



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.



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## Executive Summary

The theme of the funded 2017-2018 period for Health Canada's Youth Leadership Team (YLT) was transition. For the first time in six years, a significant number of members departed the YLT as they aged out based on the terms of reference. While this was not surprising, it resulted in a need to focus on succession planning for the coming year. The departure of the new members also meant that the group needed to spend time reflecting on where they wanted YLT to be over the next few years. YLT members spent a lot of their time orienting new members to the team and discussing their hopes for the next five years of the Youth Leadership Team. The strategic plan for the next five years was captured using the Dream Tree exercise and is shared in this report.

## Key Highlights

- YLT members met several times both through Adobe Connect video conferencing software and at an in-person meeting in Ottawa, ON: February 2-4, 2018. The webinars were held December 6, 2017, January 11, 2018, January 24, 2018, February 21, 2018, March 14, 2018 and March 21, 2018.
- The SCC provided at least 300 hours of one-on-one and group support for YLT members. The SCC also trained and supported Taïna Toussaint: YLT member from Québec to take on the role of YLT facilitator moving forward. Taïna will continue to be supported by Sharif Mahdy, Executive Director of the SCC. The support provided by the SCC included: coaching/mentorship for community action projects (CAPs), one-on-one phone calls to support YLT members in their travel and in the delivery of their projects, group meetings at the conference to support the generation of ideas for the dream tree. Taïna also spent most of March chasing down evaluation forms and reaching out to members to get a sense of their experience during the 2017/2018 funded period.
- The SCC conducted two phases of recruitment. Phase 1 occurred in December 2017 and focused on recruiting for existing vacancies on the committee. 5 new members were identified to fill spots in Yukon Territory, Northwest Territories, Nunavut, Manitoba and Newfoundland and Labrador. Of the 5 recruited, 3 attended the February 2-4 in-person meeting. These 3 members have decided to stay on the committee.
- Phase 2 of the recruitment occurred in March 2018 after the SCC's annual #CanadaWeWant conference. The SCC's youth-adult partnership network coordinator recruited from the SCC's network database to fill vacancies for retiring members. This report includes a breakdown of the new YLT roster from Phase 1 and Phase 2.
- Returning YLT members were excited about the addition of new members to the team while new YLT members felt warmly welcomed. Some of the YLT members were able to complete community action projects (CAPs) designed and geared towards raising awareness about tobacco issues and to support young people in their journey towards cessation. Some members did not complete community action projects this year. Those who did not complete community action projects indicated fatigue with the CAP process after 7 years of doing them. They indicated a need for a new group of YLT members to step in and take the lead.

- YLT members also continued to support the Break it Off Campaign by promoting the [www.breakitoff.ca](http://www.breakitoff.ca) website through social media posts and through their smartphones.
- In 2011, YLT members launched the [www.bettertobreathe.com](http://www.bettertobreathe.com) blog. The blog continues to be live but is not actively maintained. The maintenance of the blog has fallen by the wayside though it still continues to gather significant views from around the world. For the first time, the blog was not an active discussion point for the YLT members. This is connected to the theme of transition. The blog and other local/national community action projects will have to be re-visited and re-developed to meet the needs of the next generation of the YLT.
- At the annual meeting: YLT members provided their feedback and advice directly to Health Canada on tobacco warning labels, the Break It Off campaign and got a chance to explore cannabis regulation issues for the first time. YLT members also got the chance to brainstorm and scope out what the next five years of the YLT could look like.

This report provides more in-depth detail through:

1. The YLT's five-year plan through a visual Dream Tree.
2. A summary of the activities that the YLT members delivered
3. An evaluation of the YLT experience for the 2017/2018 funded period
4. Update on Recruitment for a new roster for the YLT
5. A summary of proposed next steps

# #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

## Discussion of the Dream Tree: the 5-Year Plan

### Background on the Dream Tree

The dream tree exercise is a youth-friendly tool to design long-term strategies for policies and programs. The dream tree on the previous page is a direct copy of the discussions and notes generated by individual YLT members as they completed the dream tree exercise. The SCC wanted to note this as there are several references to continued work/connection with the SCC. We did not want to edit the YLT's voice out but we did want to point out the potential for a conflict of interest in the reporting of these findings. As discussed with Health Canada staff, we are hopeful that the SCC will continue to support the YLT but we are also cognizant of the fact that there will be a fair and due process for future facilitation contracts.

### The importance of the Dream Tree

During the conference, the team understood the importance of the Dream Tree, as it really helped to develop a vision for the next 5 years. The team agreed it was a great way to understand a system that could be seen complex at first. Additionally, it elicited a deep conversation amongst the members of the team.

