



Algoma Youth Action Alliance (AYAA)

Chew Tobacco Campaign

GETTING STARTED	
<i>Strategic Planning</i>	<p>In August 2006, the Algoma Youth Action Alliance (AYAA) representatives gathered in Sault Ste. Marie to identify issues and plan for the next year. Peer Leaders from across Algoma unanimously identified chew tobacco use among youth as the number one issue in Algoma to address for the upcoming year. Evidence to support the identification of chew tobacco as problematic included lack of policies at the school board level, internal school policies that were loosely enforced, and the visibility of chew tobacco in schools (and classrooms)! The association between athletics and spit tobacco was also apparent in Algoma's athletic and community organizations.</p>
<i>Purchasing of Resources</i>	<p>A review of available resources in Canada and the United States was completed for chew tobacco. AYAA representatives previewed and selected resources which would be most appropriate for the youth of Algoma.</p> <p><i>The following resources have been ordered from Oral Health America: (312) 836-9900.</i></p> <p><u>Videos</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Innocent Addiction (10 minutes) Gruen started chewing at the age 13 and was diagnosed with oral cancer at age 17. This video is ideal for classrooms and presentations. Some youth have reported difficulty understanding Gruen in this video, but still understood the main message. <input type="checkbox"/> Tragic Choice: The Bob Leslie Story (10 minutes) This is the story of a young man whose life was ended abruptly because of his choice to use spit tobacco. It includes interviews with Bob, his wife, and members of his high school baseball team. <input type="checkbox"/> Glory Days...Gory Days (9 minutes): This video highlights the story of former Major Leaguer Bill Tuttle, his wife Gloria, and their struggle with oral cancer caused by Bill's use of spit tobacco throughout his career. <p><u>Poster</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Bill Tuttle: Glory Days... Gory Days (18" X 24") Before and after pictures show what happened to Bill Tuttle after 38 years of spit use. <p><u>Pamphlets</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Gruen Von Behrens Photo Card (5" X 7") Photo card featuring Gruen with spit tobacco facts on reverse side. This card has been very popular and stimulated many discussions at displays. <input type="checkbox"/> What's Really In Spit Tobacco? AYAA reps selected this pamphlet for high school aged youth. It is visually appealing and comes in the shape of a spit tin.



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	<p><input type="checkbox"/> Who Uses Spit Tobacco? A great pamphlet selected by AYAA to generate awareness for adults.</p> <p><input type="checkbox"/> Matt Lee: Youth Brochure This pamphlet was originally chosen to target younger youth or those with special needs as it has minimal writing.</p> <p><i>The following resources were ordered through The Health Connection: 1-800-548-8700</i></p> <p><u>Video</u></p> <p><input type="checkbox"/> Spit Tobacco Kills (28:05 minutes) Award winning video that highlights the life of a young man in his 20s who has early signs of mouth cancer and faces surgery, disfigurement, and possibly death. This video is lengthy, but comes with resources for follow-up activities and discussions.</p> <p><u>Interactive Chew Tobacco Displays</u></p> <p><input type="checkbox"/> Smokeless Tobacco: Spit It Out Display (58" x 22" table top folding display) Designed for youth and emphasizes how ads try to lure them into a lifelong addiction that can kill them. This display is used frequently in Algoma. Although the term chew or spit tobacco is preferred to the term smokeless tobacco, the title of the display becomes a topic for discussion.</p> <p><input type="checkbox"/> Smokeless Tobacco Display (58" x 22" table top folding display) Focuses on oral health and has been ordered for our dental department with whom we work closely on the issue of chew.</p> <p><input type="checkbox"/> Mr. Gross Mouth Display Hinged model of teeth, tongue and oral cavity shows the effects of chew. Mr. Gross mouth has been one of our most engaging resources— people love the realistic tongue!</p>
<p><i>Collaboration with Community Partners</i></p>	<p>The AYAA partnered with several health promotion based community partners. Below, you will find a list of supportive community partners and our collaborative activities.</p> <p>Smoke Free Sault Ste. Marie (SFSSM) local tobacco council: Partner agencies (i.e., Lung Association, Canadian Cancer Society, Take Heart Algoma, Group Health, Garden River Health Centre) promoted chew tobacco education resources and campaign events with their clients. The SFSSM purchased lanyards and whistles with the campaign message and included these in coaching packages along with information cards. Coach packages were distributed by volunteer Committee Members to high school sports coaches, as well as through interactive chew displays in the community and at a coaching clinic. Campaign posters featuring Sault-born NHL star, Marty Turco, were also created. Artwork was also used to create bus ads.</p>



