.ca/cms/ http://www.nsra-adnf.ca/cms/page1440.cfm http://www.nsra-adnf.ca/cms/page1433.cfm

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6549-15-2009/6850002	BRITISH COLUMBIA CENTRE OF EXCELLENCE FOR WOMEN'S HEALTH (BCCEWH) - Knowledge Translation on Smoking Reduction and Cessation Interventions for Pregnant and Postpartum Girls and Women	\$226,559**	Provide evidence and recommendations to health care providers and policy makers on best practices for smoking cessation/reduction among pregnant girls and women. Project activities are to: identify and evaluate the current evidence on smoking reduction/cessation interventions for pregnant and postpartum girls and women; foster national and international partnerships to analyze the results of the review and develop recommendations to address the needs of pregnant and postpartum smokers; update a best practices review (<i>Expecting to Quit: A Best Practices Review of Smoking Cessation Interventions for Pregnant and Postpartum Girls and Women</i>); develop practical tools for health care providers working with pregnant smokers; and conduct a web seminar (webinar) to disseminate the results of the review.	http://www.expectingtoquit.ca/about/
6549-15-2009/8300117	CENTRE FOR ADDICTION AND MENTAL HEALTH (CAMH) – Up in Smoke: A story to help children understand a parent who smokes	\$4,000**	Educational tool to raise awareness regarding tobacco issues for children including the dangers of smoking and of second-hand smoke; to support children with the psychological issues of coping with a parent who smokes; to address the topics of courtesy to non-smokers, diseases associated with smoking and to empower children dealing with a parent who smokes.	http://knowledgex.camh.net/educators/elementary/Documents/smoking_cleanair.pdf

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6549-15-2011/8300125	UNIVERSITY OF WATERLOO (UOW) – Reaching Young Adult Smokers: An Evidence-based Smartphone Cessation Application	\$300,552	The Propel Centre for Population Health Impact (Propel) conducts solution-oriented research to accelerate improvements in the health of populations. Through key partnership collaboration with the University of Waterloo, Computer Systems Group, the Centre for Community Mapping and the collaborative support of the Canadian Cancer Society (CCS), develop, test, and implement an innovative, evidence-based, smoking cessation smart-phone application (App) targeting young smokers. Disseminate key findings and lessons through webcasts, conference presentations and publications; and to federal and provincial stakeholders and at forums frequented by young adults.	
6549-15-2011/8300124	GOV'T NUNAVUT, YUKON GOV'T, GOV'T NWT – Smoke Screening Phase 2: A Pan Territorial Initiative to Combat Youth Smoking	\$104,999	Provides students in grades 6-12 with an opportunity to critically think about the health impacts of tobacco use in an engaging and interactive format. Led by teachers in a classroom setting, the project will show the students screenings of international anti-smoking ads. Teacher facilitated discussions will take place in the classroom on what they saw and how they feel about it. An interactive video and social media component will encourage youth to become engaged and will feature a student-led video creation contest using Flip cameras and YouTube.	

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6549-15-2011/10170119	HORIZON HEALTH NETWORK (HHN) – Atlantic Canadian Expansion of the Ottawa Model for Smoking Cessation	\$607,669	Aims to expand integrated regional smoking cessation programs and to explore the effectiveness of such programs amongst a variety of Atlantic populations. The main objectives are to: implement sustainable cessation interventions within 11 healthcare settings across New-Brunswick, Prince Edwards Island and Nova Scotia; build upon a national community of practice to build knowledge and expertise for 500 health care providers across several Atlantic Canadian health regions; and evaluate the impact of program implementation.	
6549-15-2011/1017107	UNIVERSITY OF TORONTO/ONTARIO TOBACCO RESEARCH UNIT – Capacity for Health Professionals in Tobacco Cessation and Prevention	\$200,309	Aims to enhance the training of health professionals by providing a strategic review and analysis of current tobacco cessation training initiatives. This project has the potential to impact over 400,000 health professionals working in Canada, all future health professionals and all Canadian smokers who will be served by them.	
6549-15-2011/9190123	UNIVERSITY OF WATERLOO/ PROPEL – A new Focus on Tobacco Use Prevention and Cessation – Engaging the Canadian Optometry	\$166,911	The project aims, through a web based intervention, to engage all regional bodies regulating optometry, community optometrists and senior Doctor of Optometry students in Canada around tobacco use prevention and cessation.	

