



**Not to Kids Mass Media Campaign**

**2006-2007**

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By the Simcoe Muskoka District Health Unit  
on behalf of the  
Not To Kids Coalition

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“Not To Kids” Coalition MASS MEDIA CAMPAIGN

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8. Haliburton, Kawartha, Pine Ridge District Health Unit
9. Hastings & Prince Edward Counties Health Unit
10. Huron County Health Unit
11. Kingston, Frontenac and Lennox & Addington Public Health
12. Middlesex-London Health Unit
13. Niagara Region Public Health Department
14. North Bay Parry Sound District Health Unit
15. Northwestern Health Unit
16. Ottawa Public Health
17. Oxford County Public Health & Emergency Services
18. Regional Municipality of Peel Health Department
19. Perth County Perth District Health Unit
20. Peterborough County-City Health Unit
21. Porcupine District Health Unit
22. Renfrew County & District Health Unit
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## Table of Contents

Executive Summary .....	1
History of Not To Kids Campaigns .....	2
Decreasing Third Party Supply Overview for 2006 – 2007 .....	4
Campaign Components .....	4
Community Activities .....	5
Evaluation .....	6
LostJaw! Campaign Overview for 2006-2007 .....	9
Baseline Research .....	10
Evaluation .....	16
Appendix A: Cinema Buy Chart.....	22
Appendix B: Third Party Supply Media Release Template .....	25
Appendix C: Lostjaw Magazine Distribution List.....	26
Appendix D: Campaign Activity Reports.....	40
Appendix E: Lostjaw Implementation Toolkit.....	62
Appendix F: Media Network Report .....	78

## **Executive Summary**

The Not To Kids Coalition (NTK) is a partnership of twenty-nine public health units across Ontario whose goal is to create a healthy, tobacco-free generation. Since the coalition formed in January 2002 its main focus has been to prevent the use of tobacco products by youth 12-19 years old by reducing access to tobacco products via illegal sales and social supply. This work has been, and continues to be, recognized for its success in educating tobacco retailers and improving compliance with tobacco control legislation.

Third party or social supply of tobacco to minors remains an issue. With increasing enforcement efforts throughout Ontario, the source of tobacco products for youth from social sources will continue to be problematic. The NTK Coalition has delivered campaigns addressing youth access to tobacco to communities throughout Ontario over the past several years. Funding received from Health Canada for 2006- 2007 provided the opportunity to mount a repeat of a previously developed cinema ad campaign.

The evaluation results demonstrate that the campaign is reaching the target audience and is acceptable to them in its presentation. Decreases in willingness to share tobacco with minors have been shown in the evaluation of this initiative and shifts in attitudes regarding acceptability of doing so are moving in the right direction.

In 2006 NTK embarked on a new initiative entitled “NTK Exposing the Facts of Smokeless Tobacco”. The NTK Coalition recognized that the implementation of the Smoke-Free Ontario Act, which banned smoking in all enclosed public places and workplaces as of May 31, 2006, may make the product more attractive to young people as a substitute for cigarette use. Consequently there was clearly a need to research, develop and evaluate marketing materials for youth related to smokeless tobacco.

With the funding from Health Canada, NTK researched, developed and implemented a novel mass media campaign called LostJaw! which targeted youth who are contemplating or currently using smokeless tobacco products.

## History of Not To Kids Campaigns

The Not To Kids (NTK) program began in the former City of Scarborough in 1997 and was expanded across the newly amalgamated City of Toronto with funding received from the Ontario Ministry of Health and Long-Term Care (MOHLTC) in 1999-2000. The original campaign was unique as it educated retailers, the community at large, school administrators, staff and students about the requirements under the Tobacco Control Act. During the implementation of the NTK campaign in Toronto, compliance rates increased from 71% pre-campaign to 85% post-campaign. With the help of funding from Health Canada in 2001-2002, this retailer component of the program was expanded to 11 participating health units and the NTK website was developed.

Over the past three years, NTK has developed and implemented three separate mass media campaigns focusing on the third party supply of tobacco to underage youth. In 2003 to 2004 the Ministry of Health and Long Term Care funded a two-phased campaign involving radio and cinema advertisements. The radio advertisements were aired in March 2003 and the cinema advertisements ran in selected Famous Players, Galaxy and Independent theatres in the fall of 2003. The evaluation data demonstrated that respondents in the NTK regions were 4.5% higher in their knowledge of tobacco legislation. The 2003-2004 NTK campaign has been utilized by The Health Communications Unit, University of Toronto, as a case study for a health communications training workshop held in May 2004.

Between 2004 and 2006 the second campaign funded by Health Canada was launched. The second campaign involved a new visual for the cinema advertisement, creation of a French cinema advertisement, airing the English cinema advertisement in movie theatres including Cineplex, Famous players, and independent theatres in August of 2005. This campaign also involved the creation of print media, which was created in English and French, and ran in 54 different community newspapers within NTK region

Smokeless tobacco became an alarming issue identified upon review of evaluation results where a threefold rise in the number of underage youth using smokeless tobacco who also smoke cigarettes, from 1.7% in 2003, to 11.6% in 2—5 was observed. In 2006 NTK received funding from Health Canada, Office of Programs and Mass Media under the Federal Tobacco Control Strategy to target two issues – reducing the third party supply of tobacco to underage youth and the hazards of smokeless tobacco.

In order to build on the momentum gained over the past two years, the Third Party Supply working group of NTK repeated the cinema advertisement campaign targeted to 16-20 years old youth suppliers in December 2006. A print ad was also placed in *Famous* magazine which is distributed in theatres. This ad was designed by a group of young people. Along with this campaign pens were purchased with the same messaging on them that was in the print ad. The intent of this whole campaign was to help people understand that selling or supplying persons under the age of 19 with tobacco industry products is illegal.

The NTK Coalition also embarked on a new initiative entitled NTK “Exposing the Facts of Smokeless Tobacco.” A mass media campaign called LostJaw! was developed targeting youth who are contemplating or currently using smokeless tobacco.

Overall the Not To Kids Coalition continues to grow and remains strongly committed to preventing youth from accessing tobacco. Currently, the NTK Coalition has 29 member communities (two new members since campaign implementation) who together with their partners have tremendous capacity to deliver a consistent message throughout Ontario communities and remain committed to utilizing combined resources in the most effective manner.

## **Decreasing Third Party Supply Overview for 2006 – 2007**

Research suggests that most youth obtain their first cigarettes through social sources.<sup>1</sup> The Not To Kids (NTK) Coalition has successfully run two previous mass media campaigns on the third party supply of tobacco to underage youth. This campaign builds on the momentum of the previous cinema campaigns by continuing a focus on decreasing third party supply of tobacco products to youth thereby decreasing youth smoking behaviour. The objectives of the NTK mass media campaign were to:

- ▶ Increase awareness about the Smoke-free Ontario Act and regulation and its rationale related to supplying tobacco to minors and;
- ▶ Shift attitudes of youth who smoke so that it is socially unacceptable to supply tobacco to other youth.

The campaign targeted youth between the ages of 15 and 19 who smoke and who supply tobacco products to underage youth.

### **Campaign Components**

The 2006 to 2007 campaign used the existing cinema advertisements in English across the 27 NTK communities in Ontario (available for viewing at [www.ntk.ca](http://www.ntk.ca)). The French version of the cinema ad is available for use in locally identified venues through which Francophone youth may be reached. The cinema ad was launched in Cineplex and independent theatres across Ontario in NTK communities in December 2006 and early January 2007, for a four week run in each theatre.

The ad was played on all screens before every showing of a feature movie. This represents a buy of 559 screens at Cineplex Theatres and nine screens in independent theatres in smaller Ontario communities, totalling 568 screens. The cinema buy distribution is detailed in Appendix A.

In addition to the cinema ad, Cineplex donated the space for a full-page print advertisement in the *Famous* magazine distributed free at their theatre locations, aimed at readers 13 years of age and over. This represents a \$6000 in-kind contribution for this ad. The graphic design was produced by the Peterborough Youth Action Alliance, a group of youth working with the health unit on tobacco control issues. A caribiner pen with the same graphic was produced to reinforce the message. These were distributed by NTK members at community events.