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	<p>Canadian Cancer Society (CCS): Local CCS volunteer is an AYAA caring adult representative in Sault Ste Marie. Ontario Tobacco-Free Network’s CCS representative presented at Chew Tobacco Symposium. Sault Ste. Marie CCS hosted the AYAA “Through With Chew Week” media event.</p> <p>Algoma Public Health (APH) Dental Team: Provides ongoing support to various facets of the Chew Tobacco Campaign. They have provided dental health specific information related to chew tobacco, piloted chew tobacco displays, and showcased Mr. Gross Mouth in elementary schools. They have served as a link between the AYAA and local dental assistants and hygienists, which has allowed us to create a Chew Tobacco Awareness Workshop for these important stakeholders. The Dental Team has also provided in-kind contributions for promotional items (e.g., toothbrushes and gloves). Currently, we are working together to create a youth-friendly chew tobacco prevention/cessation pamphlet.</p> <p>APH High School Team: Provided support in high schools for AYAA Peer Leaders and volunteer Committee Members with campaign activities.</p> <p>APH Enforcement: Initiated compliance checks of the sale of chew tobacco to minors with their test shopper program and reviewed student day timer books for chew tobacco policy information.</p> <p>Sault Thunderbirds: Junior ‘A’ hockey team participated in the chew tins collection during “Through With Chew Week.”</p> <p>Algoma District School Board & Huron Superior Catholic District School Board: Participated in the promotion of the Gruen’s presentations and the chew tobacco tin collection during “Through With Chew Week.”</p> <p>Take Heart Algoma: Supported and sponsored arena rink board ads and local transit ads with the campaign poster.</p> <p>Floreani Orthodontics: A local orthodontist’s office supported the “Through With Chew Week” awareness event through a donation per tin collected to the local Cancer Society and participated in the “Chuck-A-Tin” media event.</p>
GUEST SPEAKER: GRUEN VON BEHRENS	
<p>To most effectively organize Gruen Von Behrens’ visit to Algoma, we divided the AYAA into subcommittees including: Chew Tobacco Awareness, Presentation, Itinerary, Symposium, and Media. Each subcommittee was chaired by a youth representative and supported by a caring adult. Below you will find a description of each subcommittee and their various roles in coordinating Gruen’s visit to Algoma.</p>	
<i>Chew Tobacco</i>	This Subcommittee was designed to increase awareness of the dangers of chew and the