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	Community			
Total National CAs		\$7,932,154		

- **Regional CAs**

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6549-13-2008/7750019	GOVERNMENT OF NUNAVUT - For Youth by Youth Trainer Training Program	\$339,026**	Train Inuit youth from across Nunavut on tobacco cessation activities resulting in further transfer of knowledge to other youth within communities regarding the harmful effects of smoking and the solutions for quitting.	http://www.hc-sc.gc.ca/ahc-asc/media/nr-cp/2009/2009_18-eng.php
6549-11-2008/7750020	GOVERNMENT OF NORTH WEST TERRITORIES - Tobacco Cessation Training -NWT Community Capacity Building	\$413,255**	Offer tobacco cessation support at the regional/community level targeted at the adult population of NWT. Selected individuals will be trained in tobacco education, presentation skills and then cessation strategies and supports. Community presentations will be provided either by the tobacco coordinator and/or trained selected individuals as appropriate.	
6549-12-2011/9720140	GOVERNMENT OF YUKON – Enhanced cessation initiatives	\$100,000	Provide sustained access and continued promotion of the	http://www.quitpath.ca/quitting/qp_plus.php

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	project		Yukon's Smokers' Helpline, pilots the use of nicotine replacement therapies in the QuitPath smoking cessation program and increases awareness of available smoking cessation support and services amongst rural and First Nations communities all aimed at decreasing smoking rates in the territory.	
6549-10-2009/5280052	VANCOUVER COASTAL HEALTH AUTHORITY – The Tobacco Dependence Clinic: An Intensive and Comprehensive Approach to Treating Tobacco Dependence in Marginalized Populations	\$502,445	Expand three existing Tobacco Dependence Clinics to meet increased demand; incorporate Tobacco Enhancement in Applied Cessation Counselling and Health (TEACH) training into regional orientation for all addiction and mental health staff; develop a knowledge exchange plan for partners; create two new clinics in high needs areas; and include mental health clients along with those who are in substance use treatment.	
6549-10-2009/5280053	BRITISH COLUMBIA LUNG ASSOCIATION – BC Expansion of the Quitters Unite Website and Promotion Campaign	\$934,339	Promote and expand the original pilot Quitters Unite website, developed for young adults ages 19 to 24, using innovative social media and technology approaches, along with traditional media, to	http://quittersunite.com/

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			reach the target audience. A major component of the project will be to create improvements to the existing website, such as on-line video, links to quit smoking initiatives, development of resources and the use of guerrilla tactics and contests, that will improve its functionality to encourage more users and more visitors.	
6549-10-2009/5280054	VANCOUVER COASTAL HEALTH AUTHORITY/ ABORIGINAL HEALTH SERVICES- VANCOUVER COMMUNITY (AHS-VC) – Cultural Canoe Journey: Aboriginal Smoking Cessation by Promoting Wellness and Respecting Tradition	\$152,553	Deliver a culturally appropriate smoking cessation program to address the needs of an urban Aboriginal population using a family ancestry healthy lifestyle approach and an actual canoe journey. Six educational modules will be developed and delivered by Aboriginal Health Services, in partnership with the Native Education College. Provide Aboriginal Health Services staff with the Training Enhancement in Applied Cessation Counseling and Health (TEACH) Program.	
6549-10-2009/5280056	NORTHERN HEALTH AUTHORITY – A Community	\$328,112	Develop a framework and process in the Gitksan community in Northern British Columbia to	http://www.northernhealth.ca/Portals/0/About/NH_Reports/documents/NHAnnualReport2010-2011.pdf