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<sup>1</sup> As cited in Stead, L.F., Lancaster, T. (2004). Interventions for preventing tobacco sales to minors (Cochrane Review). (DiFranza et al., 1994).



Famous Magazine Ad



Fold out pen design

## Community Activities

NTK Coalition members provided supportive community based activities to extend the message of the mass media campaign. A template press release was provided and distributed to local newspapers by the health units (Appendix B). Several newspaper articles were also raised the issues within NTK communities. Examples of other community activities include: arena board display ads present in 19 communities with a third party supply message; a Not to Kids game show which included third party supply questions was offered in eight high schools reaching at least 1000 students.

One health unit provided an in-kind contribution of 30-second radio ads. The local Youth Action Alliance ran their social supply ad (the same one that appeared in the *Famous* magazine) on buses in the City of Peterborough for all of December.

In another community, to support the cinema ads the Youth Action Alliance (Stomp Out Smoke) held a “Don't be a Target” campaign at the Elgin Mall (location of the Galaxy cinema) to encourage youth to sign up and support a tobacco industry denormalization message. Several NTK information packages were provided to area youth seeking resources and information to be used for school presentation on smoking and tobacco use.

Ongoing enforcement by all health units related to third party supply continued throughout the time of the campaign.

## Evaluation

Based on statistics provided by Cineplex, the campaign message was delivered to a cinema audience in attendance at Cineplex theatres of 2,662,587 for the run of the campaign. This attendance figure is up 6.7% from December 2005. Attendance figures are not available for independent theatres. Based on evaluation results this continues to be an appropriate medium by which to reach the target audience.

Youthography was contracted to field an on-line survey to monitor trends and evaluate this campaign. The same survey has been fielded on three previous occasions including a 2003 baseline survey in advance of initiating third party mass media campaigns. This survey tracks important information on the attitudes, and beliefs of youth related to access to tobacco. The overall sample was 2977 respondents aged 15 – 19 years, with 273 of these being current users of cigarettes. The full report “**Youthography Reports: Youth and Tobacco Usage**” is attached as a separate document.

Key survey highlights provided by Youthography are:

### **Despite significant consumption declines, occasional smokers are still the “soft under belly” of 15-19 year old cigarette smoking activity**

- The majority, 70.3% of young cigarette smokers captured as sample for this survey were admitted “casual” smokers; smoking only when they drink (23.8%), smoking with other people (5.1%), smoking only on very rare occasions (33.3%) and when offered (8.1%).
- This gives rise to thought about other core areas to focus on towards the goal of smoking cessation within this age group

### **Continuing evidence linking socio-economic status and heavier smoking activity**

- Those that consumed the second highest amount of cigarettes (12 to 25 cigarettes a day) fall into the lower educational rank. Results show significant usage in the applied stream in their high school or by those enrolled part time or full time in a college program versus low or no usage by those in an academic stream and university.
- Communication campaigns should focus more attention on media buys that cater specifically to this group. This includes placement in high-risk neighbourhoods and areas surrounding high schools and colleges with a vocational skew.

### **Awareness of the legal age to be sold cigarettes is extremely high**

- There is a 10% drop in the number of respondents who have awareness of the legal smoking age in Ontario – 2007 results show that 79.3% answered correctly compared to 92.9% in 2003
- Respondents in a college stream and urban areas showed a slightly higher rate of correct knowledge along this tack

### **Confusion surrounding the legal ramifications of sharing cigarettes with minors and possession of cigarettes by minors**

- 2007 results show almost a 10% increase compared to 2003 findings regarding legal ramifications of cigarette (80% in 2007 compared to 71% in 2003).
- There are increases in the perceptions of being charged for distributing or possessing cigarettes with young people. While laws remain unchanged, respondents remain unaware, but perhaps to a positive effect (i.e if more young Ontarians feel it is illegal to possess cigarettes they may be less inclined to try and purchase these products).

### **A job well done with recent NTK cinema advertising**

- Almost 23.2% of respondents that saw the NTK advertisement before a movie in a theatre loved it or liked it somewhat – this is good news!

### **Magazines reaching this audience, but slightly more effectively**

- About half the amount of teens that saw the cinema advertisement saw the magazine ad (12.5%) and generally liked it (60% combined loved it or liked it)
- Distinctive advertising, in any medium whether newsprint, magazine or television, is important to cut through the clutter and get your message to this demographic

### **It's hard to say “no” to anyone who asks you for a cigarette**

- Only 21.6% agree completely or somewhat that saying “no” to anyone who asks you for a cigarette is difficult, which is a significant decrease from the baseline number of 46.4% in 2003.
- This is good news as young smokers learn to say no when it comes to giving cigarettes to others.

### **Uncomfortable feelings are generated with this age group when asked by those underage though**

- About 40% agreed somewhat or completely that they “sometimes consider not giving someone a cigarette if I know they are underage”
- However 23% disagreed and 22% showed indifference

### **Sharing is another issue entirely**

- Extreme positive downward trending in the acceptance of “underage friends to share from the same pack.”
- This is down another 23% this year!

### **It's NOT okay for parents or primary care givers to give cigarettes to their teens**

- Only 7.3% of our sample (a 10% decrease from the last report) thought “it's okay for parents and primary care givers to give cigarettes to their teens” This is a significant decrease from relatively unchanged results from 2003-2005.
- This was driven significantly by respondents in college or living in rural areas

**This doesn't apply near as much to friends who are of age though...**

- About 16% agreed somewhat or completely that "it's okay for friends who can legally be sold cigarettes to share them with friends who are underage"
- This number is a 20% decrease from the previous report; yet still higher than parents giving cigarettes
- As predicted, this sharing issue between legal and illegal consumers is going to be a long and tough issue to tackle

**This group still protective of non-smokers**

- Results here indicate that this group understand the negative effects of their burgeoning addiction and want to protect their friends and family from ever starting
- Only 7% agreed that it's okay for smokers to offer cigarettes to non-smokers (or people who don't usually smoke) who are underage
- Fully 75.5% agreed that they "don't want any more friends or family to start smoking"

**Selling cigarettes to underagers frowned upon**

- Attitudes have changed since 2003 study – 8.8% of our respondent base condoned the selling of "one or more cigarettes from their pack to someone who is underage – a significantly lower number
- Some slight driving activity against this activity from respondents in NTK regions and a slight propensity to agree with this practice from those in lower educational streams (quite slight but worthy of note)

**Of the two proposed concepts to further limit underage access to cigarettes, our respondent base see the most impact coming from making them only available to buy at restricted places (as with beer and liquor stores)**

- These attitudes are solidified and remain unchanged by this round of study
- Fully 65.9% of respondents see impact in terms of making them harder for underage smokers to buy them from the proposed "restricted places" concept vs. simply hiding them behind the counter (at 31.9%)

## **LostJaw! Campaign Overview for 2006-2007**

The NTK Coalition hired Youthography, a youth marketing and communications company to assist in the research, development, implementation and evaluation of a mass media campaign to target youth who are contemplating or currently using smokeless tobacco. The overall goal of the campaign was to increase awareness among youth of the health hazards of smokeless tobacco and the tobacco industry marketing strategies used to promote its product to youth.

### **Objectives**

The objectives of the campaign were to:

- identify attitudes and beliefs of youth ages 13-18 about smokeless tobacco use.
- increase awareness among youth ages 13-18 of the health hazards of smokeless tobacco
- increase awareness among youth ages 13-18 about tobacco industry marketing strategies used to promote smokeless tobacco to youth.

Target populations:

A) Primary target:

- youth 13-18 years of age
- male and female
- youth who are contemplating or currently using smokeless tobacco

B) Secondary target:

- adults including parents, sport coaches, teachers etc.,

### **Rationale for LostJaw! Campaign:**

The NTK “Exposing the Facts of Smokeless Tobacco” initiative was created in 2006 in response to evidence suggesting rising rates of smokeless tobacco use among youth in Ontario, particularly those also smoking cigarettes, along with evidence of aggressive marketing tactics by the tobacco industry. The initiative aspired to address this emerging issue to ‘nip it in the bud’ and prevent a generation of smokeless tobacco users.

