

SPRING EDITION 2013

THE  LUNG ASSOCIATION™

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A Year in Review

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Another year wrapped up

YATI (Youth Advocacy Training Institute) is a program of the Ontario Lung Association and receives funding from the Ministry of Health and Long-Term Care as part of the Smoke-Free Ontario Strategy.

YATI is a program that aims to equip youth, young adults, and adults working with youth with the knowledge and skills necessary to prevent tobacco use, promote health and advocate for positive change in their communities through youth engagement. YATI does this through training programs and partnership projects that support the Government's goal of reaching the lowest smoking rate in Canada.

This spring YATI was busy wrapping up another year of providing services and programs designed and implemented to support Ontario's youth tobacco prevention goal. The last three months of this fiscal year was measurably the busiest YATI has been all year – more details regarding the 3rd Annual Network and Knowledge Exchange, Trainer Orientation and Professional Development Day, Youth Volunteer Retreat Program, Smoke Free Movies Ambassadors Training, pilot of

French Language Services, Little NHL Partnership Project, OFIFC Partnership Project and four back to back Youth Speakers Bureau Improving the Health of Your Community presentations can be found within this Spring Issue and our Final Activity Report.

In addition to the last three months YATI has been active all year long. Through trainings and other events YATI reached a total of 3,712 participants, 2,342 of which were youth and 1,370 of which were adults. These participants were engaged through a mixture of different YATI programs and services, precisely 71 general trainings, 27 partnership trainings, 16 special summits, presentations and events.

This year our partnership projects consisted of the Why You Puffin Toronto Queer and Trans Youth Participatory Research Initiative for Tobacco Prevention, Queen's University Youth Development Certificate Program, Central West TCAN Partnership Project, Ophea School-based Tobacco Prevention Pilot Project Advisory Member, Membership on Aboriginal Partnership Table, OFIFC Partnership, and Little NHL Partnership.

In addition to partnership projects and training delivery YATI developed four new training programs: Action Planning for Tobacco Prevention Projects, Tobacco Industry Loop-holes, two Organizational Readiness curricula and one inclusivity manual. Four curricula went under improvements and revisions, including Tobacco Industry Denormalization, Influencing Public Policy, Creative Ways to Advocate, and Engagement in Action. All of YATI's work this year was supplemented by the recruitment of 16 new youth and adult trainers.

YATI services are grounded in best practice and founded on principles of youth engagement and positive youth development. Best practice in youth tobacco prevention demonstrates that approaches are more successful when they utilize a peer-to-peer approach, employ youth engagement in planning, development, and implementation, use multi-faceted interactive learning opportunities for knowledge gain, use targeted approaches with priorities popu-

lations, and utilize social and multimedia.

Within this issue examples of YATI's dedication to youth tobacco prevention and youth engagement best practices can be found through articles, testimonies and quotes from trainings, special events and partnership projects from this past spring.

Please enjoy this inside look of YATI and make sure to follow us on Facebook and Twitter for up to date insights of our activity around the province.



3rd Annual Network & Knowledge Exchange

Bringing together passionate adult allies

The 2013 Tobacco Prevention Networking and Knowledge Exchange was held in Toronto February 20-21st hosted by YATI and co-facilitated with youth working in tobacco prevention. This unique opportunity to gather in-person attracted **57 Public Health Professionals** working in youth tobacco prevention, representing all seven Tobacco Control Area Networks in Ontario.

A combination of breakout workshops and guest speaker presentations was used to share best practice, gain strategies for key priority areas of youth engagement and tobacco prevention strategies, obtain tools for planning and evaluate youth outcomes in youth tobacco prevention and understand approaches to create organizational support for youth engagement in tobacco prevention. This year also featured a 'marketplace' where

public health units were invited to share work being done by their health unit. The keynote speakers Stoney McCart and Sharif Mahdy from the Centre of Excellence for Youth Engagement addressed evaluating youth development outcomes in tobacco prevention to support the need to provide measurable effects resulting from tobacco prevention programming.