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	Collaborative Approach to Tobacco Cessation in Gitksan Communities		increase understanding about tobacco addiction, provide a relevant cessation program and build capacity among health care providers and community members in those communities to deliver tobacco cessation and establish local access to effective tobacco cessation for residents.	
6549-10-2009/5280057	PORTAGE (KEREMEOS) – Smoking Cessation Program for Residential Treatment Centre	\$139,499	Integrate tobacco cessation treatment for individuals with substance abuse in Portage (Keremeos), a 42 bed adolescent residential treatment facility. Train staff in cessation programming. Conducted an environmental scan to determine which resources will be the most appropriate to use or adapt as a program model.	http://www.portage.ca/announcements/new-tobacco-reduction-program-for-the-portage-keremeos-community?A=SearchResult&SearchID=1064150&ObjectID=35227&ObjectType=7
6549-10-2009/5280058	Province of British Columbia – QuitNow services/Integrated Voice Response component	\$368,294	Provide cessation services to patients who smoke upon discharge from hospital in BC, by providing a range of QuitNow Services (QNS). Over a 12 month period, QuitNow Services aims to work with the Health Authorities to provide the sites and staff to interact with the patients to educate them about, invite them to use, and refer them to QuitNow	http://www.youtube.com/watch?v=hFZ7QPnBn40&feature=related http://www.youtube.com/watch?v=RbME5NPavJQ&feature=related http://www.youtube.com/watch?v=Ky5P9n40eh0&feature=related

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			Services until discharge, where they will then be followed up by QNS.	
6549-09-2007/7410067	ALBERTA HEALTH SERVICES TOBACCO REDUCTION UNIT (AHSTRU) - Building Capacity of Health Care Providers to Offer Tobacco Cessation Interventions	\$ 522,193**	Provided training to 1600 health care professionals on the programs Tobacco Reduction and Cessation (TRaC) for outpatients and Reduce My Risk for inpatients. It also provides training on motivational interviewing, Nicotine Replacement Therapy administration and Ask, Advise, Refer techniques.	http://www.albertahealthservices.ca/services.asp?pid=service&rid=1040203
6549-09-2008/7270001	NECHI TRAINING RESEARCH AND HEALTH PROMOTIONS INSTITUTE - Aboriginal Tobacco Cessation Project	\$361,595**	Provide culturally modified tobacco reduction and cessation training to at least 46 communities in Alberta, at seven strategically located training posts. This training will include an Aboriginal tobacco cessation model, a culturally modified Ask, Advise and Refer model (AAR model), a culturally modified Tobacco Reduction and Cessation (TRaC) model as well as assistance in developing community based cessation programming and tracking of cessation rates.	http://nechi.com/content/sacred-connections

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6549-09-2009/9140069	THE LUNG ASSOCIATION AB & NWT - Smart Steps...towards a smoke-free life	\$341,783**	Reach and engage workplace populations with higher than average tobacco use rates with on-site cessation programming. Sectors such as construction and transportation will be targeted.	http://www.ab.lung.ca/site/smart_steps
6549-09-2011/10930075	HEALTHCPR – Tobacco Control: A Multi-disciplinary Resource for Canadian Health Professionals	\$113,619	Provide Canadian health professionals, students and consumers free access to an on-line resource, in both official languages, on tobacco addiction treatment that follows best practice guidelines and takes into consideration the unique Canadian context. This resource will meet the needs of health care professionals who identified deficits in their knowledge and skills as a major barrier to intervening with their tobacco addicted patients.	
6549-09-2011/10930071	UNIVERSITY OF ALBERTA, FACULTY OF MEDICINE AND DENTISTRY – You Can Quit (UCANQT)	\$209,871	Provide direct access to smoking cessation program to patients and visitors to through the creation and deployment of touch screen technology for self-screening and self-referral to addiction treatment services. Interactive digital media	

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			kiosks, located in four locations of the University of Alberta Hospital, Edmonton, will offer information and referrals to smokers and their families.	
6549-08-2007/4950041	THE PHARMACISTS' ASSOCIATION OF SASKATCHEWAN (PAS) - PACT - Partnership to Assist in Cessation of Tobacco	\$68,350**	Train pharmacists (primary focus) and other health care professionals (secondary focus) in assisting clients with tobacco cessation, aid in the identification of tobacco users, offer cessation support within a clinical setting, increase the number of health care professionals providing cessation support to clients and expand public understanding of the role of pharmacists and health care professionals in tobacco cessation.	http://www.makeapact.ca/
6549-08-2007/6270042	CYPRESS HEALTH REGION – Cypress Tobacco Cessation Project	\$29,696**	Assist tobacco using patients who wish to stop using tobacco in a hospital setting. Training would be provided to point-of-entry health care workers and volunteers to assist with group cessation programming and promote the health benefits associated with being tobacco-free.	http://www.health.gov.sk.ca/cypress-annual-report-2008-09