Specifically surveys conducted by NTK identified that the use of smokeless tobacco grew from 1.7% in 2003 to 11.6% in 2005 among Ontario youth 15-19 years of age who also smoked cigarettes. During this time various NTK partners reported observing an increase in the number of youth who were using smokeless tobacco products at school and/or on sport teams.

At the same time, the tobacco industry has initiated aggressive smokeless tobacco marketing campaigns targeting youth. Some of these tactics are as follows:

- Chew tobacco available in fun flavor blends, including green apple, cherry, berry, peach, vanilla, wintergreen and spearmint, that appeal to youth

- Ads for these products in magazines geared towards young men and athletes (i.e. Maxim, Sports Illustrated, Rolling Stone and trade sport magazines like American's Horse).
- Chew and snuff marketed as a safe alternative to cigarettes. "Smokeless Tobacco" is a term that the Tobacco Industry has coined for chew and snuff products implying that the product is less harmful than cigarette smoking. In addition, warning labels are a fraction of the size and detail of warning labels on cigarette packaging, thereby implying less harm.<sup>2</sup>

## **Baseline Research**

NTK worked with Youthography to develop a baseline survey to identify current youth behaviours, motivations, perceptions and attitudes regarding smokeless tobacco. It also sought to identify youth awareness of the risks of using smokeless tobacco and their perceptions and attitudes about tobacco industry youth marketing of these products. The survey methodology and content was vetted through the Simcoe Muskoka District Health Units Ethics Committee.

In the spirit of efficiency, this survey was built into an existing study, called "The Young Ontario Smoker Study" that surveys young smokers in Ontario. This survey was fielded on-line from January 25-January 31, 2007 to 2,997 Ontario youth aged 15-19 years. The full report of baseline findings is attached separately.

Key findings from the baseline survey:

- Of current young Ontario smokers, 18% have tried smokeless tobacco at least once in their lifetime;
- 18% of subjects report seeing more people using smokeless tobacco than they used to;
- One-third of subjects know friends that have used smokeless tobacco;
- Approximately one-fifth of subjects who have tried smokeless tobacco become current smokeless tobacco users;
- About one-fifth current smokeless tobacco users believe that smokeless tobacco is a safe alternative to cigarette smoking;
- Over half of subjects do not feel in any way targeted by the tobacco industry with smokeless tobacco products;
- About three-quarters of subjects feel that the worst part of using smokeless tobacco is stained teeth.

## **Campaign Components:**

NTK worked with Youthography to develop a campaign that consisted of mass media as well as communication tools that would encourage grassroots marketing activities by youth. Youth Development Specialists and Youth Action Alliances were consulted for their feedback where appropriate.

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<sup>2</sup> Media Network for a Smoke-free Ontario-Media Toolkit- Smokeless/Chew Tobacco

The LostJaw! campaign consisted of print and on-line components. The print campaign included a graphic print image and sticker sheet that were distributed through free-circulation high school magazines Vervegirl, Fuel and Desperado. Posters and bookmarks were also distributed in high schools and youth community sites during the month of March 2007. These print materials promoted the campaign website, [www.lostjaw.ca](http://www.lostjaw.ca) where youth could obtain more information about smokeless tobacco and tobacco industry marketing tactics. The campaign creatives were all created in English and French and ran through from February 27/07 until March 31, 2007.

To build on the campaign awareness, NTK provided its partners with an activity toolkit to offer suggestions for local grassroots activities and events to support the campaign. The campaign creatives were also made available for use by individual public health agencies in their local programming. The Not to Kids Coalition website [www.ntk.ca](http://www.ntk.ca) was also updated to inform visitors about the campaign and direct them to [Lostjaw.ca](http://Lostjaw.ca).

The NTK Coalition worked with Youthography to create a novel mass media campaign entitled LostJaw! that was intended to reach youth through mass media channels as well as grassroots marketing. In order to ensure that the campaign resonated with our target youth, we relied on insights from youth through a series of qualitative focus groups. To ensure campaign relevance we also gathered on-line feedback from youth to test creative as it evolved at multiple touch points.

## **Focus Groups**

Youthography held four qualitative focus sessions in two Ontario markets, Toronto and Peterborough, with Ontario teens aged 14-17 years of age. Each market consisted of one group with pro-tobacco teens (users of cigarettes and smokeless tobacco) and anti-tobacco teens (do not and would not consider using any tobacco products). The focus group methodology was vetted through the Simcoe-Muskoka District Health Unit Ethics Department. (See attached report for Ethics Approval Application including research methodology).

The goals of the focus groups were to:

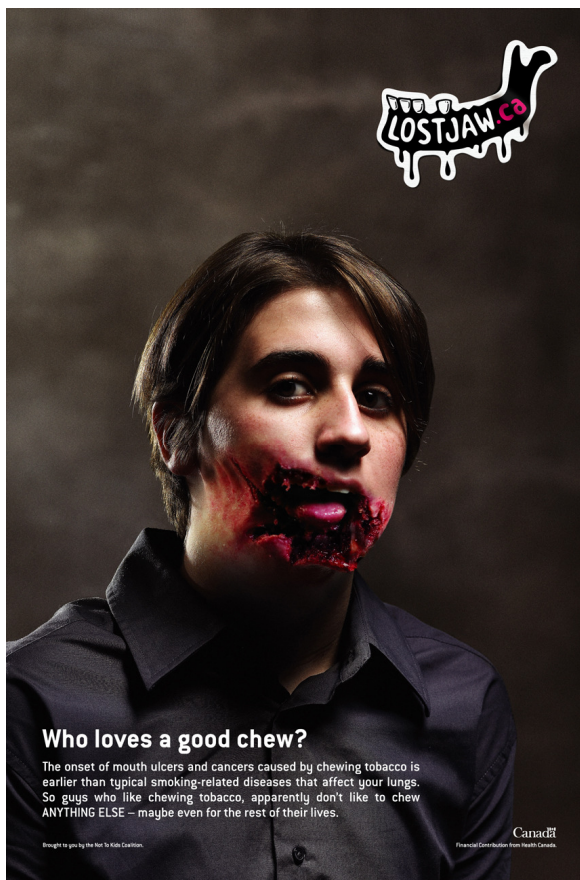
- Determine general awareness, attitudes and perceptions of smokeless tobacco among teens
- Investigate current behaviour and habits in regard to chewing, dipping and/or inhaling smokeless tobacco products
- Understand the motivation for engaging in smokeless tobacco use
- Investigate the awareness of risks of smokeless tobacco
- Test sandbox concepts to determine messaging for creative

This focus group research revealed a number of key learnings regarding the perceptions and attitudes young Ontarians hold about smokeless tobacco products:

- The most resonant messages are those that are relevant to the target – namely messages about appearance, interests and social acceptance. This is NTK’s strongest route to take in terms of messaging because it connects the strongest to their target. It humanizes the risks of smokeless tobacco in a very visceral manner that grabs the attention of teens. Teens in each of the groups tested, reacted the most to this ad and rated it the highest in terms of being relevant to them and others their age.
- It’s not non-smokers who are into trying it: In fact we learned that cigarettes are more of a gateway to smokeless tobacco products. Smokers either seek out smokeless tobacco to fill their nicotine addiction while they are in school, at home or playing sports; or they are introduced to the substance by other friends and peers who smoke. The NTK target is not with non-smokers, but with the smokers.
- Everyone agrees that smokeless tobacco is gross: Smokeless tobacco definitely has the moniker of being disgusting and young people remember the visually arresting image of a man with half his face removed.
- Myths abound about smokeless tobacco, but the most relevant are the myths about appearance: Focusing on the environmental damaging aspects and their similarities to cigarettes are probably not enough to deter youth from smokeless tobacco products
- Young people don’t know enough about smokeless tobacco: This puts NTK in a unique position to create a strong prevention message. The prevalence of smokeless tobacco is not high enough to take the same old approach. We are ahead of the curve here, it’s about prevention not cessation.
- To young Ontarians, Cancer doesn’t exist as an imminent threat: Cancer is everywhere and they feel they will inevitably get it at some point in their lives. Because of this attitude, the cancer message doesn’t hold any or enough shock value to be of value in this campaign.
- Cigarette comparisons are not tough enough: Just like warnings about cancer, messages about the hazardous effects are immediately tuned out by your target. Years and years of anti-tobacco advertising and media have created a type of desensitization to the horrible effects of tobacco.
- The evils of the tobacco industry has already been revealed: Thanks to the Truth campaign the curtain has been lifted on the evils and manipulation of the tobacco industry. Therefore messages about the tobacco industry are not shocking enough because the information is not new to your target. Unless a tobacco industry message includes new information that is genuinely shocking, it is best to stay away from.