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<i>Awareness Subcommittee</i>	<p>tobacco industry marketing tactics in preparation for Gruen’s visit. This was done primarily through radio ads, magnets and posters as described below.</p> <p>Radio Advertisements: In order to reach the target audience in a community-based manner, PSAs (which would later become paid media advertisements) were created for radio. Radio ads were voiced by radio jock/city councilor, and a local Sault North Stars goalie. The ads aired on a local, contemporary music station, and were then used as school announcements in lead up to Gruen’s visit. They were also translated into French. After evaluating the ads, this Subcommittee viewed radio media to be an important means of reaching youth.</p> <p>Campaign Magnets: Every student was given an anti-chew locker magnet the day after Gruen’s presentation in homeroom. For students who did not see the presentation, Gruen photo cards accompanied the magnets. Youth reported the magnets to be eye-catching and effective in reinforcing Gruen’s message.</p> <p>Posters: The AYAA partnered with the Smoke-Free Sault Ste. Marie tobacco council to develop campaign posters. Permission was given by local NHL star Marty Turco to use his photo. Take Heart enhanced the initiative by using the same artwork for rink board and bus ads, and ensuring they reached the entire Algoma district. AYAA reps felt the use of a local person on the posters was important. Volunteers were reported to be a key part of distributing posters.</p>
<i>Presentation Subcommittee</i>	<p>The Presentation Subcommittee created the template speeches for youth speakers introducing Gruen as well as a checklist for the youth leaders at the sites so all props and Audio/Visual equipment would be ready prior to his arrival. They also created a slideshow as a prelude to Gruen’s presentation. It was played as students entered the venue. The slideshow had spit tobacco health facts, as well as tobacco industry denormalization messages and graphic images of the effects of spit use. Students had many questions and were eager to speak to Gruen after his presentation.</p>
<i>Itinerary Subcommittee</i>	<p>The purpose of the Itinerary Subcommittee was to plan Gruen’s week in Algoma, while maximizing the reach and impact of the chew campaign. The Itinerary Subcommittee dealt with issues such as scheduling of schools (with support of School Board representatives), and coordinating luncheons so that invited guests could connect with Gruen directly. The total population reached by Gruen’s school presentations was 4,427 youth, teachers and coaches. When calculating the cost of bringing Gruen to Algoma (i.e., presentation fee for the week, travel and accommodations) by the number of participants, the cost is approximately \$1.46 per person. It is notable at the time of this report that we continue to capitalize on the momentum Gruen stimulated through his experience and powerful presence.</p>
<i>Chew Tobacco Health Symposium</i>	<p>The Symposium Subcommittee organized an evening event and dinner that included presentations from tobacco control players such as Gruen, an Ontario Tobacco-Free Network (OTN) representative, and a local Oral Surgeon. Gruen provided information</p>



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<i>Subcommittee</i>	on the work that he does throughout the world. The OTN rep provided an update on the information presented at the International Chew Tobacco Conference. Our local oral surgeon shared information about oral cancer. The presentations were followed by a discussion panel of key players such as a local youth athlete, a high school sports coach, and a local oral surgeon. The Symposium Subcommittee created invitations for the event and participant resource packages, served as MC for the evening, and media contacts. The Symposium generated a lot of discussion and positive energy around tackling chew!
<i>Media Subcommittee</i>	The Media Subcommittee was in charge of creating a media advisory, and key messages for the campaign as well as preparing Peer Leaders and volunteer Committee Members to talk to the media if they came to their school for the Gruen presentations.
CHEW TOBACCO PRESENTATIONS	
<i>2006 Ontario Tobacco-Free Network (OTN) Conference</i>	The Youth Advisor co-facilitated a presentation on chew tobacco with the area coordinator for the North West TCAN from Thunder Bay at the OTN conference on June 9-11, 2006. The presentation involved the combined work completed with regards to chew tobacco from Algoma and Thunder Bay. The participants included tobacco control council members from across Ontario, as well as other tobacco control organizations.
<i>Take!Action Conference</i>	Peer Leaders presented on Chew Tobacco at a “Chew On This” breakout session to Take!Action 2 nd Annual Conference participants.
<i>OPHEA Master Trainer Webinar</i>	The Youth Advisor served as a guest speaker on an OPHEA webinar for Lungs are For Life Master Trainers. The presentation included the basic facts around chew tobacco and follow up discussions and question and answer period.
INTERACTIVE CHEW TOBACCO INDUSTRY DENORMALIZATION DISPLAYS	
<p>In order to generate awareness of chew tobacco hazards and tobacco industry strategies targeting youth, AYAA reps set up interactive chew tobacco displays. A typical display included a tobacco industry denormalization (TID) display board, Mr. Gross Mouth, campaign pamphlets, posters, and magnets (see Purchasing of Resources on page 3). Quit Spit Kits were also available for individuals interested in cessation. AYAA contact information was available at the display. AYAA reps tried to hit target populations (i.e., youth, male athletes, coaches, dentists, etc.) in schools, arenas, and community centres. Below you will find a brief outline of the experiences for each target population and location.</p>	
<i>High Schools</i>	AYAA reps set up displays near the cafeterias in local high schools, answered questions and stimulated discussions. Coaching packages made in conjunction with Smoke Free Sault Ste Marie were distributed by Peer Leaders and volunteer Committee Members to high school sports coaches. Displays were also done in a high school health fair, and PA days for teachers.
<i>Hockey Games</i>	Taking advantage of opportunities to reach the target audience, AYAA reps set up



