

les thèmes the issues

We want to see more SMOKE FREE SPACES because fewer children will then be exposed to role models, which influence them to start smoking.

Nous voudrions davantage d'ÉSPACES SANS FUMÉE pour réduire l'exposition des enfants aux images et aux modèles fumeurs, ce qui les influencent, à leur tour, de commencer à fumer.

We are concerned that younger kids start smoking because they see:

- smoking by parents and relatives in their homes
- smoking by adults in our communities
- smoking by older youth

Nous nous inquiétons du nombre d'enfants qui commencent à fumer parce qu'ils voient :

- leurs parents et leur parenté qui fument chez eux
- les adultes de leurs communautés qui fument
- les jeunes plus âgés qui fument

WHY IS THIS AN IMPORTANT ISSUE TO YOU? How does it affect you, your family, and your community? *Pourquoi est-ce une question importante pour vous? Comment vous affecte-t-elle et comment elle affecte vos familles et votre communauté?*

Team 1 –

Smoking affects all people. Even if it is second hand. It can affect others' health. ***Why do people have to be around it if they don't choose to smoke?*** Our society has made it the smokers' choice and their decision how others people health is affected.

A child living in a home with smoking parents not only does not know their rights but may not have the courage to say anything about the situation.

"Maybe its time for us to start taking action and doing something about it instead of just discussing it. Next time you're in a public place think about the people around you smoking. Are you ready to accept the consequences of their actions? If the answer is no then let's take action of our own."

Smoking affects everyone's health and smokers tend to be discriminated against. It is wrong for us to discriminate against people's race and gender but yet we

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have the right to discriminate against someone's habits. We should not be able to pick and choose someone else's lifestyle but the issue is society has forgotten that we should get to choose our own. ***With more smoke free spaces people would be forced to smoke less, which would cause a decrease in second hand smoke.***

Since schools are liable for a student crossing the street, schools allow smoking spots. So perhaps we need to look at this and realize that the liability rules may be unrealistic. If a school has the right to suspend a child for smoking on their property why can a store owner or restaurant owner not also ask the child to leave. ***By eliminating the access and area we can greatly reduce the amount of smoked cigarettes.***

Smoking is an addiction and often starts out casually. Many people find it hard to moderate their smoking which causes an extreme addiction. By reducing the amount of cigarettes in packs we can help people become more casual smokers instead of addicted.

Smoking causes death, and illness. Maybe its time for us to start taking action and doing something about it instead of just discussing it. Next time you are in a public place think about the people around you smoking. Are you ready to accept the consequences because of their actions? So if not lets take our own.

Team 2 –

“People need to know the facts before they start smoking and not when the effects put them on their death beds.”

-We need to fight the addiction and stop fighting the people who are addicted.

-In our surroundings, our homes, schools, and communities second hand smoke effects everyone. The smokers make their own choices, but they also need to know how their choices affect those around them and those who choose not to smoke.

-Many loved ones are lost, and it affects us deeply because the losses are close to us. It also affects us more when someone close to us suffers.

Charlene has lost family members to tobacco related illnesses. Many other members have had parents who once smoked or who still do smoke.

Understanding why people smoke and how to build awareness is very important to this group.

- It's important that we stay healthy so we are able to continue our daily activities.

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- Smoking kills so many people; however, it is legal and therefore a very difficult battle to fight. It is also an issue that costs the health care system a lot of money.

It has become an accepted part of our school systems. Schools give students places to smoke. It is also a way for younger, or the less popular students to be accepted



Team 3 –

“Little sisters and brothers look up to us. That’s why I stopped and that’s why it’s important to me. My dad smokes two packs a day. My mom just started and she’s 35-40. No smoking in the house. I don’t want my brother and sister to see my parents smoking.”

“It’s important to me because I work with kids. When the parents come to pick up their kids and they’re outside smoking, they need to realize that kids copy what their parents do. And I don’t want to see the kids loose their parents.”

“My dad has been smoking since he was 7. He was stressed because of smoking. My dad got a little violent because of stress. He was in the hospital for 6 months. And now has to use oxygen. Tried hypnoses didn’t work very well”

Team 4 –

Death Popularity (Trying to fit in) Role
 Models (Setting a good influence) Prevention Concern for
 friends and family’s health Concern for the future
 Nothing to do so friends smoke out of **boredom**
People aren’t aware of the consequences When you start
 you can’t stop Stress **Looks stupid** Family smokes

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and kids are born with health problems (i.e. Asthma) **No**
programs to make things different Eliminate
stereotypes

-Health -Allergies -Asthma -Smoke free spaces -Smells
bad -Increases sickness -Easy access to cigarettes -Makes
me sick -Annoying - kids not knowing the
consequences -Sad to watch my friends
being degraded by cigarettes -Costs a lot of money

Team 5 –

OUR SMOKING STORIES...