## Print Materials

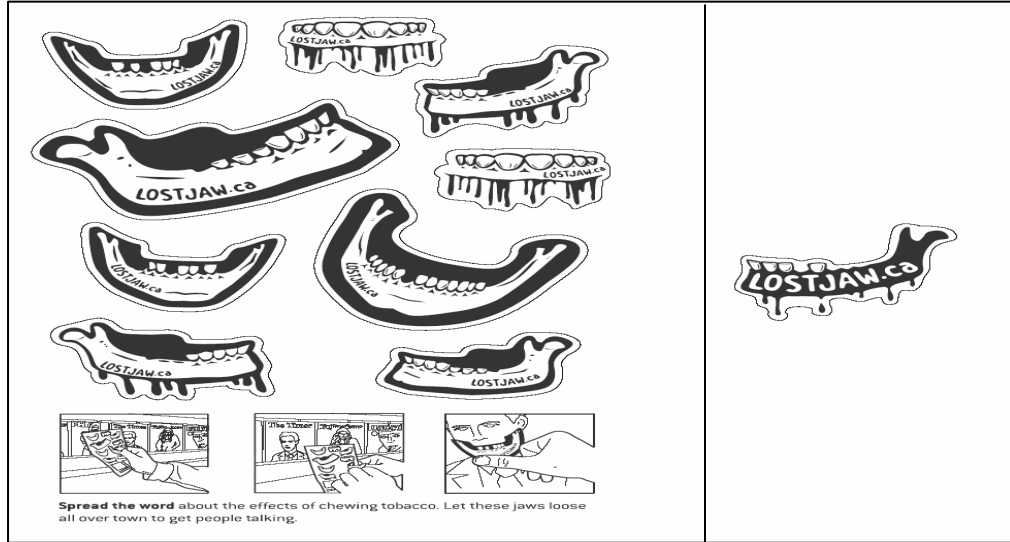
The print materials developed for the campaign were designed taking into account the focus group findings.



**Who loves a good chew? poster**

The print creative “Who loves a good chew?” was executed in youth relevant French and English magazines i.e. Vervegirl, Fuel and Desperado that were distributed directly through schools in February and March 2007. The inserted shipping letter from the publisher drew the receiving teacher’s attention to the Lostjaw insert. (See Appendix C for Magazine Distribution List). This print creative was also produced in the form of posters in English and French. These were delivered to NTK Coalition members for distribution to high school and youth sites in the community.

The back of the printed insert also featured a sticker sheet with branded LostJaw.ca images. The stickers were meant to adorn books, bags and other random places in order to encourage grassroots distribution. The stickers were produced low-tac to avoid marring the surfaces they stuck to. These missing jaw stickers were scattered throughout the world of a young person with the website URL on each and every one.



**Sticker Sheet and Bookmark**

Bookmarks were also developed to promote the campaign website. These were also delivered to NTK Coalition members for distribution to high school and youth sites in the community. Display banners (24" x 48") reproducing the poster graphics were also produced to use at school and community events.

## Who loves a good chew?

The onset of mouth ulcers and cancers caused by chewing tobacco is earlier than typical smoking-related diseases that affect your lungs.

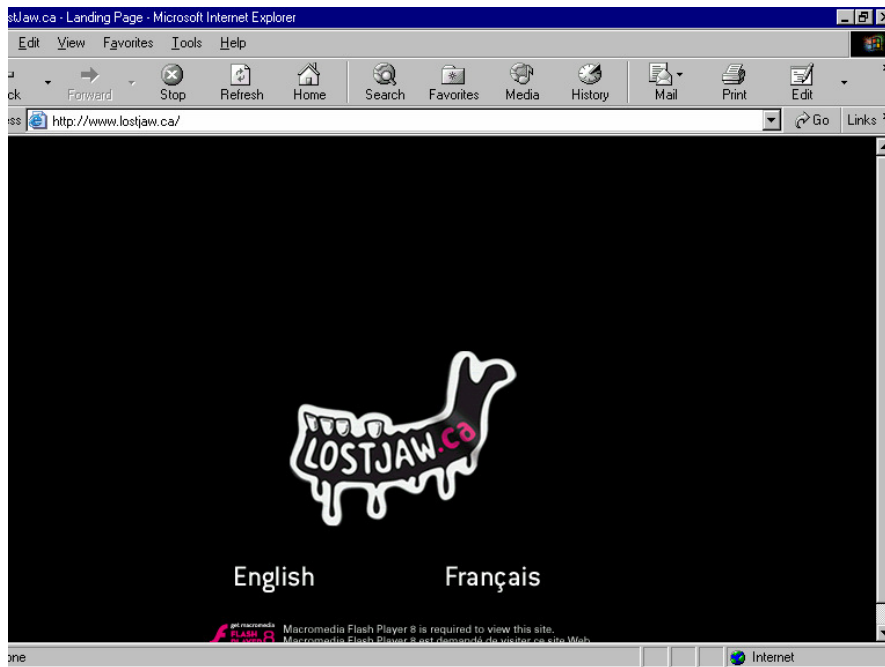
So guys who like chewing tobacco, apparently don't like to chew ANYTHING ELSE – maybe even for the rest of their lives.

Brought to you by the Not To Kids Coalition.

For a summary of how the campaign components were distributed see Appendix D for the Campaign Activity Reports from the NTK Coalition Partners.

### **Online Materials**

A [www.lostjaw.ca](http://www.lostjaw.ca) website was developed in French and English for youth to access to obtain more information about smokeless tobacco and the tobacco industry marketing tactics in a language they would understand. The website, LostJaw.ca, features a full-frame interactive information website which visitors can control and explore.



Lostjaw! Website front page



Campaign website: [www.lostjaw.ca](http://www.lostjaw.ca) Splash page

The website features sections such as:

- Facts: types of smokeless tobacco and its ingredients
- Sinister Tactics: how the tobacco industry targets youth in their advertising campaigns

- Drool Much: the side effects of smokeless tobacco
- Stick ‘em Up: information on the sticker sheet program and downloadable versions of the images to encourage further grassroots marketing
- Links: links to other sites for information about smokeless tobacco

### **Community Activities**

To support the campaign, NTK provided its coalition members with a resource titled “Not to Kids Exposing the Facts of Smokeless Tobacco - LostJaw! Mass Media Campaign Information Kit.” This kit provided an overview of the campaign, outlined the campaign components, provided a media release and suggested partnerships and activities to support the campaign. (See Appendix E for the LostJaw! Information Kit.)

Many community partners supported the campaign by helping with the distribution of the campaign components. Many public health units also implemented community activities and events such as health fairs, community health nights, displays and presentations to support the campaign (Appendix D).

### **Evaluation**

Full research results including creative development focus groups and the survey findings are available in the separately attached report “Youthography Reports: Youth and Tobacco Usage”.

#### **A. Process evaluation:**

##### ➤ *Campaign reach:*

The mass media LostJaw! campaign messages reached 27 public health unit regions in Ontario.

In total:

- 650 English schools and 48 French schools received the campaign magazines. (See Appendix C to view the Magazine Distribution List.)
- 146,850 magazines were distributed

##### ➤ *Supplemental activities by NTK Coalition partners:*

In total:

14 NTK partners distributed additional posters, bookmarks and sticker sheets to their local high schools.

- 11 partners distributed posters, bookmarks and sticker sheets to local community partners such as libraries and community centres.
- 11 public health units implemented local activities\*:
- 11 media releases were released
- 1 media launch was implemented at a regional high school with coverage by three TV outlets (A Channel, City TV, and Rogers)

- 30+ earned media spots, including newspaper articles, radio ads, TV reports.

The A Channel news report is attached as a separate media file. (See Appendix F for full Media Report)

\*Four coalition partners chose not to implement the campaign in their communities beyond the magazine insert distribution. Reasons cited: it wasn't passed through school boards; it didn't match work that had already been done in their local area. Seven coalition partners could not implement the campaign in the time required. They do however intend on implementing the campaign in the future.