### What will make the tree healthy?

As you can see, diversity is an important component in making the tree healthy; diversity in terms of different backgrounds, different cultures, different sexual orientation, from rural and urban areas, etc. The team found it important to have smokers and non-smokers in the group, as it gave a better representation of youth in Canada and allowed us to create unbiased recommendations.

### What we need to go there

The key element that will help the YLT team achieve its goal, we believe, is a constant connection. It can be overwhelming being a member. There are different tasks to do and a lot of new things to learn. This is why keeping in touch with each other, with Health Canada and the SCC really helped. Plus, the connection is important between the group and the world. It is a great way for the government to pass a message from the youth perspective to the public.

### Proposed activities

There are several activities that can help to target the many diverse groups in Canada. We acknowledge that a better understanding of different groups would help the team to provide different marketing activities (website, campaign etc.). The activities we are suggesting include:

- 1. Semi-annual four day conferences:** It would be great if the YLT could return to a four-day meeting model so that there are two days to focus on the work. One day could be focused on providing input to Health Canada. The other day could be focused on generating, planning and developing community action projects in community.
- 2. Targeted Community action projects:** We need more research on why certain groups of young people engage in tobacco compared to others. We should then

use the research to develop community action projects for specific target populations.

3. **Website:** We need more people to know about the work we do. A new website supported by Health Canada can help us to do this.
4. **Site Visits:** In 2011-2012, Health Canada and the SCC sent YLT members to youth events in communities across Canada. We believe that a national committee such as ours should include opportunities for YLT members to deliver CAPs at large scale youth events across the country. This can include visits to communities that we don't live in.

We believe we can meet these activities through similar resourcing to what we received in 2011-2012. We had ongoing facilitation support and scheduled site visits integrated into our program. There were also two meetings held in 2011 and two meetings held in 2012.

### **The change we want to see in 2023**

We think by increasing the engagement of young people in tobacco control, passing the messages regarding vaping, tobacco and cannabis will be more effective; and help lead our way to 5 by 35. It will be more organic. As a young person, it will be easier to change a bad habit if comes from your surrounding pupils. Furthermore, to reach the youth of Canada, it is important to increase in awareness of the relationship between mental health and tobacco/cannabis use. During the conference, some of youth explained how some of their friends smoke to relax or to go through a rough path. Understanding that adolescents go through times of stress and hardship and are looking for an outlet to detach and relax from their situation, we can propose alternatives to do so. By projecting that what they are feeling is normal, we hope they will feel less judge by the population and there is a better chance for them to seek for help.

## **Summary Report of Various YLT Committee Meetings**

The following is a detailed breakdown of the webinars that were held for YLT members. The meeting minutes and notes are included as part of this report:

### **December 7, 2018 Committee Meeting Notes**

Attending: Maggie, Meaghan, Bobbie, Miranda, Garth, Shanna, Jake  
Regrets: Taina, Brennan

Check-In: Name, Pronouns, How You're Feeling, 2017 Highlight

Purpose: To update, touch base, and unite as a new group! To recruit new committee members (4 new ones for the February 2018 meeting and 7 new ones to shift in for current members)

Question: Age group?

Answer: 16-22, People who could ideally be on the committee for 2 or more years.

- Review and approval of tracking tool that supports easy report back to Health Canada
- Review and approve community action plan template

- Review and approve national action plan template
- Review and approve evaluation templates
- Deliver National and Community Action Plans: January to March 2018
- Development of a 5-year plan
- Attend National Meeting in February
- Monthly webinars
- Social media products as needed

Recruitment strategy: brainstorm ideas for onboarding new committee member.

Community Action Project Brainstorm: January 8 deadline to submit ideas for Community Action Projects

January 11 Webinar: Discussions around local community action projects and brainstorm around National Community Action projects.

Check-ins: Name, pronouns, feeling, where are you from, and a highlight from 2017.

## January 11<sup>th</sup> 2018 Committee Meeting Notes

Attending: Jake, Miranda, Garth, Sharif, Shanna, Brennan, Jonathan, Taina,

Regrets: Sara, Maggie,

1. Check-In: Name, Pronouns, Where You're from in the country, How You're Feeling,
2. CAP Discussion and Review. What is a CAP? What are some of your ideas?
3. Brainstorm Ideas for the Five-Year Plan. What are some key objectives that YLT should achieve over the next 5 years?
4. Check-Out and Next Steps: One More Call before the February Meeting

Community Action Project (CAP) – Collaborate with someone in your community or an organization to raise awareness on something the committee is focusing on I.E. tobacco

-Could be a presentation in front of class; poster campaign;

Jake – working w/ organization focusing on people at higher risk with tobacco use

Brennan – poster campaign; trying to get smoking ban across UofT campus

Shanna – think about poster campaign; firm works with a lot of first nations in province, thinking about doing something with them

Taina - things done with the schools or any young group;

Where should the YLT go in next five years?