Riyad

Non-smoker not overly bothered by smokers. In past, father was a smoker but quit when he was a child. Found cigarettes in his father's car and believes he still smokes. Girlfriend smoked socially and quit 2 months ago because it was affecting her sports. Does not like when young women smoke or pregnant women.

Emily

Smoker. Grandparents and great-grandparents died of lung cancer caused by tobacco. Both Parents smoke, mother smokes in the home. Smoked for 2 years now, started at 14. Has 3 yr. Old brother who is exposed to ETS by mother who smokes in house. Personally refrains from smoking in the house herself.

Adrian

Smoker. Quit exactly 1 year ago (today). Smoked for 4 years, started at

Cory

Non-smoker who is very sensitive to smoke. Experienced 2nd hand smoke as a child from grandparents. Does not support places where children are exposed to smoke, especially in the home.

Racean

Smoker. Parents smoked, had a big influence on her life. Has smoked for 6 years now and is affected in her sports, cannot play basketball and some other sports anymore. Still plays Rugby. Reasoning behind smoking is that it allows for a social circle of friends. Believes that smoking is a very social activity and creates new friends, etc. President of SASS (Students Assisting Student Smokers)

Tony

Smoker. First tried cigarette at age 7. Started smoking at 13. Smoking for 6

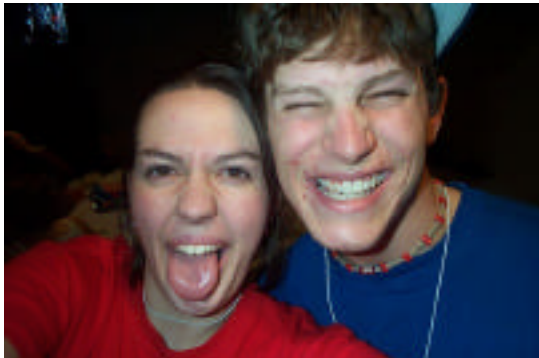
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16. Believed that smoking was the only thing in her life she could make a decision to do. Only way to control something in her life. Quit smoking because it was the only way to get control of her life (smoking made her lose control of her life). Quit by just stopping one day, did not ease of.

Louise

Non-smoker. Asmatic and athletic. Aunt died of lung cancer in early 40's. Father smokes. She suffers in athletics because of ETS, poor breath and asthma.



Jennifer

Smoker. Smoking for 9 years now. Mother smoked when she was pregnant, Jen spent first 3 years of life in and out of hospital because of smoke from mother. Did not like her parents smoking in the home and tried to stop them. Hated smoking and stole parents cigarettes and sold it to other kids. Decided at 10 to 'try' cigarette and got addicted after inhaling. Now addicted to cigarettes. Does not like when younger children start smoking either, hates it. Does not want pregnant women smoking or little children exposed to smoke. Works with troubled youth. Thinks that youth 8-10yrs old should be targeted to prevent smoking. Believed that children should be the target for non-smoking campaigns.

years now. Big influence to start smoking from family. Majority of people in family smoke, including mother. Does not want to see nephews/nieces smoking. Has baby boy on the way, starting to ease off on smoking. Does not want child to be exposed to smoke. Does not like when younger people start to smoke in community. Community has about 80% of people smoking

Christa

Smoker. Started smoking at 13, influenced by parents and sister who smoked. First tried smoking when saw sister smoking and asked what it tasted like, tried cigarette from sister. Threw up and didn't like it. 2 months later tried it again and started smoking since then. Has 5 yr old son now and smokes at home. Smoked when she was pregnant. Does not like smoking around her son but cannot stop smoking. Does not want her son to smoke so smokes in certain areas of the home. Does not want other children to be exposed to smoking and does not want them to smoke either.

WHERE DO YOU SEE THE PROBLEM MOST? *Où voyez-vous le problème davantage?*

- other youth - our peers – younger kids
- in our communities - adult role models
- IN OUR HOMES - parents, relatives
- d'autres jeunes - nos amis
- dans nos communautés - des modèles adultes
- DANS NOS MAISONS - nos parents, notre parenté

Team 1 -

Everywhere its peoples own descion to smoke or not to smoke. People need to be informed that either they have the right to ask a smoker to leave the room, or refrain from smoking, just as much as the smoker has the right to smoke.

The schools are the place where the younger people are most exposed to cigarettes.

Team 2-

-There is a lack of positive role models for youth; the youth look up to those who are in their lives and if the people around them smoke they have a bigger chance of starting themselves.