Full details of the community level supplemental in-kind contributions are included in the Campaign Activity Reports from the NTK Coalition Partners (Appendix D).

➤ *Process challenges:*

- Due to an error on the magazine distributor's part, distribution of the Fuel and Desperado magazines was delayed until March 10/07 restricting campaign exposure by 10 days. This error actually resulted in the inserts being distributed to high school markets outside Ontario.
- March break fell during our already short campaign implementation phase.
- Approval processes and timelines differ across Coalition partners resulting in inconsistent implementation dates.
- Short timelines limited the rollout and reach of the campaign. Some NTK partners did not have the time to organize mail outs or activities within the tight timelines.

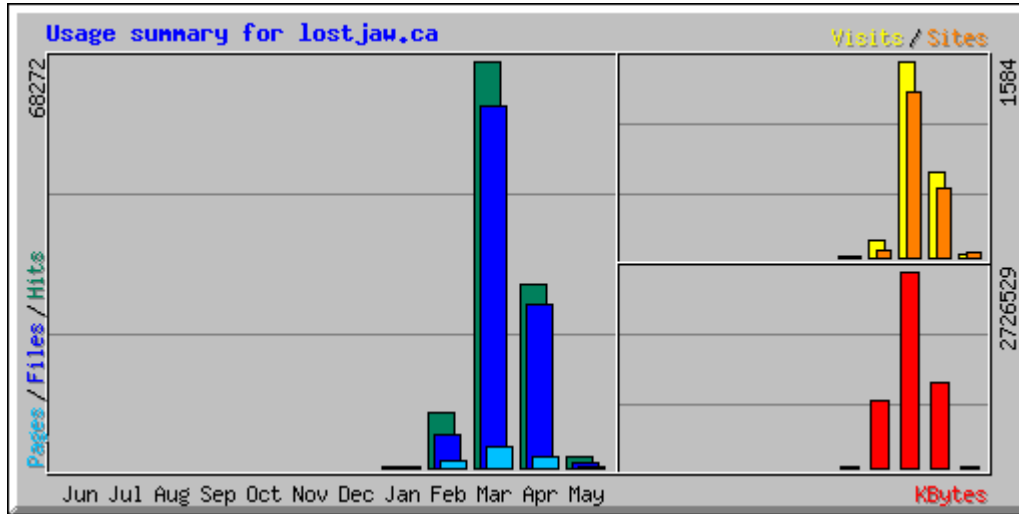
## **B. Impact evaluation**

In order to track any fluctuations in perceptions/attitudes and measure the overall success of the campaign, Youthography fielded the baseline survey post-dissemination of the LostJaw! Campaign. The survey was fielded on-line to 1,903 Ontario youth. In addition to asking questions regarding usage, attitudes and perceptions about smokeless tobacco, respondents were also asked questions regarding awareness and recall of the LostJaw! campaign.

Given the short period of time between testing rounds (approximately two months) it is not surprising that findings indicate that there is was little, if no, significant changes outside the margin of error from testing in Time 1 and Time 2. This is not discouraging, nor surprising, given the short period of time between testing rounds (approximately two months) and the small scale of the LostJaw.ca campaign. There was however great awareness and recall of the campaign. After four weeks in market, almost 20% of young Ontarians had been aware of the campaign – a positive number considering the limited media exposure through magazine and online. Some highlights of results include:

- Of those aware of the campaign, 17% reported visiting the LostJaw.ca website after seeing the advertisement (see web usage statistics report below)
- 60% of young Ontarians “somewhat liked” or “very much liked” this ad.

- 70% of young Ontarians felt the campaign is “somewhat” or “very” effective.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">May 2007</a>	894	413	33	15	33	26849	31	67	826	1789
<a href="#">Apr 2007</a>	1028	908	66	22	555	1194691	679	1982	27265	30844
<a href="#">Mar 2007</a>	2202	1953	117	51	1327	2726529	1584	3646	60565	68272
<a href="#">Feb 2007</a>	341	209	40	5	51	933573	144	1084	5653	9222
<a href="#">Jan 2007</a>	110	47	42	4	5	13048	14	127	142	332
<b>Totals</b>						<b>4894690</b>	<b>2452</b>	<b>6906</b>	<b>94451</b>	<b>110459</b>

**Website Usage Statistics for lostjaw.ca**

➤ *Impact challenges:*

Exposure to the campaign was somewhat limited for the following reasons:

- Implementation period was short – approximately one month.
- The bulk of our media campaign was directed to high schools, two weeks of the time period was eaten up by March break.
- Roll out of the campaign was limited to magazine distribution alone in some regions. This is due to the fact that not all NTK partners had time to support the campaign through further distribution of LostJaw! posters/sticker sheets/bookmarks and/or implement local media or community activities. This was an unintended challenge as the campaign relied heavily on this support.

➤ **Lessons Learned:**

- As always there are challenges meeting the needs of our entire Not To Kids Coalition members. The campaign was designed to reach all of our partner communities and involve our existing internal capacity in design and implementation. This strategy limited the strength of media exposure we could afford to our target audience. In the future to achieve greater success it would of benefit to apply for more funding so as to improve the scale and strength of our media buy or consider saturating a smaller geography with heavier media as a targeted project.
- The complementary school and community based activities organized by individual health units during campaign rollout are an important component in achieving a comprehensive program and messaging to the community. In order to maximize this activity, partners require more time for campaign planning and implementation. Their differing approval processes and timelines need to be considered in future campaign implementation plans.
- Developing a new concept, designing materials from scratch and taking the campaign through to implementation and evaluation in under six months is extremely demanding. It was only possible to accomplish this because of the commitment of the workgroup members and the strong support from Youthography to meet strict timelines on deliverables.

## Summary & Further Study

The NTK “Exposing Lies in Smokeless Tobacco Initiative” has been of great benefit in providing its partners with research and educational materials to address the issue of smokeless tobacco and youth. Our research has found that that males continue to be the target most at risk when it comes to smokeless tobacco usage. Male teens are more likely to try and use smokeless tobacco over females and rate above the average percent of usage. Messages need to continue to appeal to a male audience in a relevant manner.

We have found that although the majority of young Ontarians are aware of the dangers associated with smokeless tobacco, there is a small set of the Ontario population that is unaware of the risks of smokeless tobacco – they are more likely to be unaware of the addictiveness and / or chemical composition of smokeless tobacco. We have also found there are strong misconceptions held by youth that the lack of smoke in smokeless tobacco products means that the substance is “healthier” because it doesn’t affect their lungs or “cleaner” because they won’t smell like smoke. These are secondary messages that NTK can make a priority in future campaigns relating to youth and smokeless tobacco.

Interestingly an indifference to the tobacco industry was identified. The “evils” of the tobacco industry appears to be less relevant as a motivating factor to prevent or deter smokeless tobacco usage. Only a small segment is aware of smokeless tobacco advertising and/or feels directly targeted by these efforts.

In regards to our target youth’s perceptions and attitudes around smokeless tobacco no significant changes outside the margin of error were found from testing in Time 1 and Time 2.

This is not to say that the LostJaw.ca campaign has not been successful. This is not discouraging, nor surprising, given the short period of time between testing rounds (approximately two months) and the overall small scale market penetration of the LostJaw.ca campaign. After four weeks in market, almost 20% of young Ontarians had been aware of the campaign – a positive number considering the limited media exposure through magazine inserts, other print materials and online. This initiative represents an opportunity to develop and market test a new creative in a proactive approach to addressing the use of smokeless tobacco before it reaches the epidemic proportions of use of cigarettes.

Impact, measured through respondent’s active drive to the online site, was a strong 17% of young Ontarians. This is a positive result of the campaign. The campaign also received positive scores in terms of overall likeability and even higher ones for effectiveness, with Ontarians who were and were not aware of the ad. The campaign was viewed less positively by chew users vs. non-chew users which suggests that a segmented campaign to address chew users (cessation message) vs. non-chew users (prevention message) should be explored in the future.