- Building Connections with other organizations in the province or community that are concerned with tobacco use would help

- More CAPs; the local piece is important

- More emphasis on National projects; something at a group level;

- Would be great if we could get more people involved

- Would be great if we could get more people involved; group in Quebec similar to YLT; but it is a group that can be started in schools and where groups of youth typically are. "mini YLT's"

- more of support for regional stuff so there are more opportunities for young people to be involved

- YLT in many ways is like a big Tim Horton's , they have different franchises across the country. How can YLT have this similar set up so YLT can support the smaller groups to have a more effective reach across the country

- Leveling up and moving the needle every year as we have in the past

Need to fill out tools posted in the facebook group. Please provide CAP ideas to Miranda :  
miranda@studentscommission.ca

CAP needs to be done end of February/ Early March - Report due to health canada on March 15th

Will brainstorm all ideas together at the Conference!!!!

## January 24<sup>th</sup> YLT Meeting Prep Webinar

Attending: Bobbie, Jonathan, Maggie, Meaghan, Taina, Brennan, Jobelle

Regrets: Sara,

1. Check-In: Name, Pronoun, Feeling, Meeting
2. YLT Meeting Agenda: What is Expected of Us? How will we accomplish it all?
3. Next Step

The meeting is UPON US!

Between now and then, we will be touching base on the created Community Action Plans, and going over them in more depth at the upcoming meeting.

What is a Community Action Plan?

- It's plan, an idea, on how we can host an engaging activity/discussion/workshop/any action plan - in our individual communities. The desired outcome - the goal - is to contribute to the national dream of reducing smoking rates by 5 percent by 2030.

YLT (just to recap) is a committee that works in partnership with Health Canada to raise awareness, create engaging campaigns, and advise youth and organizations that work with youth - on reducing the negative impacts of smoking. It is the longest standing youth-led advisory in the country!

Where do we want the YLT to be in 5 years? And how, in those 5 years, are we going to contribute to the national goal of reducing smoking rates across the country by 5%.

Brennan: More members! Back to having a big team from across the country. Connections between the national project and the CAPs - cohesive messaging but also tailored to local context.

Meaghan: Focus on the amount of money people spent on cigarettes, I know we've tried this approach before, but I think its really something we should push. A lot of my friends who smoke say things like "oh i dont get paid until Friday, but I need a pack of smokes" and they will actually

buy the cigarettes instead of food! We could do a "Would you burn this \$10 bill" campaign, and maybe actually have a picture of someone burning a \$10 bill and make it really visual.

Jobelle: Prevention for younger generations. People are starting to smoke at younger and younger ages and there needs to be more work put into reducing the starting age!! \*Quite for life\*

Taina: Have a bigger presence on social media. There was a publicity for "smoking weed and driving" which hasn't been that effective because it isn't engaging. People just skip over it when it comes up (online or on tv). My idea is to have less of a government to youth approach, and a more youth to youth approach.

Jonathan: (maybe I missed it)  
- Canada C3

Maggie: Create an optional initiative that would prepare people for going back to their community; a slideshow or a package of sorts to people have a basic background and pre-existing knowledge to take back to their personal individual networks. A CAP DATABASE!!

Taina: Avoir une meilleure présence sur les médias sociaux . Les influenceurs sont de plus en plus important dans la vie des jeunes et ils détiennent un réel impact . Je crois qu'il serait intéressant de les utiliser pour passer nos messages. De plus, je crois que le message ne devrait pas être réduire le tabac , mais plutôt l'importance de la santé : un esprit sain dans un corps sain

Taina: \*^être réduit à diminuer le tabac. Avoir un message positif. En tant que comité, on pourra chacun utiliser notre plate-forme pour faire passer le message

How many reps are there? 13.  
Minus Sarah.  
Jobelle is the youngest.

Checkout: How are you feeling about the YLT at this current moment in time

Brennan: Excited!!

Maggie: Exctatic? Extatic? To see all the people I love so soon!

Jobelle: Wooohooo

Meaghan: Thrilled that the YLT is expanding!

Jonathan: Excited, even as a newer member!