-The media has a strong influence the people and society. Some TV and movie companies take tobacco companies' money and incorporate pro-tobacco messages even if we don't always notice it. These messages are promoting smoking and tobacco is good.

-The facts need to be taught to pregnant women.

-Youth centers need to be used in better ways. They need to find ways to busy the youths and keep them from only going there to use it as a warm and safe place to smoke.

-People make choices and some will make the choice to smoke; however, they are not making the choices after knowing what it is doing to their bodies.

- Young students are not informed about the effects and long term risks when they begin to smoke.

-A lack of education and awareness is what is affecting the people most negatively.

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-Peer pressure needs to be used in a more positive way to set a good example.

-If we want to make a difference we need to stop preaching and start offering information and support.

-We live in a capitalist society and money makes a difference, often times solutions need money to get started; however, the groups do not have the money and can not tackle and compete with tobacco companies who have an abundance of money.

-It is often difficult to get smokers involved in building awareness.

-Smokers and former smokers need to speak out; this will help get the attitude of "goody-goodies" preaching their views.

Team 3 –

1. High school, way more smokers than non-smokers. If everyone is smoking I should just start. I'm inhaling it anyway.
2. In junior is when you try it, in high school is when you get addicted.
3. High school and at home, the kids look up to the youth and parents.
4. Good thing about what Ottawa has done with no smoking everywhere.
5. In NS try to put smokes in liquor stores.
6. The government should fund.
7. The problem is junior high, it's not going to bug any one who smokes or not. The big thing is peer pressure.
8. I think the big problem is elementary. A grade 5 girl who was smoking. The popular people who smoke kind of make other people.



Team 4 –

- Schools (young adult/kids)
- Uneducated smokers
- Front entrance of buildings

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présenter nos idées delivering the message

• SMOKE FREE SPACES IN HOMES AND COMMUNITIES ENSURE THAT FEWER CHILDREN START TO SMOKE

• Les ESPACES SANS FUMÉE, soit dans les maisons et la communauté, ont comme conséquence la réduction du nombre d'enfants qui commencent à fumer.

WHAT IS OUR MESSAGE? QUEL EST NOTRE MESSAGE?
HERE ARE OUR SLOGANS!

Team 1 –

What is our message? To teach and present

Learn it, live it. Smoking Sucks Smoking. Do it and die. Will you kill your kid? You'll do anything for your child, but will you save him from tobacco? You'll do anything for kid, but will you kill him? You'll do anything for your baby, but will you give your baby a chance at a smoke free lifestyle? Your cigarette lasts five minutes. How long will your life last? You have a right to smoke, and I have a right to a smoke free space. **Reduce the use. Create smoke free spaces.**

Si t'es pres a ruiner ta sante, moi je ne le suis pas! S'adresse autant aux jeunes, qu'aux adolescents, qu'aux adultes.

Sur une affiche, on peu voir

- 1- un bebe dans un berceau entoure de sa famille qui fume et le slogan.*
- 2- deux ado (amis) un fumeur et un non-fumeur et le slogan*
- 3- Dans un restaurant, des fumeurs prêts des non fumeurs et le slogan.*

Team 2 –

Age doesn't matter, smoking kills every body

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-Youth think they are invincible peers need to make them aware smoke can harm you at any age.

-Smokers are affecting others people. Second hand smoke also kill the people who are inhaling the chemicals from the original cigarette.

-We can not wait until the person is on there death bed to make them realize the negative effects of tobacco; they need to learn before they start killing themselves without knowing the effects of what they're doing.

-If you're standing by letting your family and friends smoke your standing by letting them die around you.

-Age doesn't matter: smoking kills everyone

Team 3 -

smoking sux **Downplay the "coolness" of smoking**
Trying to prevent youth/children from smoking **Save them**
when they are youngsave them for life

Look at positive side of everything e.g. 25 percent of people smoke but you should emphasize the 75 percent that don't.

Team 4 –

By creating smoke free spaces we want eliminate smoking in youth, keeping ETS away from children

Smoking kills you.
Smoking is NOT cool!
Don't smoke in public places.
Don't follow the crowd.

Prevent young people/children from smoking.
Eliminate second hand smoke.
Don't start!