Barring some process challenges that limited campaign rollout, the NTK partners were largely successful at using internal capacity to promote the LostJaw! campaign in their local communities. Many partners also worked with their Youth Action Alliances to supplement the campaign with grassroots activities. The ability to deliver consistent messaging across out partner regions is one of NTK greatest strengths. Key learnings identified through this campaign process will assist us in maximizing this potential more fully in the future. The LostJaw! campaign managed to garner considerable media coverage with over 30 media spots garnered across the province between March-April 2007.

The Coalition partners looks forward to utilizing the baseline research we have gathered specific to Ontario youth. As well, the Coalition has submitted an abstract for the national Tobacco Control Conference in the fall of 2007 so that we may share our learning with others. This research will be key in helping us to track the short and long-term trends regarding youth behaviour, perceptions, and attitudes related to smokeless tobacco. This coupled with the development of insight driven media materials that resonate with youth will help to guide our future practice in addressing smokeless tobacco related issues. As a coalition, NTK also looks forward to the possibility of applying research findings to expand and develop the LostJaw! campaign.

## Appendix A: Cinema Buy Chart

### Cineplex Buy

<i>Health Unit</i>	<b>Theatre Name</b>	<b>Location</b>	<b>Chain</b>	<b># of screens</b>	<b>Date of Cinema Launch (4 week run)</b>
Algoma	Galaxy Station Mall	Sault Ste. Marie	Cineplex	12	Dec 1st
Chatham-Kent	Cinema 6	Chatham	Ad Films	6	Dec 8th
Elgin-St. Thomas	Galaxy Cinemas	St. Thomas	Cineplex	6	Dec 1st
Grey Bruce	Galaxy Cinemas	Owen Sound	Cineplex	7	Dec 1st
Halton	Empire Showcase 6 Silver City	Burlington Burlington	Empire Cineplex	6 12	Dec 8 <sup>th</sup> Dec 1st
Haldimand-Norfolk	<b>No cinema buy in this community</b>				
Hamilton	Upper James Jackson Square 6 Silver City	Hamilton Hamilton Ancaster	Cineplex Empire Cineplex	7 6 10	Dec 1 <sup>st</sup> Dec 8th Dec 1st
Haliburton, Kawartha, Pine Ridg	<b>No cinema buy in this community</b>				
Hastings & Price Edward Counties	Belleville 8 Trenton Centre	Belleville Trenton	Cineplex Ad Films	8 3	Dec 1st Dec 8th
Huron	Park Theatre	Goderich	Independent	2	Dec 1st
Kingston, Frontenac, Lennox & Addington	Gardiners Road	Kingston	Cineplex	10	Dec 1st
Middlesex-London	Huron Market Place Westmount 6 Silvercity	London London North London	Cineplex Cineplex Cineplex	6 6 12	Dec 1 <sup>st</sup> Dec 1 <sup>st</sup> Dec 1st
Niagara	Niagara Square Fairview Mall Cineplex Seaway	Niagara Falls St. Catherines Welland	Cineplex Cineplex Cineplex	10 9 7	Dec 1 <sup>st</sup> Dec 1 <sup>st</sup> Dec 1st
North Bay	Galaxy North Bay	North Bay	Cineplex	7	Dec 1st

Parry Sound	Mall				
Northwestern	Cinema 86	Dryden	Independent	1	Dec 1 <sup>st</sup>
Ottawa	Barrhaven South Keys Rideau Centre SilverCity Gloucester Coliseum Kanata AMC Orleans Town Centre	Barrhaven Ottawa Ottawa Gloucester Ottawa Kanata Orleans	Cineplex Cineplex Empire Cineplex Cineplex AMC Empire	7 12 3 16 12 24 6	Dec 1 <sup>st</sup> Dec 1 <sup>st</sup> Dec 8 <sup>th</sup> Dec 8 <sup>th</sup> Dec 1 <sup>st</sup> Dec 1 <sup>st</sup> Dec 22 <sup>nd</sup>
Oxford	Gallery	Woodstock	Ad Films	7	Dec 8 <sup>th</sup>
Peel	Silver City Brampton Orion Gate Grande Winston Churchill 24	Brampton Brampton Oakville	Cineplex Cineplex AMC	16 10 24	Dec 1 <sup>st</sup> Dec 15 <sup>th</sup> Dec 1 <sup>st</sup>
Perth	Stratford Cinemas	Listowel	Independent	5	Dec 1 <sup>st</sup>
Peterborough	Galaxy Peterborough Square	Peterborough	Cineplex	11	Dec 1 <sup>st</sup>
Porcupine	Cinema 6	Timmins	Ad Films	6	Dec 8 <sup>th</sup>
Renfrew County	<b>No cinema buy in this community</b>				
Simcoe Muskoka	Galaxy Barrie Galaxy Orillia Mountainview Mall Cinema 4 Capitol	Barrie Orillia Midland Collingwood Huntsville	Cineplex Cineplex Cineplex Ad Films Ad Films	12 6 7 4 2	Dec 1 <sup>st</sup> Dec 1 <sup>st</sup> Dec 1 <sup>st</sup> Dec 8 <sup>th</sup> Dec 8 <sup>th</sup>
Sudbury	Silver City	Sudbury	Cineplex	12	Dec 1 <sup>st</sup>
Toronto	Silvercity Yonge & Eglinton Paramount (IMAX) Silvercity Yorkdale Queensway Sheppard Grande Scarborough	Toronto Toronto Toronto Toronto Toronto Toronto Toronto	Cineplex Cineplex Cineplex Cineplex Cineplex Cineplex Ad Films	9 13 10 18 10 12 11 4	Dec 15 <sup>th</sup> Dec 15 <sup>th</sup> Dec 15 <sup>th</sup> Dec 15 <sup>th</sup> Dec 8 <sup>th</sup> Dec 1 <sup>st</sup> Dec 15 <sup>th</sup> Dec 8 <sup>th</sup>

	401 & Morning Side Albion/Woodside Courtney Park 16 Silvercity Mississauga	Mississauga Mississauga	AMC Cineplex	16 10	Dec 1 <sup>st</sup> Dec 15th
Wellington-Dufferin-Guelph	Galaxy Guelph Galaxy Orangeville Erin Community Centre	Guelph Orangeville Erin	Cineplex Cineplex Independent	10 7 1	Dec 1 <sup>st</sup> Dec 1st Dec 1 <sup>st</sup>
York	First Markham Place Silvercity Richmond Silver City Newmarket Interchange 30	Markham Richmond Hill Newmarket Concord	Cineplex Cineplex Cineplex AMC	10 14 16 30	Dec 15 <sup>th</sup> Dec 15th Dec 1 <sup>st</sup> Dec 1st
Totals:				559	

### Independent Theatre Buy

<i>Health Unit</i>	<b>Theatre Name</b>	<b>Address</b>	<b># screens</b>	<b>Date of Cinema Launch (4 week run)</b>
Huron County	Park Theatre Goderich	214 Ten St Hanover, ON N4N 1N7	2	Dec 1st
Northwestern	Cinema 86	58 Queen St Dryden, ON P8N 1A4	1	Dec 1st
Perth	Stratford Cinemas	750 Palace St Listowel, ON	5	Dec 1st
Wellington-Dufferin-Guelph	Erin Community Centre	14 Boland Drive, Erin, ON N0B 1T0	1	Dec 1st
<b>Totals</b>			<b>9</b>	

## Appendix B: Third Party Supply Media Release Template



Your health unit  
logo here

**FOR IMMEDIATE RELEASE**

**Media Contact: Name and number**

**DATE**

**STOP AND THINK ABOUT IT!**

**- Cinema Message Hits Local Theatres To Reduce Youth Access to Tobacco -**

**LOCAL REGION** – Kids who are bombarded by tobacco industry marketing tactics that include compensating movie stars to smoke on the big screen will be given a fighting chance to stay smoke free with counter messages from the NOT TO KIDS! Coalition.

“We are trying to counteract the strong messages they get to take up the habit by urging older teens and young adults not to share, give or buy cigarettes for anyone under 19,” says **your spokesperson’s name here**. “The availability of tobacco and the willingness of older youth to supply tobacco to younger peers are important sociological factors that have a strong influence on whether or not kids will start smoking.”

The cinema ads, funded by Health Canada, will be playing during a four-week rotation in selected Cineplex Media theatres and independent theatres across Ontario during the month of December and early January. The ads address the supplying of tobacco to youth by asking older teens and young adults, “The next time a kid asks you for a cigarette: Stop. Think About it”.