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6549-08-2009/9870001	BATTLEFORDS TRIBAL COUNCIL INDIAN HEALTH SERVICES (BTCIHS) - Tobacco Control Project	\$63,048**	Reduce smoking rates; build capacity of health care professionals (HCP) to advise tobacco users on quitting options by developing a six-week FN culturally appropriate cessation program adapted from the existing “I Care About Me, I’m Smoke-Free” Journal which was developed in 2005; piloting the cessation program in three communities; and recruiting and training community members to deliver the cessation program in the five remaining communities.	
6549-08-2007/6270040	CANADIAN CANCER SOCIETY (SASKATCHEWAN DIVISION) - Saskatchewan Smokers' Helpline (SSHL)	\$42,025**	Reach and assist population groups which continue to have higher rates of tobacco use; promote an effective and high quality, confidential, bilingual, toll-free, telephone cessation intervention; increase the number of calls to the SSHL; develop and support new partnerships with health professionals; and develop new promotional materials and public service announcements.	http://www.health.gov.sk.ca/smokers-helpline
6549-08-2009/9870136	MEADOW LAKE TRIBAL COUNCIL (MLTC) – Kick Butt	\$101,770	Meet the tobacco cessation needs of First Nation youth ages 13-24 in nine communities of MLTC by:	

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	Program		training existing CHR staff in the use of the Health Canada's "Kicking the Addiction Toolkit", to provide cessation counselling to youth; mentor youth about the traditional practices of tobacco use; conduct presentations on traditional practices.	
6549-07-07/6270039	CANADIAN CANCER SOCIETY (MANITOBA DIVISION) - Manitoba Smokers' Helpline (MSHL)	\$105,142**	Reach and assist population groups which continue to have higher rates of tobacco use; promote an effective and high quality, confidential, bilingual, toll-free, telephone cessation intervention; increase the number of calls to the MSHL; develop and support new partnerships with health professionals; and develop new promotional materials and public service announcements.	http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/quit-cesser/now-maintenant/1-800/prov-eng.php#mn
6549-07-2007/6270041	MANITOBA TOBACCO REDUCTION ALLIANCE INC. (MANTRA) - Workplace Smoking Cessation	\$136,285**	Establish a comprehensive and integrated workplace cessation program model; implement the model in a sustainable way in health care and community-based workplaces; train health care workers in the Health Behavioural Change (HBC) model; and encourage trained employees to	http://www.mantrainc.ca/pdf/Strategic%20Direction%202008.pdf http://www.mantrainc.ca/mantraevents.html

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			incorporate HBC into their daily work activities to effectively reduce smoking prevalence in Manitoba.	
6549-06-2009/5820139	NISHNAWBE ASKI NATION – Smoking Cessation Education Project	\$200,000	Provide a smoking cessation education project that promotes holistic, healthier living through cessation programming and health promotion activities. Work with 10 community health workers in the Nishnawbe Aski Nation (NAN) which represents 49 of Ontario’s First Nations communities.	http://nan.sims.sencia.ca/article/the-quit-coach-program-594.asp
6549-06-2009/5820140	CATULPA COMMUNITY SUPPORT SERVICES – Simcoe County CAPC/CPNP Smoking Cessation Project	\$200,000	Develop a Smoking Cessation Action Plan for the young women of the Simcoe County Community Action Program for Children (CAPC) and the Canada Prenatal Nutrition Plan (CPNP). Work with local partners to develop outreach activities and cessation support groups based on the needs of the smokers in these programs. Provide resources to 300 families that are exposed to second-hand smoke.	

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6549-06-2007/5820037	KEYSTONE CHILD, YOUTH & FAMILY SERVICES – Healthy Choices	\$235,550**	Increase the number of staff in Bruce and Grey Counties who are trained in delivery of smoking cessation programming; increase the number of men and women in at-risk groups who can access smoking cessation programming; and decrease the number of parents that smoke either in the car or home in the Bruce and Grey areas.	http://www.bgcskids.org/programs/healthychoices.php
6549-06-2007/0700036	ACTION ON WOMEN'S ADDICTIONS - RESEARCH AND EDUCATION (AWARE) - "Fetal Alcohol Syndrome Disorder Affected Women and Smoking Interventions: A training guide for service providers"	\$97,640**	Create an English and French training guide for service providers that would include both theoretical frameworks and promising practices for delivery of effective smoking cessation/reduction interventions to FASD-affected women.	http://aware.on.ca/first-approach
6549-06-2007/5820035	KENORA CHIEFS ADVISORY - Youth and Elders Tobacco Control Project	\$41,598**	Develop a youth outreach program and train youth and Elders to be peer tobacco cessation support in a traditional Aboriginal way.	