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Be Smart, Don't Start. **Smoking Sucks.** A natural high instead of a cancerous lie. **I don't want to die so I stick to a natural high.** We like natural air so don't light up, because we care. **Children and youth don't fall for the spooof.** *You need to know the truth about the cancerous spooof.* **We like natural air, so don't light up when we are there".** **How About Not Doing Smoking (HANDS)**

Team 5 –

Target Areas: Homes – Parents, Brothers and Sisters – School – Friends – CHILDREN! !
 Young children, preteens mostly.
 teens believe they are invincible until they get sick
 little kids get sick and suffer from ETS
 target group can also be young females

FOCUS: grades 4-6?
 approaching high school
 social groups forming easily influenced
 heightened development
 experimentation
MESSAGE :
 - It's «cool » to be smoke –free
 - Most people don't smoke.
 Reasons for not smoking :
 sports, outdoor stuff, smell, looks, cool sports heroes don't smoke

« Stay the way you are, Great »
 « You are Great ! »
 « Make the cool choice! (don't smoke) »
 « Use your strength, smarts & style to stomp out their scam »
 focus on positive, empowering (older groups)

HOW DO WE DELIVER THE MESSAGE? Who does the talking?
 What kinds of tools do we use? *COMMENT NOUS COMPTONS PASSER LE MESSAGE? Qui va parler? Quels outils utilisons-nous?*

Team 1 –

“We must create smoke free spaces and reduces tobacco use in all aspects of our lives. “

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A notre avis, ces idées peuvent être utilisées pour des affiches, des autocollants, des publicités télévisées.

United front. All provincial governments. Television campaigns, printed campaign. Our country needs to join together so it isn't just people at conferences realizing the problems it extends through governments all the way to our communities. Information more easily accessible. A countrywide slogan. Youth talking make the health campaign work. Incorporate health and deceptive tobacco companies to make a conjoined slogan for all of Canada.

Who does the talking?

Youth need to be our speakers and our support mentors in our communities. Too many times youth are immune to their parent's point of view because they may feel that they are being spoken down to and that they don't understand them.

Team 2 -

-I want to stop smoking, butt... campaign. It would be an info session giving alternatives to the "clutches" and excuses people give for not quitting. Could be posters, web sites, meetings.

-Youth talking to youth- we need youth victims to speak out about their stories. Try and have them talk face to face with people is more effective! Do this nation wide with people in schools.

-Have a "play lung" for young kids- make it interesting and informative.

Our generation as role models

-We (youth) would be the ones to talk to young children.

-We need to be fun, enthusiastic, interactive.

-We need to get the kids involved with the presentation.

Young kids -fun filled activities... play-centered activities

Middle school-

Present the facts through jeopardy type games and rewards with treats.

-Give them real-life speakers!!!

-Bring the students away from class

Truth trips ...where the students learn what is in the cigarettes...bring them to a chemistry lab to view the chemicals first hand... bring them to cancer clinics or

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bring speakers to them...bring them to an old folks home to hear the experiences-there is instant respect for the elders

- Have a trivia with good prizes
- Highlight physical activities without smoking

To older teens

- Have a youth center that's geared toward smoking sensation, promoting FREE activities such as sports.
- BIG SHOCK TREATMENTS**...bring them to an autopsy, or show a video of an autopsy.
- Have a frank talk with victims
- Intro the deception of the tobacco industry. Teens don't want to be ripped off!
- They also like to protest give them a reason to protest the tobacco companies.
- Street cents-what's your beef?
- Make it part of our curriculum as soon as kids are in schools!
- Make it part of parenting classes.

How do we deliver the message?

- The "penny drop" message over the PA system in schools.
- "Smelly sweater" and "the tar jar" "the butt jar"
- Week of the living dead.
- Bumper stickers
- After presenting in schools have a speaker's corner type video set up to get reactions.

Focus: you don't have the cigarette the cigarette has you!
The tobacco industry wants to hook em young and hook em for life-SO DO WE

Team 3 –

- Media...working with celebrities
- Jingle or theme song
- Slogan like "smoking sux" but also advertised with a 30 second commercial
- 5 minute flash site "cartoon" for smoking sux
- Comic book for kids
- Movie poster or actual ads in movie previews

Who does the talking?

- Celebrities
- People who have been affected because of smoking
- More people who are really involved like 'Wygand' going to schools for assembly like sessions
- Kids point of view (touching)

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3 part commercials 1-start at with a 4 – 5 year old. 2-then at 10 years of age. 3-then a teenager and that third parental unit have been smoking the whole time.

How do we deliver the message?