Under the Smoke Free Ontario Act, it is illegal to sell or supply tobacco to anyone younger than 19 years of age. Efforts to decrease tobacco sales to youth by tobacco retailers have been successful, but as retail sources become limited, young people rely on friends, family, and strangers for their supply of tobacco products. Any person who violates this law can be subject to a minimum fine of \$300 plus applicable surcharges for a first offence. Maximum fines for a first offence can be as high as \$4000.

“We know that young adults and older teens will buy or give cigarettes to younger teens thinking they are doing these kids a favor. The reality is, that couldn’t be further from the truth,” **xxxx added**. “They are helping these kids get addicted to a product that will either kill them or leave them with health problems like heart and lung disease.”

The NOT TO KIDS! Coalition is a partnership of 27 public health agencies throughout Ontario working together to keep kids smoke free. For more information visit the NOT TO KIDS! website at [www.ntk.ca](http://www.ntk.ca)

-30-

**For media inquiries, contact:**

**Jane Doe, NTK Coalition, Health Unit, Phone**

## Appendix C: Lostjaw Magazine Distribution List

Acton District High School	Acton	L7J 2V2
Mckenzie-Smith Bennett	Acton	L7J 2H4
Archbishop Denis O'Connor Catholic High School	Ajax	L1S 5H4
Pickering High School	Ajax	L1T 2W7
Glengarry District High School	Alexandria	K0C 1A0
Almonte & District High School	Almonte	K0A 1A0
Brooke Central Public School	Alvinston	N0N 1A0
General Amherst H.S.	Amherstburg	N9V 1Z8
Ancaster Senior Public School	Ancaster	L9G 1T2
Angus Morrison	Angus	L0M 1B0
Arnprior District High School	Arnprior	K7S 1X2
Medway H.S.	Arva	N0M 1C0
Medway H.S.	Arva	N0M 1C0
Pineview Public School	Athens	K0E 1B0
Athens District High School	Athens	K0E 1B0
Devins Drive Public School	Aurora	L4G 2Z4
Dr. G.w. Williams Secondary School	Aurora	L4G 1A2
Aurora High School	Aurora	L4G 2P4
East Elgin Secondary School	Aylmer	N5H 1K6
Waterloo-oxford D.Secondary School	Baden	N3A 1A4
North Hastings High School	Bancroft	K0L 1C0
Eastview Secondary School	Barrie	L4M 5S1
Hillcrest Public School	Barrie	L4N 1V5
Barrie Central C.I.	Barrie	L4N 1A9
Innisdale Secondary School	Barrie	L4N 2Z4
Allandale Heights Public School	Barrie	L4N 3P4
Barrie North C.i.	Barrie	L4M 2P3
Madawaska Valley D.H.S.	Barry's Bay	K0J 1B0
Centennial Secondary School	Belleville	K8P 4E1
Moira Secondary School	Belleville	K8N 4M2
Bayside Secondary School	Belleville	K8N 4S3
Harry J. Clarke Public School	Belleville	K8N 4J6
Sir Mackenzie Bowell School	Belleville	K8P 1G7
Prince Of Wales Public School	Belleville	K8P 2T6
Queen Elizabeth Public School	Belleville	K8N 3Y4
Blenheim D.H.S.	Blenheim	N0P 1A0
Bradford D.H.S.	Bradford	L3Z 2A3
St. John Fisher School	Brampton	L6T 1V6
Harold M. Braithwaite Secondary School	Brampton	L6R 2Z4
Our Lady Of Peace School	Brampton	L6X 3V2
Turner Fenton Secondary School	Brampton	L6V 3N2
Beatty Fleming Senior Public School	Brampton	L6X 2H6
Central Peel Secondary School	Brampton	L6V 1X4
Williams Parkway Senior Public School	Brampton	L6S 3J8
Fletcher's Meadow Secondary School	Brampton	L7A 2Z7
Cardinal Leger Secondary School	Brampton	L6W 3K5
North Peel Secondary School	Brampton	L6S 3J8

Centennial School	Brampton	L6Y 1V5
Ministry of Children and Youth Services	Brampton	L6W 4L2
Peel Alternative School North	Brampton	L6W 2L4
St. Edmund Campion Secondary School	Brampton	L7A 3C7
William Grenville Davis Senior Public School	Brampton	L6W 2M7
Father C.W. Sullivan School	Brampton	L6V 2C1
Bramalea Secondary School	Brampton	L6T 1W4
North Park Secondary School	Brampton	L6S 3M1
Mccrimmon Middle School	Brampton	L7A 2Z3
Chinguacousy Secondary School	Brampton	L6S 1V3
Brampton Centennial Secondary School	Brampton	L6Y 1Z4
Balmoral Drive Senior Public School	Brampton	L6T 1V5
St. Augustine Secondary School	Brampton	L6Y 4T6
St. John's College	Brantford	N3R 1H9
Pauline Johnson C.V.S.	Brantford	N3S 3M8
Assumption College School	Brantford	N3T 5L5
Brantford Collegiate Institute and Vocational School	Brantford	N3T 3H3
East Northumberland High School	Brighton	K0K 1H0
St. Mary C.Secondary School	Brockville	K6V 4N5
Thousand Islands Secondary School	Brockville	K6V 3H1
Rolling Meadows Public School	Burlington	L7P 2H5
Lester B. Pearson High School	Burlington	L7M 1V7
Aldershot High School	Burlington	L7T 1E5
Canadian Martyrs School	Burlington	L7M 1K1
Assumption Catholic Secondary School	Burlington	L7N 3P1
John T. Tuck	Burlington	L7N 1J7
J.W. Singleton Center	Burlington	L7R 3Z2
Florence Meares Public School	Burlington	L7M 4W6
Burlington Central H.S.	Burlington	L7S 1K4
M.M. Robinson High School	Burlington	L7P 3N9
Charles R. Beaudoin Public School	Burlington	L7M 5A1
Sir Ernest MacMillan Public School	Burlington	L7M 1V8
Mayfield Secondary School	Caledon	L7C 0Z5
Mckinnon Park Secondary School	Caledonia	N3W 2H2
St. Benedict C.Secondary School	Cambridge	N1R 5W1
Southwood Secondary School	Cambridge	N1S 4K3
Preston High School	Cambridge	N3H 2E6
Jacob Hespeler Secondary School	Cambridge	N3C 1Z2
Glenview Park Secondary School.	Cambridge	N1R 4G6
Woodland Park Public School	Cambridge	N3C 2V4
Brock H.S.	Cannington	L0E 1E0
Cayuga Secondary School	Cayuga	N0A 1E0
Centerville Public School	Centerville	K0K 1N0
John N. Given Public School	Chatham	N7L 3T5
Ursuline College - The Pines	Chatham	N7L 1B6
John McGregor Secondary School	Chatham	N7M 2C6
Chatham Kent Secondary School	Chatham	N7L 2G7
Chelmsford Valley District Composite School	Chelmsford	P0M 1L0
Chesley District High School	Chesley	N0G 1L0
North Dundas D.H.S.	Chesterville	K0C 1H0