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6549-06-2008/0700045	WINDSOR-ESSEX COUNTY HEALTH UNIT - Windsor Workplace Smoking Cessation Model	\$278,459**	Begin dissemination of workplace smoking cessation program in Windsor-Essex workplaces then progress to the Public Health System in Ontario through their health unit network and partners. Strategically targeted workplaces from a cross-section of sectors, i.e. automotive, mines, food industry and its subsidiaries, will be provided with support to develop, implement and evaluate a workplace-specific smoking cessation program.	http://www.wecanquit.ca/
6549-06-2008/0700046	HÔPITAL REGIONAL DE SUDBURY REGIONAL HOSPITAL - Regional Cancer Program - Tobacco Dependence Treatment for the North East Ontario Hospitalized Patients.	\$69,542**	Implement a comprehensive cessation model for health care facilities; review and evaluate current practices and policies including smoke-free spaces.	http://www.nomj.ca/Articles/News/06-08-patient.aspx
6549-06-2007/0700039	PETERBOROUGH COUNTY-CITY HEALTH UNIT (PCHI) - Service for Peterborough County-City Health	\$322,518**	Partner with Primary Care Services of Peterborough, the Peterborough Regional Health Centre, Curve Lake and Hiawatha First Nation, and the Peterborough	http://pcchu.peterborough.on.ca/TUP/TUP-home.html

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	Unit		Family Resource Centre to establish the first comprehensive smoking cessation programs for area smokers by concentrating on four high-risk populations: pregnant women; patients with chronic diseases; health professionals; and Curve Lake and Hiawatha First Nation populations.	
6549-06-2007/0700037	Health Nexus – Enhancing the Capacity of Maternal & Early Years Service Providers on Second-hand Smoke Issues for Francophones	\$162,708**	Development of appropriate tobacco control related tools and resources for French speaking service providers which would offer them tips and strategies for using the tools and soliciting discussion to support smoking cessation and/or reduction.	
6549-06-2011/8250119	BROCK UNIVERSITY – Leave the Pack Behind – NRT Distribution on Trade School Campuses	\$902,925	Improve provincial-level capacity to reduce tobacco use among older youth/young adults by ensuring campus health professionals are prepared and able to proactively provide evidence-based tobacco treatments, including free smoking-cessation medication and effective counselling support, to older youth/young adult smokers.	http://www.leavethepackbehind.org/health_pros.php

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6549-06-2009/0700048	HASTINGS AND PRINCE EDWARD COUNTIES HEALTH UNIT – Prenatal/Postpartum Cessation	\$244,713	Train nurses and physicians on evidence-based brief cessation interventions to assist pregnant and postpartum women who smoke to quit. This project expects to reach approximately 1000 women, which includes all pregnant and postpartum women (up to one year after delivery).	http://www.hpechu.on.ca/application/web_cms/index.php?pageid=307&menuid=1373
6549-05-2007/8250024	LE CENTRE OPTION-PRÉVENTION TOXICOMANIE-VIOLENCE-DÉLINQUANCE-SIDA (T.V.D.S.) - Projet de cessation tabagique pour les personnes incarcérées : «Libre en d'dans!»	\$139,572**	Develop and test a new stop-smoking strategy for close to 1000 inmates in federal penitentiaries located in Québec, and to increase by 50% the number of inmates who successfully stay away from tobacco for at least four months.	http://www.centretvds.ca/ http://www.messengerlachine.com/article-309792-Plus-de-380-000-accordes-au-Centre-Option-Prevention-TVDS.html
6549-05-2007/8250021	CENTRE QUÉBÉCOIS DE LUTTE AUX DÉPENDANCES (CQLD) - Développement d'une activité de sensibilisation sur le tabac auprès des jeunes du 1er et du 2e secondaire.	\$177,000**	Develop an awareness activity on tobacco for youth in grades 7 and 8 (approximately 85 000 youth). Using attractive, captivating but serious video games, students would be invited to answer questions and join in situational exercises. To make the application meaningful to young students, it would be based on real situations discussed beforehand in focus	