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Team 4 –

Educate, Media-Posters-Commercials (has to be funny or gross)-Youth-Interactive-No preaching-Presentations @ schools-Provincial-National Conferences-Get movie stars-

Team 5-

1. Set example by using teen role models
2. INTERACTIVE presentations @ schools by other teens (COOL teens with lots of energy and FUN)
3. presentations about false advertising by tobacco companies
4. What alternatives they have? (sports, etc)
5. use lots of videos and make it visually appealing, use skits
6. public service announcements - include teens & sports stars (showing how smoke affects their ability to play)
7. MAKE SURE THERE IS ONGOING SCHOOL EDUCATION (not a one-time deal)
8. INTERACTIVE group discussion about the topic
9. Using someone in a similar age group to speak (maybe 1-2 yr. difference), use someone who is a bit older with smoking experience and possibly someone who has been SERIOUSLY affected by smoking (ventilators, etc.)
10. Let them know that the « healthy choice is the COOL choice »
11. Make a commercial something like the girl in the alcohol commercial (girl who smokes and talks about how it affects her, a YOUNG girl, maybe in her preteens)
12. Show that smoking is NOT cool
13. Use really young kids (« lil tommy »-6yr old)
14. Incorporate into gym classes etc, give rewards for good behaviour
15. INTERACTIVE discussions rather than « telling »
16. Put signs up over community
17. Convince adults to quit because of children in homes
18. Community discussions (for small communities)

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19. Children have role models, USE THEM.

Separate youth & adults and talk to them separately (adult/youth discussion), adults influence youth (how do they think they influence the youth?) the same is for youth and children

WHAT DO WE NEED IN OUR TOOL KIT TO TAKE ACTION? QUE EST-CE QU'ON VA CRÉER COMME OUTILS POUR PASSER À L'ACTION?

Team 1 –

- Word of mouth and our personal stories.
- The media and contradicting their messages. Public service announcements.
- Clearer accessibility.
- Funding, and the will to carry out our program and our ideas.



Team 2 –

- personal stories
- pictures like gasp magazine
- website and link to other tobacco fighting organizations
- summer active book
- comic strips and artwork poetry
- contacts at the back of the book
- fact sheets
- Cartoons that are regularly directed towards kids like pokemon carrying the heavy msg. of not to smoke.
- education curriculum
- a list of all the chemicals that actually are in a cigarette

Team 4 –

Graphic Pictures-Short big bold strong effective words-Brochures (facts)-
Commercials (Mother smoking and little kid beside her coughing,)-Poster-
Stickers-Outline of workshops/presentations for other youth about smoking-Video
from Dr. W. -Games (smoking trivia, etc.)-Decals-resource Guide-T-shirts-Critics
Choice video-

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Team 5 –

Having child in hospital: « my name is _____ I'm 8 years old. I should be in grade 4 but I can't because I'm sick. I'm sick because of tobacco smoke. »

WHO SHOULD LISTEN TO THE MESSAGE? How do we get people to listen, to care, to change? QUI DEVRAIT ENTENDRE LE MESSAGE? Comment faire pour que les gens écoutent, se sentent concernés et effectuent un changement?

Team 1 -

The whole society needs to listen. People buy the image don't even necessarily have the need for the habit. We need to stop the pressure before the health risks are presented. Proper promoting of the messages and working in our own communities with a wide abundance of people.

Team 3 -

Everyone!

Team 4 -

(how do we get people to listen, to care or change)

Target - 0-19; Scare them;
Put info Out there; Give
Always??; Do presentations;
Make tool kit available (free)



Team 5 -

Children and parents

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plan d'action action plan

HOW CAN YOUTH MAKE A DIFFERENCE? What are some ideas/activities that youth can do to make their spaces smoke-free? At home, school, work, etc? COMMENT LES JEUNES PEUVENT-ILS FAIRE UNE DIFFÉRENCE? Quelles sont certaines des idées/activités que les jeunes peuvent mettre en place pour éliminer la fumée de leurs espaces? À la maison, à l'école, au travail etc.?

Team 1 –

By talking to each other (to inform people about the effects of ETS and what youth can do about it.) *Remember that peer pressure can be negative and positive.*

-Communicate with the government (give the government a plan – how to create smoke-free spaces, how to reach youth) ask for them to support our groups.

Write info letters, then follow up on them

-Awareness in schools and youth center. (Presentations, interactive demonstrations of information.)

-Talk to organizations in communities. A support group instead of substances that stimulate their brain. These groups should be solely run by youth.

-Partnerships with restaurants and public places in order to raise awareness and make more smoke free spaces. Work spaces. Youth work spaces becoming smoke free. People will always want to do what they enjoy so if everything were to be smoke free the chances of them locking themselves inside of their house because things in their community are smoke free is very unlikely. People need to realize how smoke effects the world around us.

- Go to council meetings, get the word out, lobby for stricter bylaws (if needed) make connections !
- Get a group together if needed...strength in numbers.

