



Tobacco Tackle Team

Target Risk Factor:

Tobacco Reduction

Target Population:

School age (6-12 yrs)

Teens (13-17 yrs)

Project Leads:

Smoking Reduction Coordinator and teacher or school counsellor

Community:

Flin Flon, The Pas, Cormorant, Cranberry

RHA:

NOR-MAN

Project Partners:

School Division

Project Details:

Multiple event or ongoing project

Description:

We use a “peer-led” model to educate youth and prevent the regular use of tobacco/smokeless tobacco products. Following the initial education sessions the group decides on activities to be carried out in their school/community throughout the following year; i.e. presentations, posters, developing skits, videos, tobacco games, contests, and workshops for their peers.

Time:

The first meeting of group is usually at the end of September or beginning of October. Tobacco education sessions are completed by end of October, and group activities are then held throughout the school year ending on May 31 (World No Tobacco Day).

Objectives:

Addressing the initiation and continued use of tobacco/smokeless tobacco products by youth in our communities.

Planning Supports:

Discussion with target audience as well as data from our community health assessment.

Results:

The number of participants in activities increased because activities were age appropriate and initiated by their peers.

What worked:

- Being flexible and adaptable when working with schools and youth.
- Getting the youth to decide what works for them and be involved in the design and delivery of the project.

What didn't work and any changes made:

The changes we made were the result of our conclusion that the program needed to be flexible and adaptable to fit different communities.

Unexpected Outcomes:

Although the focus was on youth, we had parents and employees of the school division quit smoking.

Other notes:

Any person interested in description of activities done can call for more explanation.

Resources**Volunteers:**

Co-facilitator and a group of youth from the school

Equipment:

Depends on project

Materials developed for your project:

- [Logics Model](#)
- [Poster](#)

Total Costs:

Varies depending on project

Contact Information:

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