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6549-05-2007/8250038	FONDATION DE L'INSTITUT DE CARDIOLOGIE DE MONTRÉAL – « Famille sans fumée »	\$325,000**	groups. Promote smoke-free environments by encouraging Quebec households to make their homes and cars smoke-free, to protect family members from the adverse effects of smoke, encourage young people not to start smoking, reduce the risk of relapse among ex-smokers and encourage smokers to try quitting.	http://www.famillesansfume.ca/en/
6549-05-2009/6190123	CENTRE D'AMITIÉ AUTOCHTONE DE VAL-D'OR INC. - Waba Miskwa Opon	\$137,851	Focus on tobacco cessation by implementing a support group that will be lead by the Centre de santé et des services sociaux which concentrates on reducing smoking by offering intergenerational smoke-free activities and a sponsorship program, where a non-smoker will sponsor a smoker and, with the help offered by the project, work with them towards quitting their tobacco use. Training of employees in order to increase their knowledge on the health risks of smoking.	http://caavd.ca/en/site.asp?page=evenement&nActualite=0&nAnnee=2011&nIDEvenement=3361
6549-05-2009/6190126	SOCIÉTÉ CANADIENNE DU CANCER (SCC) –	\$399,245	Adapt and evaluate a smoking cessation support tool using text messages targeted to young adults	

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	Projet-Pilote-Soutien à la cessation par Texto		18 to 24 years of age and to create and implement recruitment activities targeted towards this hard to reach audience.	
6549-05-2009/6190128	REGROUPEMENT DES CENTRES D'AMITIÉ AUTOCHTONES DU QUÉBEC INC. (RCAAQ) - Tshishtemau	\$196,283	Re-establish the sense of meaning and value attributed to tobacco's traditional sacred role via a holistic journey of one week for twenty-five Aboriginals, which will provide smoke-free activities and a smoking cessation program for the adults, based on the First Nations of Quebec and Labrador Health and Social Services Commission's Ciga-Stop programming.	
6549-05-2009/6190134	CENTRE D'AMITIÉ AUTOCHTONE DE QUÉBEC INC. (CAAQ) – Puniku : Abandonne le tabagisme	\$188,976	Address smoking cessation for off-reserve Aboriginals 18 to 29 years of age in urban settings of Quebec City through a series of weekly cessation workshops over a period of three months, plus supportive follow-up through meetings for the subsequent three months. The second component focuses on educating the 10- to 17-year-old age group on the importance of not starting to smoke.	

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6549-05-2011/6190174	CENTRE DE SANTÉ ET DE SERVICES SOCIAUX DE LA VIEILLE-CAPITALE-CENTRE AFFILIÉ UNIVERSITAIRE (DRSP-CN) – Grossesse et tabac : outiller les intervenants des Services intégrés en périnatalité et pour la petite enfance (SIPPE) et de la Fondation OLO pour intervenir en cessation	\$120,000	Develop a smoking cessation program for at-risk pregnant women and their partners during the pre- and post-natal periods involving peri-natal workers in the process. Identifying workers' needs in terms of knowledge of the issue, producing readily available reference tools, identify the approaches to use to adapt and integrate a smoking cessation program with this client group, setting up a coaching system in cooperation with quit-smoking centres, and evaluate and share project results with workers and managers in the network.	
6549-05-2011/7070166	HÔPITAL DU SACRÉ-COEUR DE MONTRÉAL (HSCM) – Programme d'intervention multidisciplinaire pour l'aide à la cessation tabagique (IMPACT)	\$88,000	IMPACT will support the cessation of smoking among patients who are at risk of illness or who are ill, and to strengthen a hospital's tobacco control infrastructure. Train and support all workers to systematically incorporate the treatment of nicotine dependence among hospitalized smokers into clinical practice.	