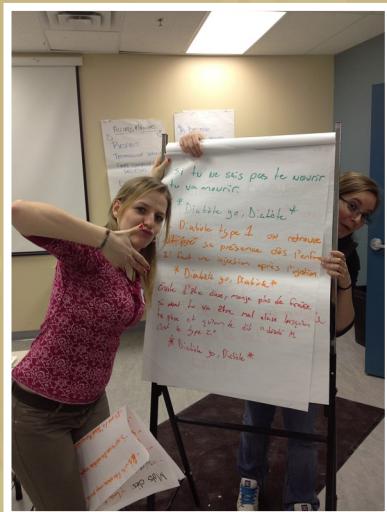
Presentations were also provided by Dr. Maritt Kirst from the Ontario Tobacco Research Unit, David Lorenzo, Manager, Chronic Disease and Injury Prevention Division at Niagara Region Public Health, Heather McCully and Corry Curtis from Hamilton Public Health, Jason Cranny from Grey Bruce Public Health & Corina Artuso from Algoma Public Health.



French Language Services

Expanding YATI's French language services

This year YATI held 3 French Language Services Advisory Committee (FLSAC) meetings in September, January, and March. Committee members include 2 YATI staff, 1 Public Health Unit Staff (Sudbury) and 2 Youth & 2 Adult curriculum advisors including educators, facilitators and students from across Ontario. The meetings provided insightful recommendations on French language services specifically in the areas of curricula, promotional materials and online resources.



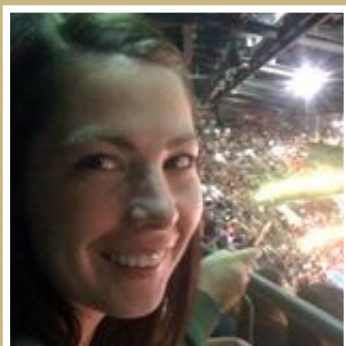
With input and recommendations from the FLSAC, YATI **doubled** the number of available French trainings since April of last year. Currently, 10 of our youth trainings and 1 of our adult trainings have been translated. An additional adult 2-day training, *Engagement in Action*, is in progress.

In March YATI delivered the first French training, Améliorer la santé dans ta collectivité (Improving the Health of Your Community) in Sudbury. Feedback from the participants and facilitators indicated that the language level and translation was appropriate. Following the pilot, the facilitators offered ideas on how to strengthen the content with further French examples and resources and their suggestions have been incorporated into a revised version.

'(Cette formation est) très pertinente à la situation actuelle, à la réalité. Je reviendrais pour d'autres formations.' - Participant

"T the P"

By Stephanie Talsma



"T the P" stands for "Trust the Process." It's one of the *Agreements and Norms* we establish with our youth participants at the beginning of training. In general, it means be confident that the small steps we're taking will eventually lead us to achieve our larger objective. In the context of a YATI session, "T the P" means don't question the purpose of every activity; let down your guard; participate and have fun.

As a new trainer, what's impressed me the most about YATI's training sessions is how quickly the participants become comfortable. This leads them to participate fully in the day's activities, which is crucial to their learning.

The key to making participants feel comfortable is creating a "safe space" – that is, making the training environment a place where people can participate and contribute without fear of judgment or ridicule. We achieve this in part by discussing our *Agreements and Norms*. The trainers suggest rules like "T the P" and "silence the technology," while participants suggest rules such as "respect each other," "no judging" and "join in." When a participant hears his peers offering these types of rules, he can be confident that he will not be ostracized for his contributions.

Achieving a Life Goal

By Jamie Lee Arseneau



My name is Jamie Lee Arseneau, and I have recently had the pleasure of being hired on with YATI as a Youth Facilitator! It has been one of my long-term goals to become part of this amazing program.

As a teenager I worked for the Middlesex-London Health Unit as a Peer Leader for the One Life Crew. We were a Youth Action Alliance that planned health promotion campaigns to prevent youth from starting to smoke. YATI provided our Peer Leader trainings, and I will always remember the positive, high-energy feel that each session had. I would walk away from each training thinking about how one day I would love to be part of this great team that empowers youth with new information and skills. Seven years later, here I am!

These past couple of months working for YATI have been great! Everyone is extremely supportive, positive, and unique in what they have to offer

as a facilitator. The YATI staff are great at recognizing the natural strengths and abilities of their facilitators, and this was extremely evident in our training. More than anything, this day was about getting to know one another and having fun! Since then, I have had the opportunity to facilitate several amazing workshops. Whether it be an afternoon *Smoke-Free Movies* session in Woodstock, or 3 days of back-to-back *Improving the Health of Your Community* trainings in high schools in the Owen Sound area, it's a pleasure to be doing this job!