Taina: Can't wait to see you guys

Bobbie: Driving coworkers crazy with all the excitement

Sharif: UBER UUUBBEERR PUMPED (a poem)

miranda: jealous

1. What is your experience with vaping?
2. How would you describe a 'vaper'?
3. How can you help us broaden the reach of the Vaping Use Prevention Awareness Marketing Strategy?

## March 14 and 21 Webinars

There were webinars held on March 14 and 21. The webinar on March 14 was attended by two people and facilitated by Taina Toussaint. The webinar on March 14 focused on gathering remaining input for the final report with a focus on hearing and sharing back ideas for the completed community action projects. The March 21<sup>st</sup> meeting was focused on providing advice to Propel. Detailed notes were not taken for the March 21<sup>st</sup> meeting as the information was shared directly with the stakeholders.

## February 2-4 In-Person Meeting

The YLT members participated in an in-person meeting with Health Canada and facilitated by the SCC: February 2-4 in Ottawa. Most of the meeting was devoted to providing direct advice to Health Canada on confidential topics so detailed notes were not taken on these subject. There was time, however, spent at the meeting discussing the next five years and other highlights from the YLT experience. Notes from these discussions were synthesized into the Dream Tree diagram at the beginning of this report. Below are the notes from the non-confidential parts of the discussion. We began the exercise by folks sharing a Rose, Bud and Thorn about their YLT experience. Rose: a highlight, thorn: a challenge and bud: something they're excited about.

### Person #1

Thorn: I remembered that we organized something a certain way. We did multiple stations, people weren't following the multiple stations, they were staying too much in the circle. Some people were exhausted from this experience.

Rose: We could talk about the industry of non-tobacco, we see some people from Health Canada, I found it really really nice to have this opportunity, also to see people from different parts of the country.

Bud: We have the goal to reduce the smoking rate to 5% by 2035.

### Person #2

Thorn: I remember that there were a few people that were non-responsive. It ended up being people in a circle talking. The conversation was dominated by one person for 45 minutes.

Bud: A lot of people were really responsive and it will grow into something bigger.

Rose: It validated the committee in a public way. People were able to see us and interact with us. It was a larger community setting. It was different than sitting in a conference room.

### Person #3

Rose: Circle discussions were pretty varied. I sat in on a couple that were pretty good. Some really good conversations happened too.

Thorn: We did have a lot of the same people coming back. There were a lot of people that didn't come at all. A lot of people totally skipped that room altogether.

Bud: I think we can take some of this stuff, it made me really excited again to hear all the different perspectives. Talking about cannabis and how that factors into the future. That excitement is what we can take moving forward.

#### **Person #4**

Rose: I'm happy that we were invited, getting the youth exposure was a very good thing today. It made us look a lot more legit.

Bud: That was our first experience, I'm assuming that we will be brought into a lot more discussions.

#### **National Forum Report 2017**

YLT members who attended the national forum in 2017 also shared key highlights:

- Boredom is a key trigger: living in a small town and sometimes you need to forget about something and do something else
- Experimentation/curiosity: it combined a couple of things that are in there, core issues in each community, we thought that other triggers was good because it was broad
- Vaping: people don't understand the risks of vaping and don't understand the harm, it's important to relate to youth that if they don't know what's in it don't use it
- Youth who smoke/vape need to be included, there is a much bigger scope
- Discussion around rules and regulations: helpful and not helpful: if there are rules against they will pick it up
- Funding: all is great

YLT: aligning it with provincial and territorial governments, continuing in-person meetings

- include a rotating YLT and the importance of clear objectives
- Extra day to our conferences so that we can really gel as a group and improve our input

#### **General Discussion**

YLT members then engaged in a general discussion about the YLT and where they see the focus in the next 5 years.

##### **General**

- Make non-smoking as trendy as being fit
- Mental health and anxiety are growing in youth populations

##### **Vaping**

- As a gateway
- Make NRT's flashy/appealing: exposing young people earlier and earlier
- Too many vape shops that exist now
- Tobacco control from a holistic perspective is really important: targeted campaigns to groups, it did enlighten me

Funding: ALL, we talked a little bit about campaigns run for government are outdated really fast, find ways to circumnavigate the approval process to make campaigns more effective, we thought that could be incorporated in honoraria on a very large scale to specific marketing campaigns that can be planned and organized. Esthetics are key in younger populations

#### YLT Going Forward

- Continue SCC involvement and continue meetings,

#### General

- Social media is good, allows for anonymity: ask questions to people that they don't know
- Making non-smoking as trendy as being fit, self-wellness has become a very popular trend, try to popularize it in the same way as being fit, more people would be excited to get onboard
- Associate it with healthy living in a way that associates it with realities

#### Vaping

- People just don't understand the risk, it's not smoking so it must be fine, they don't really understand all the chemicals involved, a lot of us don't really understand
- Get stigma level on e-cigarettes.