Team 2 –

1. rules for public places
2. promote awareness in homes
Kids → parents
3. encourage rules of smoking in house
4. pre-made contracts and space for family to add conditions
5. calendar of smoke free days

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6. contact parents workshop/classes and send information about kids and ETS and influences

For New-Born parents

The pictures taken at the hospital of the infant should be put on a card that says this is your reason to have a smoke free space

A new package kit given to new parents

Information on smoking around children and other people

Smoke free decals

Ex. support my decision and keep my home a smoke free place

Information on Cessation support

Including the picture card of the child stating that of having smoke free spaces

School

School contracts to gain signatures of people who won't smoke near you

Activities with the children such as face painting.

Have an old or young buddy system "keep your buddy smoke free"

Shorter breaks between classes might stop the youth from smoking between classes

Teachers should enforce no smoking on school property

Publicly apologizing for smoking in smoke free spaces, they must attend an information meeting on smoking

We are not preaching we are trying to teach

Inform the person about quitting and help them

Bring education about smoking in the curriculum from grades 1-12

Should have the children and young people to sign a smoke free pledge

High School

"I promise to respect smoke free spaces"

We care when the peoples choices affect our every day lives

We should teach them shock therapy about smoking

Work places should be smoke free examples are restaurants

Primary grades

- Information and take home the contracts "I promise to be smoke free"

Middle grades

- older students should talk to the younger students about the smoke free spaces because the younger students look at the older students as role models

"I promise not to be deceived."

Contracts in tool kit on how to get the ball rolling.

Webster- support from others who have took the stand on smoking.

Visuals "smoke free spaces" stickers, bumper stickers, decals.

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Team 3 –

Speaking out **Speaking up** getting involved in the
community and everywhere else possible **doing**
something instead of complaining (walk the walk not talk the talk)
Speak your mind Stand up for your beliefs **Have a passion for**
the work your doing get connected don't be afraid be open....be
bold talk to a lot of people and maybe they will tell someone else
(word of mouth) put in time and effort being informed (
information is your greatest asset)

(some ideas / activities that youth can do to make their spaces smoke free...)

- get contacts / money to make ourselves heard
- by-laws / municipal governments
- penny drop activity
- toonie toss with hockey pucks at local sports events
- kids talking to their parental units / adults
- talk to school faculty
- talk to guidance counselor / lung association / health society
- send letters to the government
- advocate for smoke-free area
- start groups in school to get more people involved (more people more ideas)
- positive media
- launch for media
- paint in snow "Switch off tobacco"
- 30 hour famine idea (family encourage each other to quit smoking by trying to do it for 30 hours to 7 weeks so on and so forth)

The Comic Strip (how we'd do it) –

1. Present multiple companies; ask them to sponsor you
2. Attract attention (place ads in school / local newspapers)
3. Produce comic strip by having a contest
4. 12 winners per year (one every month)
5. Publish

Movie Theatre Commercials (How we'd do it)

1. Plan out, plot and do storyboard
2. Present idea to a company that would sponsor us (big company with lots of money – if you know someone who works talk to them)
3. Find talented director, stylists, special effects....etc

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4. Shoot commercial
5. Post production (find someone who can do it at home on their computer)
6. Final product (now it's time to distribute)

Who's it for? What's it for? ...To promote smoke-free spaces!

Team 4 –

Influence people, raise awareness, educate people
 Organize roundtable/focus group in our community
 Bring publicity to the issue
 Get people interested

Home:

Get people informed about the issue
 Take a carbon monoxide detector and tell them all of the chemicals at their house, give them facts that are in the house, give them facts about the damage it is causing to everyone

Presentations:

People that spend a small fortune on buying cigarettes.

Give deals (special recognition)

Guilt trips for the parents to stop smoking in their homes

Set guidelines

- Designated rooms
- Windows open
- Seal on doors
- Have just one ashtray
- At home, Fan in the room

School:

get together with a teacher/guidance councilor/school nurse and come up with a plan to reduce smoking around school using our tool kit

Set guidelines and work with administration to set strict rules.

Youth people doing presentations at elementary school (partnerships between the high schools and the elementary schools and the school board has to be involved)

Team 5 –

The most effective way to approach this issue is to look at current smoke free spaces and promote them with advertisements (extra promotion because they are smoke free)

Educate youth so that they are empowered to approach their employers about enforcing the quality of a smoke free space

They have to have the information before approaching a school, business, etc. about a smoke free space issue

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HOW CAN WE MAKE THIS A PRIORITY IN OUR COMMUNITIES?
(develop a communication plan: how to educate people about these issues) *COMMENT FAIRE DE CECI UNE PRIORITÉ POUR NOS COMMUNAUTÉS? (développer un plan d'action: comment éduquer les gens à ce sujet)*

Team 1 –

Passion! Have an interest.