As a new facilitator, it has been great to work with a variety of other facilitators, as everyone truly does have a different style and experiences. More than anything though, I love creating that positive energy and momentum that I felt as a youth in YATI trainings! I can personally attest to how tobacco prevention and advocacy work can open up so many doors for young people. It's therefore great to see when youth are responding to an activity or topic. Their passion is contagious! For me, passing on new information, skills, and a sense of excitement for a cause is what is so rewarding about this job. I hope that this is just the beginning of many new experiences that I will have as part of the YATI team!

in tobacco legislation; and they discuss their ideas openly when assessing examples of health promotion campaigns.

This participation is crucial because YATI trainings are grounded on the premise that active learning will lead to active youth. The participants are not passive recipients of information; rather they form their own knowledge and advocacy strategies.

As a YATI trainer, I have the pleasure of watching our participants identify health issues that are relevant to them and their communities and then develop plans to address these problems. I believe the trainings help the participants think critically and will lead them to take action. I guess you could say that, when it comes to YATI's training strategy, I "T the P".

Tobacco-Wise Aboriginal Youth Project

Little Native Hockey League Tournament

This is the **fourth year** for the Tobacco-Wise Aboriginal Youth Project in partnership with the Aboriginal Tobacco Program at Cancer Care Ontario. It is the second year that the project has included a Northern location in Sioux Lookout in addition to the Southern location, in Mississauga. The project centred on the Little Native Hockey League Tournament (LNHL) in the South, and the Northern First Nations Hockey Tournament in the North.

In the South, **16** youth participants were recruited from the LNHL host nation, **Six Nations**. Two weekend training sessions were held with the youth. Topics included Tobacco-Wise material, which was a combination of *Tobacco 101*, *Tobacco Indus-*

try Denormalization, and content that addressed the differences between sacred, traditional tobacco and commercial tobacco. Additionally youth learned how to create an effective health promotion campaign to develop a campaign that would be delivered at the tournament.

Youth in the South incorporated promotional materials with tobacco-wise messaging including water bottles, brochures, chapstick, and raffle tickets for a free tobacco-wise jacket. Public Engagement and Awareness Raising occurred through participant quizzes, signatures to pledge to be tobacco-wise, and a trivia game board. Some of the youth were on a cheerleading team, and developed a tobacco-wise

cheer that they performed through the two days at the tournament. Through these efforts, over **2000** participants were reached by the tobacco-wise campaign.

In the North, similar training occurred the weekend prior to the tournament. **6** youth participated in the tobacco-wise training and campaign creation. Youth gathered **250** signatures on a petition for the FlavourGone! Campaign, an increase from last year's efforts. They had **47** meaningful educational opportunities with tobacco trivia participants. Youth chose to have participants sign a banner with a tobacco wise statement.

The statement the youth chose to highlight said: *smoking rates are 3*

to 4 times higher in Aboriginal youth than youth across Canada. Commercial tobacco is slowly taking away our people. How does that make you feel? **31** tournament attendees signed the statement banner and **two youth pledged to be tobacco-wise** and refrained from smoking during the tournament.



Youth Engagement & Leadership

Youth Volunteer Retreat

In February 2013, **11** youth from across Ontario participated in YATI's Youth Volunteer Program at King City. The Youth Volunteer Program is divided in to two parts. The first part of the program was a weekend retreat that empowered and supported youth through workshops on advocacy and tobacco awareness, equipping the youth with skills and knowledge to be YATI volunteers. Youth Volunteers from previous Leadership Programs participated in the planning and implementation of this year's program.

At the conclusion of the weekend retreat the youth participants identified areas of interest for continued volunteering on YATI tobacco initiatives. The second part of this program is continuing to work with these youth as opportunities arise for their engagement within the YATI structure and program.

Youth Speaker's Bureau

The Youth Speakers Bureau is a program created to provide youth volunteer speakers with the opportunity to motivate, inform and engage other youth on four different topics: *Impact of the Tobacco Industry on the World*, *Creating Effective Health Promotion Campaigns*, *Tobacco Industry Denormalization* and *Improving the Health of Your Community*. Each key note presentation is an hour in length and is delivered by a volunteer youth speaker. This fiscal year **7** Youth Speaker Bureau presentations were delivered, reaching over **200** youth and adult participants across the province.



Looking for YATI Volunteers!

As a YATI volunteer, you'll receive emails about upcoming volunteer and work opportunities within YATI and the other organizations we work with. Sounds good right?

We are constantly looking for youth to get involved in projects we're working on (e.g. Smoke-Free Movies youth movie critics, Youth Speakers Bureau and many more!). This means that we'll be contacting you when we need help.

Email Adelaida Ortega today at:
aortega@on.lung.ca if you're interested in becoming a YATI Volunteer.

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