#### Other

- YLT with 5 by 35 goal
- Get more youth involved: get all those different perspectives involved

#### Funding

- Everything there makes sense

#### YLT Going forward

- sustain involvement of experience so that you can mentor new members
- Involve the YLT in large forums/conferences: we are so motivated and creative together, we're all so excited and we want to get things done, we're excited to learn and plan
- It would be nice to be involved in more of those opportunities, if there are any others that are similar
- Continue in-person meetings
- Continue SCC involvement: include a rotating YLT lead to work with SCC for regular posting, dissemination of content—year long support to help identify good content. It's good to have a bit of experience under our belt.
- Mixture of diversity: it's important to have a lot of different perspectives, we want all of the different experiences to help us reduce that national average
- Recruit from various organizations so that youth have support when returning home: do that with some help

#### General

- New skills and hobbies: because from isolated area, our parents can be alcoholics, when youth are stressed out, that's one of the other reasons why youth back home smoke. A lot of people don't have a lot to do so they go to smoking or to alcohol, if we could teach the youth some skills and hobbies, they could do other things. Back home there is no cell service, this is one of the other reasons why youth.

-Use a bit more social media, making non-smoking as trendy as being fit. Being fit is one of the first trend that we're seeing right now. We could talk about just being healthy: doing sport, taking care of body, taking care of your soul

#### Vaping

- NRT flashy/appealing: back home we have a government that gives out free patches and they don't understand it
- Shisha night: live in an isolated area, there are too many vape shops and the location should be regulated
- More youth need to be involved

#### Funding

- Everything is really important

#### YLT Going Forward

- Sustain involvement of experience YLT to mentor new members: same reason as everyone see
- When we meet in person we do so much great work
- Continue SCC involvement: include a rotating YLT lead to work with SCC for regular posting
- Need defined goals

#### Mentorship, transitions, roles

- Take a day for team to get comfortable enough to produce
- Ensure a mix of ages, cultures, experiences, smoker/non-smokers
  - Is vaping a more-healthy alternative: while not promoting it to youth? Vaping as a gateway rather than harm reduction: the balance between the two. Often times older age groups: more cessation can be really helpful as harm reduction.
  - Going forward: community action project database: what have people done in the past, looking back on this and it looked like it worked very well.

## Proposed New YLT Membership List

The SCC recruited new youth members for the committee from its youth-adult partnership network. The Youth-Adult partnership network consists of youth, grassroots organizations, local organizations and national youth-serving organizations. The Youth-Adult partnership network sent delegates to the SCC's national youth conference: the #CanadaWeWant youth conference. Delegates and adult allies from the conference were solicited to gauge their interest in joining the YLT. There were two vacancies at the time of the writing of this report. These vacancies included Québec and the Northwest Territories. The SCC has interested Anglophones from Québec but is looking for Francophone representation. The NWT is sparsely populated and it can often be difficult to recruit from the territories. Health Canada reached out to their territorial colleagues to see if there was any interest. The following young people expressed interest in joining the YLT:

### ***Alberta***

Name: Astrid Krueger

Age: 17

E-mail/contact information: [astrid2000@gmail.com](mailto:astrid2000@gmail.com)

Brief Biography: Astrid is a member of Experiences Canada youth advisory committee and has a lot of experience supporting youth advisory committees across the country. Astrid is based out of Edmonton, Alberta. She recently supported the Prime Minister's Youth Council members in delivering a policy roundtable in Edmonton.

### ***British Columbia***

Name: Leejoo Huang

Age 18

E-mail/contact information: [hle.ejoo99@gmail.com](mailto:hle.ejoo99@gmail.com)

Brief Biography: Leejoo is 18. Leejoo is an energetic student whose gentle leadership style inspires and mobilizes people across Surrey. He is engaged and self-motivated with a strong passion to make his local community a better place through business and social innovation. He founded a Local Development Group- a youth empowerment organization that helps youth ideas come to life to better the community and mobilized youth to speak about issues they are facing in their communities in front of the Governor General. Leejoo is active all over the greater Vancouver area volunteering and contributing time in projects and organizations that focus on community development. Leejoo was recently invited to contribute to Canada's first ever youth policy. For his dedication and commitment to community service. Leejoo has been awarded Top 25 Under 25, the YMCA Power of Peace Award and Top honor of Youth Volunteerism category and Leadership through Service Awards

