

WINTER EDITION 2012

THE  LUNG ASSOCIATION™

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Freeze the Industry Summit

60 youth & adults from across the province came to Toronto

One of YATI's most exciting projects this fall was the Freeze the Industry (FTI) Summit, which was the **first provincial youth summit** YATI has hosted in **4 years**.

The summit was a partnership project with the East TCANs Freeze the Industry Campaign. In March 2012, the youth facilitators from Ottawa Public Health approached YATI, asking how to best share the Freeze the Industry message with the rest of the province and in turn create a provincial task force. Since that meeting, the young adult leads of Freeze the Industry as well as the adult allies of the East TCAN have been working with YATI to plan and execute the November 3-4th Freeze the Industry Summit.



The main objective was to educate youth and adult allies on the 'Freeze the Industry' campaign and develop a comprehensive, province wide, plan of action and working group. YATI, E-TCAN, and the youth of FTI collaborated to plan the summit, customize existing YATI curriculum and develop new curriculum, plan co-facilitation between FTI youth and YATI youth trainers and organize the registration of **over 50 adults and youth from across the province**.

The summit included various forms of technology, which successfully engaged and encouraged active participation. The feedback at the end of each day

was positive and enthusiastic and the youth of the Freeze the Industry campaign are working on a plan to bring the participants together as a provincial working group. The summit was a fantastic example of **long-term engagement**, since all the youth involved in the planning and facilitation were former YAA members.



"I've learned a massive amount of knowledge and I'm so motivated to plan events to promote FTI! I can't wait until our next get together and to see what my group can accomplish!"
– Youth participant

Youth Development Certificate Program

With the School of Kinesiology and Health Studies at Queen's University

YATI has continued to offer the Canadian Certificate Program in Youth Development. This program is in collaboration with the School of Kinesiology and Health Studies at Queen's University. The program is delivered by both YATI adult and youth trainers, maintaining the classic YATI co-facilitation style.

We recently held a **focus group with six youth**, to build on the content and youth perspective for curriculum additions.

tions.

The first delivery of the program for this year was from **June 25th to 29th** in the training rooms at the Ontario Lung Association's Provincial office in Toronto. **22 participants** attended from a variety of community organizations and public health units from across the province. The program was a great success, and we received some excellent feedback from participants. The program was also featured in

the Ontario Lung Association's Annual Report: *Insights and Solutions*, and included an interview from a Public Health unit participant.

The latest offering of this program took place from December 3rd to 7th, at the Ontario Lung Association's Provincial office in Toronto.



June 2012 participants, program hosted at the OLA offices

Keynote Presentations

Hundreds of youth reached through Keynote speeches and Youth Speakers Bureau

This year YATI has been providing more than trainings and workshops. YATI has been actively delivering keynote speeches and Youth Speakers Bureau presentations across the province to hundreds of youth and adults.



In April YATI provided keynote presentations, workshops, and a marketplace booth at the Ontario Healthy Schools Coalition 11th Annual Forum on April 18th & 19th, 2012 in Hamilton. With approximately **300** participants, YATI presented on youth engagement theory related to working in health promotion.

On April 30th and May 10th **three** Speakers Bureau presentations on the *Tobacco Industry and a Global Per-*

spective took place in two schools in Newmarket and the Mississauga area. Reaching over **120 youth participants** the presentations raised awareness on the negative impact of the Tobacco Industry on developing countries and how Canadian youth have the ability to be advocates by refraining from using tobacco or quitting smoking.

In June, YATI's Youth Engagement Support Staff and Youth Engagement Coordinator gave a keynote presentation on June 5, 2012 to **70 youth and adult participants** at the York Region District Catholic School Board. The YATI representative talked about her own experience as a youth advocate and how her meaningful involvement with tobacco control campaigns has influenced both her personal and professional life. Feedback was speaking was extremely positive from both participants and hosts alike.

"YATI gave us the means to do a campaign!"
– Youth participant

York Region Hey!

Healthy. Empowered. Youth. Networking Conference

YATI is a part of several partnership projects. One of which is with the York Region School Board, participating in their secondary school annual workshops. This year YATI continued to be a member on the Healthy Schools Networking Conference.

In October, over **70** youth and teachers attended a half-day networking session. YATI supported the day through a marketplace display, leading energizers and closing activities as well as hosting an interactive twitter wall to allow youth to participate throughout the day. YATI also led an 'Open Spaces' activity, which allowed youth to determine topics, needs, and successes, that they could share in a small group activity. YATI is enthusi-

astic about continuing to work with the York Region in a supportive capacity and offer additional services to schools as they continue their networking.

SAMPLE TWEETS:

We love the twitter feed at [#hey2012](#)

can't wait for the [#hey2012](#) marketplace!

Really loving this conference :))) [#hey2012](#)

[#hey2012](#) let's work together to get York Region more healthy!

