



The Students  
Commission  
Centre of Excellence for  
Youth Engagement



# HEALTH CANADA'S YOUTH LEADERSHIP TEAM (YLT) ON TOBACCO

March 2018

Health Canada established a formal advisory group on Tobacco Control with youth from across Canada in 1999 and has sustained its operation in various ways since then. Youth aged 14 to 24 have provided volunteer advice and conducted action projects locally and nationally, meeting in Ottawa once or twice a year with Health Canada officials, and connecting via telephone, email, text, web video meetings throughout the year. This advisory group is called Health Canada's Youth Leadership Team on Tobacco Control (YLT).

Health Canada at various times has contracted the Students Commission of Canada (SCC), lead of The Centre of Excellence for Youth Engagement (CEYE), to provide continuity and support for the youth, facilitation and logistics services for executing the meetings and support to the youth for their projects. 2017-2018 was a year of transition for the YLT as a number of long-serving members attended their final meeting as YLT representatives. This report will provide an outline of the 2017/2018 process and activities. This report also includes a 5-year plan in the form of a dream tree that outlines where the YLT can and should go between now and 2023.



# #CANADA WE WANT



## The change we want to see in 2023

- Increase in engagement of young people in tobacco advocacy
- Increase in awareness of the relationship between mental health and tobacco/cannabis use
- Decrease in % of young people vaping, using tobacco products
- Well on our way to 5 by 35

### Proposed Activities

- Semi-annual 4-day conferences of YLT members
- National Action Project that reaches both urban and rural communities
- Targeted research to groups more likely to smoke identify the root causes of why they do

### Proposed Activities

- Publicity for the YLT so that folks in Health Canada and the public know what we do
- Site visits in local communities by Health Canada and Facilitator Staff
- Rebranded and dedicated website for the YLT

### Proposed Activities

- Design a campaign around the concept of “Right time to quit”
- Local to National to Local activities. Connect semi-monthly meetings to local community action milestones

### What we need to get there

- Integrated with local community programs
- Social media presence: Facebook group that helps to maintain engagement
- Ongoing use of webinar technology to stay connected
- Regular check-ins both on an individual and a group level

### What we need to get there

- Connect with YLT alumni members to gauge their ideas
- Financial resourcing similar to when there were contribution agreements in place with the Students Commission
- Honoraria for community action projects

### What will make the tree healthy?

**Strong** YLT Membership representative of Canada’s Diversity  
**The Four Pillars:** Respect, Listen, Understand, Communicate™

### What will make the tree healthy?

**Dedicated Presence/Support** of Health Canada staff and the Students Commission of Canada  
**Diversity:** Meeting and interacting with different types of people. In-person meetings are critical to our success