### ***Manitoba***

Name: Jobelle Borja

Age: 17

E-mail/contact information: [jobellemborja@gmail.com](mailto:jobellemborja@gmail.com)

### ***New Brunswick***

Name: Gabriel Hachey-Savard

Age: 16

E-mail/contact information: [gabrielsavard51@gmail.com](mailto:gabrielsavard51@gmail.com)

Brief Biography: J'ai 16 ans je reste a moncton nouveau Brunswick canada je suis en 11e année et j'aime faire du scooter/I am 16 years old, I live in Moncton, NB, Canada. I am in 11<sup>th</sup> grade and I like to scooter

### ***Newfoundland and Labrador***

Name: Jonathan Lidd

Age: 19

E-mail/contact information: [jonathanlidd@gmail.com](mailto:jonathanlidd@gmail.com)

Brief Biography: Jonathan lives in Nain, Labrador (Newfoundland). Jonathan recently completed a tall ship expedition across the Atlantic Ocean. The expedition focused on building leadership skills with other Indigenous youth from across Canada. Jonathan uses tobacco and is interested in providing his perspective on the topic.

### ***Northwest Territories*** (Health Canada Recruiting)

Name:

Age:

E-mail/contact information:

Brief Biography:

### ***Nova Scotia***

Name: Jenna Clayton

Age: 17

E-mail/contact information: [jennaclayton@hotmail.com](mailto:jennaclayton@hotmail.com)

Brief Biography: Jenna is 17 years old and will be graduating high school this June from the International Baccalaureate program. Next year she will be attending Saint Mary's University (Halifax, NS) for a Bachelor of Science. Jenna works at the YMCA as a swimming instructor and lifeguard and also volunteers with a swimming program and some of the other youth activities there (day camps, "fun nights", etc), as well as being on the Y's competitive swim team. She is the secretary of her school's Interact club, and on this year's grad committee.

### ***Nunavut***

Name: Shawn Nauyuk

Age: 16

E-mail/contact information: [shawnnauyuk@icloud.com](mailto:shawnnauyuk@icloud.com) (867) 222-2874

Brief Biography: I like playing sports. I am from Iqaluit, Nunavut. My favourite place is British Columbia because there's beautiful views of mountains

### ***Ontario***

Name: Brennan Snow

Age: 20

E-mail/contact information: [brennansnow@outlook.com](mailto:brennansnow@outlook.com)

Brief Biography: Brennan has been a member of the YLT since August 2011. Brennan is originally from St. John's, Newfoundland but now lives in Toronto, ON. Brennan is completing his university education at the University of Toronto (UofT).

### ***Prince Edward Island***

Name: Cassidy McKellop

Age: 18

E-mail/contact information: [cassimck1999@gmail.com](mailto:cassimck1999@gmail.com)

Brief Biography: Cassidy is 18 and in her last semester of grade 12. She loves to travel and get involved with youth programs and conferences and wants to make a difference. She likes to drawing and adventure.

### ***Québec (Still Recruiting)***

Name:

Age:

E-mail/contact information:

Brief biography:

### ***Saskatchewan***

Name: Thomas Joseph Edmond Roy

Age: 17

E-mail/contact information: [dubstepbwaabwaa@gmail.com](mailto:dubstepbwaabwaa@gmail.com)

Brief biography: T.J is 17 years old. T.J enjoys facilitating and opportunities to participate in activities and events where youth are able to learn and grow. He is currently and attends class at the Core Neighborhood Youth Co-Op. He likes longboarding, hanging out and laughing.

### ***Yukon Territory***

Name: Brett Marko-Wolftail

Age: 19

E-mail/contact information: [wolftailbrett@gmail.com](mailto:wolftailbrett@gmail.com)

Brief Biography: Brett lives in Watson Lake, Yukon Territory near the British Columbia border. Brett participated in the Tall Ship expedition that crossed the Atlantic Ocean in Summer 2017. Brett is interested in being a part of the YLT so that he influence and create positive change in the country.

## **Recommendations for Solidifying the Committee**

The SCC is prepared to support the new committee in the interim period between now and the next contract. Our experience indicates that if the new committee is not quickly convened, then new members will lose interest. Our recommendations:

1. Support monthly calls with YLT members as part of the #CanadaWeWant youth movement. Train YLT members on different youth engagement projects and on community action projects.
2. Should the SCC not be selected as the next facilitator; we will support the transition to the new organization.
3. Should the SCC be selected as the next facilitator; we will support the committee as it prepares for the next funded contract period.
4. We strongly recommend another face-to-face meeting within **six months** of the recruitment of the committee members. This will ensure that the new members are bought into their long-term commitment to the committee.