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6549-05-2011/7070168	INSTITUT UNIVERSITAIRE EN SANTÉ MENTALE DE QUÉBEC – Abandon du tabagisme chez les personnes atteintes de santé mentale	\$204,395	Health platforms will be established in 2 of the Institute’s units consisting of tobacco cessation, nutrition and physical activity and professionals will be trained on how to counsel. Client groups will be offered group and individual counselling sessions.	
6549-05-2011/10510170	CONSEIL QUÉBÉCOIS SUR LE TABAC ET LA SANTÉ (CQTS) – Réduire la fumée de tabac à l’écran-Phase II	\$200,000	Prevent tobacco uptake in youths aged 15 to 17 by addressing the influence of tobacco use in movies by: organizing a media event to award prizes to smoke-free and smoke filled movies, as voted by the public; publishing articles in specialized magazines to raise awareness amongst artisans; by organising workshops in classes for students of the arts. In addition, youths from the Commando Oxygène, groups of youths that organise events to prevent tobacco use amongst their peers, will receive support from the CQTS to start a dialogue on the subject of tobacco use on screen with the television and movie industry. In order to raise awareness amongst youths, a French adaptation of the	http://www.cqts.qc.ca/commando/

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			Blowing Smoke Program, a tried and tested American program that educates youths about the media, will be created and tested out in a high school.	
6549-05-2011/10510169	CONSEIL QUÉBÉCOIS SUR LE TABAC ET LA SANTÉ (CQTS) – Intégration d’un service novateur au site de la Gang allumée	\$122,500	Offer smoking cessation tool via a website to young smokers under the age of 18 years using text message technology and a communications strategy to reach youth.	http://www.lagangallumee.com/fr/passer-a-laction/la-gang-allumee?pageID=1
6549-05-2011/6190175	GROUPE DE RECHERCHE ET D'INTERVENTION EN PROMOTION DE LA SANTÉ (GRIPS) – L’apport du Web 2.0 dans une démarche de cessation tabagique dans le cadre du Défi J’arrête, j’y gagne!	\$230,000	Integrate the use of Web 2.0 in a Quit to Win Challenge to maximise the accompaniment and support GRIPS offer towards quitting	
6549-05-2011/11030001	INSTITUT DOUGLAS – Unis sans fumée, unité en santé	\$48,403	Encourage patients with severe mental health problems to reduce or eliminate their tobacco use by offering a smoke-free environment. Institute staff will also be trained to offer improved and personalized medical follow-up.	

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6549-05-2011/6190173	RÉGIE RÉGIONALE DE LA SANTÉ ET DES SERVICES SOCIAUX DU NUNAVIK (RRSSSN) – Formation des intervenants scolaires et communautaires en prévention du tabagisme auprès des jeunes	\$131,725	Prevent smoking among Inuit youth living in the 14 treaty communities of Nunavik by: offering training in smoking prevention to a team of school and community workers; leading a prevention program for all high school students with partner organizations providing the prevention program to youth out of school; and young people organizing educational activities for their whole community as part of National Non-Smoking Week, 2012;	
6549-05-2011/7070167	CREE BOARD OF HEALTH AND SOCIAL SERVICE OF JAMES BAY -Training peer educators for tobacco reduction among Cree Youth	\$117,641	Encourage youth to quit by offering education and awareness through peer educators. Peer educators will be trained with a four day workshop and offered coaching while they implement their projects in 9 communities.	
6549-04-2008/7650077	ELSIPOGTOG HEALTH AND WELLNESS CENTRE - A Culturally-Driven and Evidence-Based Program For Smoking Prevention, Reduction and	\$142,663**	Reduce the smoking prevalence for youth; to produce positive changes in knowledge and attitudes regarding harmful effects of tobacco and the cultural use of tobacco; and to increase cessation program availability.	http://www.ehwc.ca/Programs Projects.html