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<i>and Tournaments</i>	interactive chew displays at Ontario Hockey League games and during Midget Hockey Tournaments. These displays generated a great deal of discussion with many chew tobacco users. They were some of the most effective displays!
<i>Coaching Clinic Sault Major Hockey League</i>	In addition to regular resources, coach packages (see Community Partners page 3) which, included a lanyard and whistle with the campaign message and chew tobacco prevention information were distributed to the local coaches at the clinics. Productive discussions took place at the display. Spontaneously, we were invited to do a presentation and answer questions. We asked many questions to the coaches, and learned useful information about chew use in Algoma.
<i>Dental Association Meeting</i>	In addition to a regular display, a sign up resource sheet was placed with resources along with a resource list. Dentists were encouraged to take resources, and sign up if interested in additional resources. We had a key contact who was very supportive and channeled other dentists to the display. It is notable that one dentist, was a former chew user (i.e., he was a rugby player and chew was “part of the sport”). AYAA reps highlighted the significance of soft tissue exams given the “don’t ask, don’t tell” mentality demonstrated by inquisitive youth at high school chew displays. A great deal of awareness with oral health professionals is required on the issue of chew.

CESSATION

Youth-friendly “Quit Spit Kits” were created. The spit kits included a mouth mirror, a toothbrush, dental floss, beef jerky and a photo card of Gruen Von Behrens. The kits were distributed through the public health nurses in the high schools during “Through With Chew Week”. The kits were distributed in Sault Ste. Marie, Wawa, Blind River, Central Algoma and Elliot Lake and at a Sault College Coaching Clinic. There is not a substantial amount of research on the issue of chew tobacco cessation and youth.

POLICY

School tobacco policies were collected from the school boards involved as well as policies developed at individual high schools. This policy scan demonstrated many schools did not include chew tobacco in their policies and only prohibited smoking. Schools with policies containing chew tobacco were “no-smoking” policies with chew tobacco added (i.e., should be “tobacco-free”). Peer Leaders and volunteer Committee Members observed that chew tobacco policies, where they existed, are not enforced to the same extent as the smoke-free policies, if at all. Plans have been developed for the AYAA to speak at school board principals’ meetings to talk about the chew tobacco campaign and policy issues about chew tobacco in schools.

By connecting with local coaches, it was apparent that policies prohibiting spit tobacco often do not exist. Policies are also being collected for school athletic organizations, and local sports organizations especially hockey, soccer, baseball and football.