## Evaluation Results/Community Action Plans

The following is a synthesis of the evaluation results from the community action plan/evaluation tool. Each member of the committee was invited to complete the tool as part of their community action process and after the February meeting. A few notes about the tool/results:

- The tool was approved by Health Canada as part of the December 15, 2017 contract deliverables.
- The key highlights from the February meeting can be found in the Dream tree section of this document.
- For the participants who did complete the tool, the comments and scores have been directly entered into this table.
- Some participants did not complete the tool because of fatigue with the community action process. Their comments were solicited, however through the HCYLT Facebook group and added to this document:  
<https://www.facebook.com/groups/199209776766027/>

Description	Type	Dates	Comments	Scale Out of 5
<b>National Meeting</b>	<b>National</b>			
February 2-4, 2018: Rencontre à Ottawa		Février 2018	<p>Beaucoup plus de connaissances sur les différents projets à venir, j'ai eu l'impression que ce qu'on disait était important</p> <p>Learned a lot as part of the conference, felt included and inspired. It was sad because it was my last meeting but I'm also happy to see YLT in good hands.</p> <p>The YLT is moving in a positive direction: I enjoyed the dream tree exercise.</p> <p>Great meeting, it was awesome to see new faces and have new input. Great campaigns that were presented to us and fun all around. The timing to be during Winterlude was awesome. As usual, it was just a bit too short.</p> <p>Overall, I'm unimpressed by the representation of the east coast represented in the campaigns that were presented to us.</p>	4.50

Description	Type	Dates	Comments	Scale Out of 5
			<p>Nice to meet everyone, and seeing the new faces was refreshing. I'm excited for the bright future this committee has. I'm taking off a point from 5/5 because I kinda thought Health Canada went a little backwards, from over the years of work it kinda seems that they didn't really listen and went back to their old ways a little bit. You can see that with the cigarette packaging warning labels. They just don't care if it kinda seems like. I also wasn't a fan of the bias opinions from the marijuana team. They are clearly misinformed and need retraining or a younger generation group of employees running that department. Other than that I had a great time. I'll miss you all and good luck in the future.</p>	
<b>Community Action Projects</b>	<b>Community</b>			
Taïna Toussaint, Montreal, Quebec		December-March 2018	J'ai vraiment l'impression d'aider et d'encadrer les autres à accomplir leur tâche	5
Maggie Quinn, Port Coquitlam, BC	C	January-March 2018	<p>E-Cigarette Talk: I spoke with 20 people (between the ages of 18 and 26) about e-cigarettes and shisha using statistics from Health Canada and the World Health Organization. I had presented to many of them about cigarettes in the past so I wanted to tackle a new topic. E-cigarettes and shisha are gaining visible popularity in BC, so it was great to see that they were each engaged in my presentation. I decided to present during our game at half time, which was a great idea because everyone was ready to listen, and I got 3 people not on the team (friends and family of the players) to listen in as well. I've</p>	5

Description	Type	Dates	Comments	Scale Out of 5
			<p>put a few photos of my presentation below- a few participants were off to the side and not shown. My team loved the Better to Breathe shirt (matched our jersey) and there was an intense squatting contest to win a prize!</p> <p>Break It Off Campaign Booth at SFU: Got an immediate reply with an enthusiastic “yes!” to my request. They also asked if I would like to have a booth for Break it Off on one of SFU’s campuses that recently went smoke free! I’ve attached a screenshot of the response.</p>	
Jobelle Borga, Winnipeg, MB			<p>Recruit more members in local school group: It went surprisingly well! we recently gained 6 new members and we’re looking ahead for the future!</p> <p>Gave our wristbands given to us by SWAT: Plans have been delayed every now and then, but we were lucky enough to go to two schools and talk to them about what we do, and it’s been a success each time. Please note that SWAT is a program that Jobelle is connected to locally in Manitoba. We were hoping that she would use the Break It Off and/or Quit4Life materials and will encourage her to do this in the next few rounds.</p>	4.40
Brennan, Snow			<p>Poll got 14 votes, 1 retweets and 2 replies/comments, was seen by 157 people</p> <p>Goals achieved: 1) Started a conversation about campus smoking bans (especially UofT), 2) Raised awareness about support available to youth in ON through OHIP+ and 3) Talk about the YLT in order to</p>	4