Healthy. Empowered. Youth. Exclamation. [#HEY2012](#)

My YATI Experience

By Hassan Mahmood

My work experience with YATI has been limited to a handful of trainings in my first year as a Youth Trainer but in that handful of trainings I have gained an invaluable and extremely rewarding experience.



My very first training was in Meaford, Ontario where I connected with the youth on such an emotional level that they felt comfortable sharing ideas that before the trainings they would have never even discussed. Right from that point on I realized how important YATI is and the potential it has to implement change.

YATI is at the forefront of providing the tools and skills that are needed for individuals to become advocates. I have come across many passionate young individuals who wanted to advocate for change in what they felt needed to be changed, but did not know how to go about doing it. Without what

YATI does, these youth would not gain the skills and knowledge that they need to achieve their advocacy goals.

I am a passionate advocate for tobacco-free living and have been advocating for tobacco industry de-normalization for almost 10 years now and the skills I have gained from taking part in YATI trainings have really helped me to go about making a change that can be seen and heard.

I love that I am part of a not-for-profit organization that provides services to youth and adults, empowering them to make the change they want to see. It truly is a rewarding experience.



Youth Summits

Northwest TCAN Youth Summit



This year the NW TCAN approached YATI to develop trainings for their bi-annual regional youth summit. The adult allies identified three main topics and YATI developed customized curriculum to address these areas. With regular teleconferences between the NW adult allies and YATI, a senior Youth Trainer tailored existing YATI curricula and materials to fit the outlined needs.

Following the co-facilitation model, one adult trainer and one youth trainer travelled to Dryden, Ontario to deliver three trainings: *Youth Engagement, Action Planning and Media Relations*, as well as Team Builders and Ice-breakers. **22 youth participants, three adult allies** and two YATI trainers spent the weekend together in order to better facilitate how the youth in this region work together throughout the year despite the great distance between their regions. Facebook and Twitter were actively used throughout the weekend by participants, hosts and trainers alike, providing non-attendees with an inside look into the youth summit.

South West TCAN Summit



Every year YATI works in partnership with the South West TCAN to develop and deliver a weekend of training for the various youth groups in the region. In the past, YATI has delivered 2.5 hour versions of existing curriculum around topics identified by the adult hosts as being priorities and of interest for the region. This year, the SW TCAN applied a theme to the summit based on Donald Trump's 'The

Apprentice'. Rather than a typical YATI training model, mini information and skill building presentations were given with opportunities for action planning. Youth created full action plans and presented those to 'The Apprentice' panel, on which two YATI staff acted as judges. Twitter was also actively used during the SW Summit, providing a great forum for active participation and sharing.

The summit was a great opportunity to develop and test new training delivery methods—YATI was extremely excited to be a part of this partnership project.

North East Conference

Fostering Aboriginal Community Engagement for Comprehensive Tobacco Control.

On November 8, YATI went to Sudbury for the Fostering Aboriginal Community Engagement for Comprehensive Tobacco Control Conference.

The conference was organized by the North East Tobacco Control Area Network, Program Training and Consultation Centre, and the Aboriginal Tobacco Program of Cancer Care Ontario. The goals of the conference were to promote and increase equitable access to tobacco cessation services and effective treatments among the Aboriginal populations, as well as to build relationships between

community partners, health units and Aboriginal communities.

During a 45 minute presentation, YATI provided an overview of our programming and highlighted the work we do with Aboriginal groups specifically. It was a great networking and knowledge exchange opportunity to identify gaps in service and strategize about potential opportunities. Attendees and presenters included staff from hospitals, Friendship Centres, Aboriginal Health Access Centres, public health units, and community organizations in the North East region.

My YATI Experience

By Alyssa Higginson

As an undergraduate student studying Health Sciences, I became very interested in the field of health promotion. It was during fourth year that I decided I wanted to work in the field of health promotion and wanted more information. I began my search on Google, as any student would, and quickly discovered The Lung Association's Youth Advocacy Training Institute (YATI). I was immediately pulled in by all of the amazing resources they had on their website regarding community mobilization, target marketing and the Tobacco Industry in Canada. I would often check the website for additional information, facts



about Tobacco use and Youth Trainings taking place in my community.

After graduating I decided to pursue a Masters in Community Health and continued to follow and admire the work of YATI trainers and staff. After working with youth during my graduate studies I was overjoyed when an opportunity to apply as a Youth Trainer popped up on the YATI website! I had been following YATI on Twitter and Facebook and could not wait to submit an application. I am ecstatic to now be apart of the YATI team as a Youth Trainer and am grateful for the opportunity to gain experience in youth advocacy and health promotion. In my first two months with YATI I have gained skills in facilitation and youth development; and I cannot wait for the opportunity to learn more!

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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*Our Mission: To engage
Ontario youth in advocacy for
healthier communities.*