- Be informed, a group needs to be presented that will give youth the rescues to find out about groups not just a few facts. (Research, internet sites, listening to presentations)
- Get connected and involved. (Joining a group, forming a group, getting support)
- Start small. (Community activities.. school related activities : activities that relate knowledge of second-hand smoke, brochures and pamphlets)
- The sky is the limit. Go for it !

Team 2 –

Take the information to the adults about smoke free spaces.

We should know the facts, and be educated with the truth about smoking it should be for all ages.

Youth should facilitate the smoke free spaces seminars at the work place.

Affects of ETS on non-smokers.

The cost over the years; smoking costs a small fortune

Adult influence on the children around them (positive and negative)

Tobacco industry facts and deceptions

How to? On establishing smoke-free spaces at work.

Students spend one on one time with the elderly this would benefit both the student and the elder. Elderly smoker talks to young smokers help show not invincible, youth witness first hand.

Team 3 –

- little kids (no smoking around the kids)
- keep talking about it...don't let it go / drill it into their heads
- be persistent
- positive messages to quit smoking
- talking to people involved with politics
- write a lot letters
- petition
- editorials and letters to the editor in the newspaper
- ministers of health (minister and premier)
- recruit at schools

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- Big screen TV's (ask faculty to play it in school)
- school co-Alison more ideas from different schools
- high school and elementary school curriculum

Team 4 –

Educate the community
 How it hurts people
 How companies are run, Strategies
 they use to promote smoking (include
 the tool kit)
 The chemicals

SCARE THEM!

- Organize a town meeting
- Write newspaper, use radio, TV local

Communication plan

Create Tool Kit: videos, critics choice, posters, shocking pictures, facts,
 reference guide, fun activities, sticker things, include a fan, ashtray, t-shirts,
 guidelines for school homes, Presentation outline list of programs available
 Distribute tool kit to schools, youth org.

Youth from a conference 2002 will start campaigns.

Schools: How to create smoke free spaces

Home: the chemical detector campaign

Mail pamphlets to houses with info about how smoking affects people

Follow up- survey about tool kit. What was accomplished? Etc. Did it work?

Keep in touch among ourselves Tele-conferences, email, Web site

Do this process again adding new things with new people.

Team 5 –

press release

national newsletter, national newspaper articles, local news, stickers, brochures,
 decals,

getting into schools (YAC and other interested youth) and running workshops
 with local students

Children's posters in public areas (drawings about smoke free spaces)

Hold a contest: Young children would be asked to draw how they feel when
 someone smokes around them. It would be publicized in a mall, public center,
 etc. and there would be prizes. (Local media would probably cover this just
 because it is an event)

"Scavenger Hunt" Local newspaper promote a contest to find facts about
 smoking and smoke free spaces...the facts would be left in smoke free spaces
 and there would incentive to find all the facts to win a prize

HOW CAN WE CREATE SMOKE-FREE SPACES?

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COMMENT POUVOUS-NOUS CRÉER DES ESPACES SANS FUMÉE?

Team 1 –

Change the cities' mind. Workshops, brochures, speakers and presentations.

Get the government of your province involved. Contradicting the media's messages. Trying to get the government to feel more comfortable with giving up power. Dealing with teachers, other staff members and the whole government is a task that can be overcome in a positive manner but has to be done carefully. Working with the government instead of against.

Have signs with a fact on them instead of a non-smoking sign if the storeowners do not want to make their business smoke free. Go directly to the government. Have their support and give them the support of yourself to take action. Keep restaurant owners informed and get the government involved.

Team 2 –

Each delegate becomes an advocate in his or her community.

Contact teachers/nurses/councilors other youth.

Write to your local newspaper.

Send out press release.

Speak to local politicians about the ideas that you have from the conference.

Stay in contact and network with delegates and organizers.

Make public service announcements.

Contact graphic art students they get their message across.

Contact media students to interview us.

Radio stations looking for guests.

Talk to local television stations about what you learned.

Read materials on tobacco smoking.

Put the information to the Web.

Constantly stay in contact with the media.

Stay informed about the laws.

Newsletter on recent news about smoking spaces.