Description	Type	Dates	Comments	Scale Out of 5
			<p>generate interest in potential recruitment</p> <p>The poll was the most generative of the tweets, and resulted in 2 individual conversations about smoking bans, engaged people in both NL and in ON.</p>	
Shanna Drozd,			Discussion on tobacco with co-workers	
Meaghan Arsenault,			<p>Although my original CAP did not pan out the way I wanted it to, FOUR of my friends are currently trying to quit smoking. I have been providing them with resources (Quit 4 Life), alternatives, and have really been cheering them on and supporting them.</p> <p>Although this isn't the CAP I originally planned, I believe that out of every CAP I've ever done, this is the one that has worked the best. By just talking about the benefits of not smoking (for a few years now) my friends have really started listening</p>	5
<b>The Five-Year Plan</b>	<b>National</b>			
Terms of Reference for YLT members			<p>Je crois que nous avons effectué un très bon brainstorming avec l'arbre</p> <p>Felt included as a new member of the team !</p>	5
Reaching 5% by 2035			<p>Nous avons connecté et nous croyons sincèrement que nous pouvons y arriver en travaillant de concert avec différent acteurs clés.</p> <p>A tough goal to reach, but a very rewarding one. I have heard the 5 by</p>	5

Description	Type	Dates	Comments	Scale Out of 5
			35 goal talked about on the radio in my hometown.	

## Recap of Returning Members: Mentor Model

As discussed above, returning members experienced challenges engaging in community action projects due to fatigue with the process. They were, however very supportive of mentoring new members at the YLT meeting and worked very hard to integrate the new members onto the committee at the meeting. They were less supportive of recruiting new members from their home provinces. Only two returning members submitted recommendations/references for new members. The SCC reached out to the returning members **5 times** to see if they were interested in sending in new recommendations. The SCC also reached out to 5 of the returning YLT members who did not complete CAPs **10 times** through FB, webinars, e-mails, text messages and FB messenger to see if they were completed. This was particularly challenging year for CAPs and completed evaluation forms and the SCC worked hard to get the information in different ways (as discussed above).

The returning members were essential, however in helping to flesh out the 5-year plan through the dream tree activity. Their ideas and energy for this process are likely to drive the YLT forward for years to come. The energy they shared with their new colleagues inspired the new members to step up in different ways. It is clear that new energy is needed so that the next generation of YLT can be re-inspired to achieve 5 by 35. The YLT will be able to lean on Brennan Snow to provide the institutional memory and connection to years past. At the end of the February meeting, Brennan commented that he was at first apprehensive about being the only returning member. After the meeting, however, Brennan commented that he was excited to support the new members in a leadership role with the committee.

The SCC has also put in place a succession plan to support the committee should it be successful in receiving a future contract with Health Canada. The SCC mentored Taïna Toussaint and had Taïna support the facilitation of several webinars. It is our plan that Taïna will be the lead facilitator for the YLT if we should be successful in receiving a future contract with Health Canada.

## Conclusion

Several members did not complete CAPs this year. The newer members from the Yukon Territory and Labrador both expressed apprehension due to the relative isolation of their communities. These concerns were brought forward to Health Canada in an in-person meeting on March 19. The discussion focused on brainstorming additional supports for rural and remote members and that the members should not be penalized for not completing their CAPs as further capacity building will be needed. This capacity building can occur in several ways:

1. Semi-annual meetings so that rural/remote members can be well-supported to deliver their CAPs through peer-to-peer and in person support.
2. Development of a CAP database so that members can easily select an initial CAP when first starting out.
3. National CAP so that members can feel connected to something outside of their communities.
4. Regular opportunities to provide advice to senior decision-makers.

The returning members who did not complete their CAPs indicated a sense of fatigue with the CAP process. For many of them it was their seventh year of doing CAPs and they were out of ideas. The SCC worked hard to support them (see above) in this process and asked them to continue to be active participants on calls and in supporting transitioning new members. For many of the older YLT members, they now have full-time jobs that take up a lot of their time. One YLT member is now an accountant, the other a full-time producer of movies. It became challenging for them to engage in CAPs.

This decision was made based on the fact that the exiting YLT members had contributed significantly to the tobacco control movement over the past few years. This area of service included:

1. Supporting the [bettertobreathe.com](http://bettertobreathe.com) blog to raise awareness about the YLT and about tobacco cessation.
2. Supporting the Break it Off campaign in local communities through community action projects.
3. Delivering close to 75 community action projects since 2011.
4. Providing feedback on e-cigarettes and cannabis regulation through one-time consultation calls.

Members who did not complete CAPs were solicited for their feedback on the in-person meeting. Their feedback is included in the comments section above.