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	Cessation Among Youth In A New Brunswick First Nations Community			
6549-04-2009/6980080	NEW BRUNSWICK LUNG ASSOCIATION – Developing and Piloting a Tobacco Cessation Program for Employees of the Restaurant and Bar Industry	\$315,575	Design and develop a smoking cessation train-the-trainer style toolkit and cessation program that enables managers and instructors to deliver a smoking cessation program for hospitality industry students and restaurant/bar staff.	http://www.nb.lung.ca/html/Programs/Smoking/quithappens.htm
6549-04-2010/7650094	NEW BRUNSWICK LUNG ASSOCIATION – Proposal to Deliver a Public Education Campaign for Health Risks from Combined Radon and Tobacco Exposures	\$202,513	Develop and deliver a public education campaign that links the combined health risks of radon exposure and smoking. Increase the number of homes tested for radon and the number of smokers attempting to quit.	http://www.nb.lung.ca/html/Programs/Radon/index_en.shtml
6549-03-2009/6660090	COLCHESTER EAST HANTS HEALTH AUTHORITY - Mental Health Services, Addiction Services, Public Health Services, Program Project (MAPP)	\$227,453**	Increase service to a marginalised population by providing smoking cessation programs and a Healthier Lifestyle Program to the mental health consumer; to educate health care providers to recognize the relationship between tobacco use	http://www.cha.nshealth.ca/addiction/groupCopingWithQuitting.asp

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			and mental illness; and to identify and establish partnerships that will provide support and incorporate better practices into existing programs and services for mental health clients.	
6549-03-2009/7650091	PICTOU COUNTY HEALTH AUTHORITY (PCHA) - Youth Smoking Cessation Project: A School-Based and Residential Youth Caring Facility Approach	\$118,750**	Develop and implement a comprehensive cessation program for youth in a high school as well as for vulnerable youth with high smoking rates within a residential care setting.	
6549-03-2007/7650064	TRUCKING HUMAN RESOURCE SECTOR COUNCIL ATLANTIC (THRSCA) - Tobacco Cessation for the Trucking Industry of Atlantic Canada	\$188,515**	Create a healthier workplace by increasing the number of successful smoking cessation attempts made by current and future employees and employers working in the trucking industry in Atlantic Canada.	http://thrsc.com/projects/tobacco-cessation-in-the-trucking-industry/
6549-02-2007/7650062	CANADIAN CANCER SOCIETY, PRINCE EDWARD ISLAND (PEI) DIVISION - PEI Smokers' Helpline	\$10,249**	Reach and assist population groups which continue to have higher rates of tobacco use; promote an effective and high quality, confidential, bilingual, toll-free, telephone cessation intervention; increase the number	http://hc-sc.gc.ca/ahc-asc/media/nr-cp/2009/2009_43-eng.php http://www.smokershelpline.ca/

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			of calls to the SHL; develop and support new partnerships with health professionals; and develop new promotional materials and public service announcements.	
6549-02-2007/7650072	CANADIAN CANCER SOCIETY, PRINCE EDWARD ISLAND (PEI) DIVISION - Young Adults and Tobacco Use in Prince Edward Island – Phase II	\$5,000**	Develop a young adult leadership program on the Holland College and University of PEI campuses; to work with Health and Wellness staff in both institutions to engage, collaborate and inform young adult smokers and non-smokers on tobacco cessation and prevention strategies; and to adapt and implement cessation and prevention protocols to decrease tobacco uptake and increase tobacco quit attempts.	http://www.cancer.ca/Prince%20Edward%20Island/About%20us/Media%20centre/PE-2009/Canadian%20Cancer%20Society%20pleased%20that%20Federal%20and%20Provincial%20governments%20continuing%20commitment.aspx?sc_lang=en http://www.cancer.ca/Prince%20Edward%20Island/Prevention/Quit%20smoking.aspx?sc_lang=en
6549-01-2007/6660075	NEWFOUNDLAND AND LABRADOR LUNG ASSOCIATION - The Smokers' Helpline of Newfoundland and Labrador (SHL)	\$100,000**	Reach and assist population groups which continue to have higher rates of tobacco use; promote an effective and high quality, confidential, bilingual, toll-free, telephone cessation intervention; increase the number of calls to the SHL; develop and support new partnerships with health professionals; and develop new promotional materials and	http://www.smokershelp.net/

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			public service announcements.	
6549-01-2007/6660087	NEWFOUNDLAND AND LABRADOR LUNG ASSOCIATION - Tobacco Reduction Strategies for Blue-Collar and Service Industry Workers	\$129,511**	Increase access to effective smoking cessation programs and services among individuals working in blue-collar and service industry jobs and to assist workplaces in developing comprehensive cessation strategies to assist employees in becoming smoke-free.	
Total Regional CAs		\$12,500,515		