ADVOCACY

<i>Advocacy Letter</i>	An advocacy letter was written by a volunteer AYAA rep to the Minister of Health
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	Promotion (MHP) outlining the chew tobacco campaign in Algoma and called for the MHP to work collaboratively with the Ministry of Education to get information about the dangers of chewing tobacco incorporated into the provincial school curriculum.
<i>Take!Action Conference</i>	At the Take!Action 2 nd Annual Conference a Peer Leader and Youth Advisor participated on the YATI Advocacy Subcommittee, which organized a chew tobacco resolution calling for a ban on sales of chew tobacco for the conference, and a post card campaign.
“THROUGH WITH CHEW WEEK”	
<p>Through With Chew Week is held the third week in February each year to raise awareness of the negative effects of chew use. It gives chew users motivation to quit. Wyoming’s informative website www.throughwithchew.com provides excellent, easy to implement ideas for community events and activities. AYAA reps planned several activities during “Through With Chew Week”, including Proclamations, Chew Tin Disposal initiative and Media Event, and presentations by elementary AYAA reps to their respective classes. Below you will find a brief description of each of these activities.</p>	
<i>Proclamations</i>	To generate awareness for “Through With Chew Week” a proclamation to Municipal Council in Sault Ste. Marie was presented. The proclamation was adapted from the 2007 “Through With Chew Week” Toolkit. A press release created for “Through With Chew Week” invited the media to learn more about the AYAA and the dangers of chew tobacco. A Proclamation was also made in Blind River on a less formal basis. The Peer Leader met with a town councilor who brought it to the meeting on her own volition.
<i>Chew Tin Disposal with Quit Spit Kits</i>	<p>AYAA youth reps identified the practice of chew tins being collected and proudly displayed. Thus, a week long initiative was organized to challenge chew users to quit dipping and dismantle their collections by disposing chew tins in receptacles provided (i.e., they had key messaging and Gruen cards attached). Daily announcements were made. For every tin disposed, a local orthodontist sponsored a donation to the Canadian Cancer Society. Quit Spit Kits were offered to anyone interested in quitting.</p> <p>An evaluation revealed more tins could have been collected if the initiative ran longer. The receptacles were a great idea, but youth did not want to dispose of their chew tins in front of teachers, and some chew tins went missing. Most tins collected were through word of mouth by the Peer Leaders and volunteer Committee Members, so accordingly we would alter our collection method next time. Algoma was pleased with the amount of tins disposed; however, the number of tins collected is only a fraction of what is actually used in Algoma. Youth reported chew users told them that they did not want to get rid of their collections because they were too valuable. Clearly, much work is still to be done challenging chew social norms.</p>
<i>“Chuck-A-Tin” Media Event</i>	All of the chew tins that were gathered during the week were disposed of at a media event. The media event included a presentation on the hazards of chew tobacco use and



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	<p>industry marketing tactics from volunteer Committee Members. Afterward a cheque presentation from Floreani Orthodontics to the Canadian Cancer Society was made. Remarks were made by the Canadian Cancer Society, who hosted the event. The media event concluded with representatives from the AYAA, Floreani Orthodontics, and the Canadian Cancer Society participating in a “Chuck-A-Tin” Shootout with a waste management truck from the municipal landfill. After the shootout was finished, AYAA representatives sent the remaining tins to the disposal site. Overall, the response to the media event was positive. The shootout was a great opportunity to highlight the issue of chew tobacco use in Sault Ste. Marie and Algoma.</p>
<p><i>Elementary Presentations</i></p>	<p>To target the senior elementary age group, volunteer elementary Committee Members delivered chew tobacco presentations at their schools. The presentation was reported to be well received at the elementary level, and many students were interested in Gruen’s story. Many students had questions about how to get their parents to quit (referring to smoking). Follow-up was completed with cessation materials being sent to the elementary schools.</p>
<p>MORE WORK ON CHEW TOBACCO REQUIRED</p>	
<p><i>Awareness</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Continuation of awareness displays and presentations to key stakeholders. <input type="checkbox"/> Partnerships are being established with sports associations and teams to incorporate chew tobacco education into their regular training camps. <input type="checkbox"/> Continue to support and work with key stakeholders (e.g., oral health professionals) to get prevention and cessation messages out. <input type="checkbox"/> Collaborate with professionals in Sault Ste Marie Michigan to address chew use. Many youth get their chew tobacco from stores in the US. <input type="checkbox"/> Organize activities to continue to challenge social norms around chew tin collections. <input type="checkbox"/> Work with other communities that have identified chew use to be problematic to gather more information
<p><i>Cessation</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Research on Chew cessation among youth is required. <input type="checkbox"/> Work with current cessation or prevention programs to ensure accurate chew information is included. <input type="checkbox"/> Work with Dental Team to improve a youth friendly self-check/cessation pamphlet for Algoma. Observations have indicated our current pamphlet is not engaging.
<p><i>Policy</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Continuation of policy development with sports associations and school boards. <input type="checkbox"/> Compile testimonials from students across the district about how chew tobacco policies need to be created and properly enforced to reflect the dangers of chew .
<p><i>Advocacy</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Support the Take!Action Conference work to advocate a total ban sales of chew. <input type="checkbox"/> Get chew identified as an important TC issue by the MHP. <input type="checkbox"/> Include chew tobacco in the curriculum. <input type="checkbox"/> More research on chew for cessation and chew use among youth in communities with anecdotal evidence demonstrating it to be problematic!