

Tobacco Control Strategy Renewal

(Framework and Key Steps - DRAFT March 30, 2006)

Overall Aim

- Renew Nova Scotia's comprehensive tobacco control strategy to reflect current and long term priorities and challenges.

Objectives

- To celebrate success and build support for addressing present and future challenges.
- Renew and enhance commitments to tobacco control.
- Address emerging issues and gaps.
- Identify and set priorities within each of the seven components of the Tobacco Control Strategy.
- Build business case to sustain and enhance resources (beginning with FY 07/08).
- Maintain and strengthen partnerships and collaboration.
- Extend and build new partnerships.
- Integrate ongoing and new tobacco control initiatives with the NSHPP business planning and strategic priorities.

Overall timeline

- Winter 2006 to Spring 2007.

Communications

Tactics

- NSHPP newsletter
- Minister's/Department's announcements

Key Element I: Advisory Group

- Establish an advisory group to help with the renewal process. Members would be drawn from tobacco reduction coordinators/treatment staff, health charities, professional organizations and NGOs.
 - Identify stakeholders who need to be involved.
 - Begin to identify the priorities for consideration.
 - Support the wider provincial tobacco control community in a common effort to renew the comprehensive tobacco control strategy.

- Decide on process and determine the value of the key elements.

Timeline: Begin February 2006

Key Element II: Stakeholder Involvement, Best Practices Review and Building Support

Background Documents

- Rewrite GPI Atlantic paper on the costs of tobacco.
- Conduct evaluation of year 3 and year 4 (2004-06) of the Strategy (Second Progress Report). The Progress Report would investigate emerging trends, successful practices and potential future risks. The evaluation would be a basis for identifying the priorities.
 - Produce individual fact sheets on each component.
- Commission public opinion survey or key questions on an omnibus survey on the public understanding of tobacco use and support for particular policy/legislative initiatives.
- Compile an in-depth analysis of the CTUMS data. A brief backgrounder and set of fact sheets to be developed/compiled to assist the advisory group make early conclusions about key emerging areas. This could also be used to assist with consultations and the Summit.

Other key documents and events of note:

- Tobacco and Pregnancy analysis provided by the Reproductive Care Program
- ACT Toolkit component to address youth tobacco industry denormalization, and youth engagement in effective tobacco control. (May 2006)
- Facilitated Learning Event (late September or early October)
 - One day event to learn about emerging areas in tobacco control, tobacco manufacturing and the tobacco industry (could be a pre-Summit half day session)
 - Target would be tobacco control practitioners

Timeline: Complete by Fall 2006

Building Recommendations

Phase I

- Hold a 2 day Provincial Tobacco Control Summit that would bring together 50 to 100 participants to begin to develop recommendations on the future of the comprehensive tobacco control strategy. To be held in October or November.

Day One:

- Hear reports (Progress Report, revised GPI report, public opinion surveys)
- Consider best practices and invite experts to discuss/address emerging issues and effective solutions
- Provide mechanisms to respond and discuss implications of the reports and presentations (i.e. set up expert panels to provide immediate response. Expert panels would be composed of members of the Nova Scotia tobacco control community).

Day Two:

- Establish process to make recommendations around each of the components to provide recommendations on each of the strategy's components.
- Key questions include:
 - What is open for discussion? Is it activities, mission, objectives? Resource requirements? Suggestions for enhancing current activities and new interventions? What do we want out of this day?
 - Do we provide targets for Summit participants to consider?
 - Discuss process mechanisms with facilitator

Phase II

- Recommendations are returned to the Advisory Group for consideration and to propose targets and vision statement.
 - Who needs to be involved at this juncture? How do we ensure senior decision-making participation and endorsement?
- Conduct consultations on recommendations, targets, and objectives.
 - Targeted consultation within districts and sectors (Jan/Feb 2007)
 - Explore potential for combined consultations around provincial and district strategies

- Consultation report to Advisory Group and then formal presentation of findings to Summit participants. (Goal is to maintain ownership by the Summit participants) (April 2007)

Timeline: Hold Summit by November 2006

Key Element III: Drafting and Submitting the Strategy

(This element will be defined by the previous section)

- Consider recommendations and determine timelines on implementation.
- Report back to stakeholder community on action plans.
- Release renewed Strategy.

Timeline: TBA-Spring / Fall 2007 for formal release of new Strategy