Team 3 –

-Ask government for \$\$\$\$\$\$ to have smoking building

-Promote smoking cessation programs

-Government to pass laws that encourage smoke free areas

-Restaurants (small ones) smoke free

-Compliance checks

-Letters to the editor

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- Signs where people do smoke (gross pictures like the gasp magazine ones in public places where smokers are)
- Sign contracts saying they won't smoke in certain in and around areas that should be smoke free
- 30 hour smoke free famine
- Contest (prize) try to go as long as possible without smoking a cigarette do follow up during the week (maybe twice a week) to help and support everyone in program play sports.
- Survey restaurants (most people would eat – out more if the restaurants were smoke free)

Team 4 –

- 1: Work on the communication plan (this is the most important part)
- 2: Start campaigns at high schools (roundtables, youth conferences)
3. At elementary schools: Partnership with High schools, school board, local organizations)
4. At houses in the area: Detector campaign, get a sticker, survey
5. Go to individual businesses to see if they want to try a week without smoking.
6. With the results from the campaigns, surveys etc. We'll talk to politicians (local, regional, national level)
7. Lobbying
8. Create smoke free by laws in every province.

Team 5 –

- 2) Scene 1 – Girl A smoking (16)
- Girl B watching (12)

- 1) PSA with pregnant mothers: In a restaurant breathes in 2nd hand smoke, camera zooms down to fetus within mother, gasping for air.
 Message: *shouldn't all places be smoke free spaces?*
Protect the youth

- Scene 2 – Girl B smoking (16)
- Girl C watching (12)

- Scene 3 – Girl D watching (or something along those lines)

No one will be smoking so the chain will end
 Message: "smoke free spaces leaves a lasting impression"
 - *Make smoke-free spaces more visible!*



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momentum momentum

HOW DO WE SUSTAIN THE ENERGY? *COMMENT CONSERVONS NOUS NOTRE ÉNERGIE?* HOW DO WE STAY CONNECTED AND KEEP WORKING TOGETHER? *COMMENT RESTONS NOUS CONNECTÉS POUR CONTINUER DE TRAVAILLER ENSEMBLE?*

E-mail telephone **MSN – online discussion boards** **Wesbites**



Important to keep talking about this issue, with peers, with groups and contact the other members of the conference through email, chat lines, and phone.

Stay focused, review notes and binder. This will help us to stay positive and concentrate on the task at hand (which is staying connected).

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Having a website/message board on the internet for only our group to access and to leave notes, messages and ideas.

Get involved in the community. Take initiative... once you get involved, you can't stop... it feels great and your energy will stay high!



Delegate write a monthly report (submitted to Health Canada, Elizabeth M.) on how smoke-free spaces is affecting their communities / city / town / environment. And how this tool kit (that we're developing!) is influencing the society around us. Included could be more ideas / suggestions that we think could be as effective as our tool kit. So Health Canada can see that youth are still committed to the issue of smoke-free spaces and are still trying to get our ideas heard...we can have conference calls, meetings, conferences...

Having a website/message board on the Internet for only our group to access and to leave notes, messages and ideas (see note at the end of this is about Students Commission discussion boards).

-Keep in contact/communicate ALL THE TIME!

-Updates

-Find people in your community who are passionate about the topic

-Tell your story to 1-5 people

-Take ideas home and sharing them with organizations to implement them in our communities

-Contact people in your province to see how they are doing and if they need help

-Group email once month (MSN community)

-Updates from student's commission and a chat place to talk

-If someone finds something emails it to everyone and has discussions on it

-Press release within the next two weeks (tell us how it turned out)

-Help each other edit written "stuff" (e.g. press releases letters to the editors)

-Send each other info on the projects that we are doing (they will want to do the same projects)

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-Phone conversations if we can

- Write to local newspapers
- Contact TV stations/radio
- Going to school and showing TRUTH tapes
- Having info booths in schools
- Talk to a teacher/counselor or health nurse



HOW DO WE PUT OUR IDEAS INTO ACTION? *COMMENT METTONS-NOUS NOS IDÉES EN ACTION?*

- Support-base (someone to help us to get us active)
- Work with local tobacco control board
- Work with other youth groups
- Support other young people who aren't usually very active; work with them!

- Write to the newspaper. Letter to the editor.
- Talk to school official about posters and billboards.
- Talking to school guidance counselor or staff member about creating a program for smoke free spaces.

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**“Smoke-Free Spaces”
(To the tune of “Friends in Low Places”)**

Blame it all on my roots, n’ the tobacco guys in suits,
I ruined your lungs with black tar

I was the first one to smoke,
And everyone choked,
Carcinogens, they travel so far

I saw your surprise,
And the fear in your eyes,
When I exhaled in your face

I quit smokin’,
Honey, that’s all through,
And you’ll never hear me complain!

‘cause I got friends in smoke free spaces,
where the air is clear,
and there’re smilin faces,
my lungs are great
and I’ll be okay

‘cause I’m not big on smokin places,
I think I’ll slip on down to the o-o-oasis,
‘cause I got friends,
in smoooooke free spaces!

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