Ridgewood Public School	Coboconk	K0M 1K0
Cobourg District Collegiate Institute East	Cobourg	K9A 1M2
St. Mary's Secondary School	Cobourg	K9A 5S9
Jean Vanier H.S.	Collingwood	L9Y 3L6
Cameron Street Public School	Collingwood	L9Y 2J4
Queens Rangers School	Copetown	L0R 1J0
Harmony Public School	Corbyville	K0K 1V0
St. Matthew Catholic Learning Center	Cornwall	K6H 4B4
Saint Lawrence High School	Cornwall	K6H 5Z8
T.R. Leger School	Cornwall	K6J 3B3
General Vanier Secondary School	Cornwall	K6J 4K9
Cornwall C.V.I.	Cornwall	K6H 3H9
Holy Trinity Catholic Secondary School	Cornwall	k6h 5s7
Sir John Moore Community School	Corunna	N0N 1G0
Good Shepherd Catholic School	Courtice	L1E 3B9
Mackenzie High School	Deep River	K0J 1P0
Delhi D.Secondary School	Delhi	N4B 2W9
Central Algoma Secondary School	Desbarats	P0R 1E0
Deseronto Public School	Deseronto	K0K 1X0
Opeongo High School	Douglas	K0J 1S0
Highpoint School	Dundalk	N0C 1B0
Dundas District Public School	Dundas	L9H 1W9
Dunnville Secondary School	Dunnville	N1A 2S5
West Carleton Secondary School	Dunrobin	K0A 1T0
Rideau District H.S.	Elgin	K0G 1E0
Elliot Lake Secondary School	Elliot Lake	P5A 1E8
Elmira District High School	Elmira	N3B 1K2
Erin District High School	Erin	N0B 1T0
Espanola H.S.	Espanola	P5E 1R7
Essex D.H.S.	Essex	N8M 2E1
South Huron D.H.S.	Exeter	N0M 1S0
Grey Highlands Secondary School	Flesherton	N0C 1E0
E.I. Crossley Secondary School	Fonthill	L0S 1E0
North Lambton Secondary School	Forest	N0N 1J0
Fort Frances H.S.	Fort Frances	P9A 3T8
Gananoque Secondary School	Gananoque	K7G 2V2
Georgetown D.H.S.	Georgetown	L7G 3Z5
Stewarttown Middle School	Georgetown	L7G 4S5
Geraldton Composite High School	Geraldton	P0T 1M0
Glencoe District High School	Glencoe	N0L 1M0
Colonel By Secondary School	Gloucester	K1J 7N4
Lester B. Pearson Catholic High School	Gloucester	K2K 1G5
Cairine Wilson Secondary School	Gloucester	K1C 2Z5
Goderich D.C.I.	Goderich	N7A 3M5
Grand Valley & District Public School	Grand Valley	L0N 1G0
Gravenhurst Public School	Gravenhurst	P1P 1X6
College Heights Secondary School	Guelph	N1G 1T3
College Avenue Senior Public School	Guelph	N1G 1S6
John F. Ross C..V.I.	Guelph	N1E 4H1
Hagersville Secondary School.	Hagersville	N0A 1H0

St. Mary's C.Secondary School	Hamilton	L8S 2G7
George L. Armstrong School	Hamilton	L9A 1C3
Cardinal Heights Middle School	Hamilton	L9A 2P5
Mountain Secondary School	Hamilton	L9C 3C8
Westdale Secondary School	Hamilton	L8S 1A5
Sir Wilfred Laurier School	Hamilton	I8k 5j3
Gordon Price School	Hamilton	L9C 7K2
St. John the Baptist School	Hamilton	I8k 2g6
Dalewood Middle School	Hamilton	L8S 1C2
Section 20 Program	Hamilton	L8N 3L1
Chedoke Middle School	Hamilton	L9C 1R3
Parkview Secondary School	Hamilton	L8L 6Y3
Barton Secondary School	Hamilton	L8T 3G1
Hillcrest Middle School	Hamilton	L8L 2L7
Hess St. School	Hamilton	L8R2T1
Sir Winston Churchill Secondary School	Hamilton	L8H 1E3
Glendale Secondary School	Hamilton	L8K 4G1
St. Jean De Brebeuf Secondary School	Hamilton	L8W 1B8
Westmount Secondary School	Hamilton	L9C 4B1
Westview Middle School	Hamilton	L9C 3X7
Section 19 School	Hamilton	L8L 2W6
Crestwood School - Salep Center	Hamilton	L9A 2M8
Southern Ontario College	Hamilton	L8R 3K8
Delta Secondary School	Hamilton	L8K 1B2
St. Francis Xavier C.H.S.	Hammond	K0A 2A0
M.J. Hobbs Senior Public School	Hampton	L0B 1J0
Pinecrest Public School	Hanmer	P3P 1A1
James A. Magee Community School	Hanover	N4N 1Y4
John Diefenbaker Secondary School	Hanover	N4N 1G7
Harrow District High School	Harrow	N0R 1G0
Huntsville Public School	Huntsville	p1h 2b2
Spruce Glen Public School	Huntsville	P1H 3C9
Huntsville High School	Huntsville	P1H 2A2
Ingersoll District Collegiate Institute	Ingersoll	N5C 1N1
St. Jude Catholic School	Ingersoll	N5C 3T9
Goodfellow Public School	Innisfil	L9S 1A6
Holy Cross School	Innisfil	L9S 2B8
Seaway District High School	Iroquois	K0E 1K0
All Saints High School	Kanata	K2K 3K5
Holy Trinity C.H.S.	Kanata	K2L 4A7
Stephen Leacock Public School	Kanata	K2K 1S2
École Secondaire Cité des Jeunes	Kapuskasing	P5N 2K2
Kapuskasing D.H.S.	Kapuskasing	P5N 1C5
Rideau Valley Middle School	Kars	K0A 2E0
North Grenville D.H.S.	Kemptville	K0G 1J0
Lakewood School	Kenora	P9N 3Y5
King George VI School	Kenora	P9N 2C3
Mount Carmel School	Kenora	P9N 2K4
Keswick High School	Keswick	L4P 3L5
Kincardine District Secondary School	Kincardine	N2Z 2B9

King City Secondary School	King City	L7B 1K2
Loyalist C.V.I.	Kingston	K7M 1B9
Queen Elizabeth C.V.I.	Kingston	K7K 2P4
Bayridge Secondary School	Kingston	K7M 6J9
Kingsville Public School	Kingsville	N9Y 1J3
Kingsville District High School	Kingsville	N9Y 1A5
St. Bernadette	Kitchener	N2N3Y9
Kitchener Waterloo C.I.	Kitchener	N2G 1E3
Resurrection Catholic Secondary School	Kitchener	N2N 3B9
Cameron Heights C.i.	Kitchener	N2G 2P8
Grand River C.I.	Kitchener	N2B 2S7
Lakefield District Secondary School	Lakefield	K0L 2H0
Lakefield Intermediate School	Lakefield	K0L 2H0
Valley Heights Secondary School	Langton	N0E 1G0
St. Thomas Aquinas C.Secondary School	Lindsay	K9V 4R2
Lively D.Secondary School	Lively	P3Y 1M4
Sir Wilfred Laurier Secondary School	London	N6C 4W7
St. Thomas More Catholic School	London	N6G 1R5
Mother Teresa Catholic Secondary School	London	N5X 4B1
Northridge Public School	London	N5X 1Y2
Sir George Ross Secondary School	London	N5Y 2K3
Catholic Central High School	London	N6B 3K3
Jeanne Sauvé French Immersion P.S.	London	n6h 2b6
Glen Cairn Public School	London	N5Z 3Y5
Saunders Secondary School	London	N6K 1H5
Montcalm Secondary School	London	N5Y 1B5
Sir Frederick Banting Secondary School	London	N6G 2C3
Clarke Road Secondary School	London	N5W 5N4
Woodland Heights Public School	London	N6J 1G8
Regina Mundi College	London	N6E 3X8
Knollwood Park Public School	London	N5Y 2B1
Princess Anne French Immersion School	London	N5W 4W9
Centre Hastings Secondary School	Madoc	K0K 2K0
Madoc Public School	Madoc	K0K 2K0
St. Mark C.H.S.	Manotick	K4M 1B2
Holy Jubilee School	Maple	L6A 2S8
Maple High School	Maple	L6A 2W5
St. Joan of Arc C.H.S.	Maple	L6A 1W9
Marathon High School	Marathon	P0T 2E0
Markville Secondary School	Markham	L3P 6V5
Markham D.H.S.	Markham	L3P 2M3
Father Michael Mcgivney Academy	Markham	L3S 3K8
F.J. Mcelligott Secondary School	Mattawa	P0H 1V0
Osgoode Township High School	Metcalfe	K0A 2P0
Midland Secondary School	Midland	L4R 1X8
Milton D.H.S.	Milton	L9T 2G4
E.C. Drury H.S.	Milton	L9T 4N5
Philip Pocock C.Secondary School	Mississauga	L4W 1J9
West Credit Secondary School	Mississauga	L5N 2P8
Father Michael Goetz C.Secondary School	Mississauga	L5B 3K6

Gordon Graydon Memorial Secondary School	Mississauga	L5E 2H8
St. Paul Catholic Secondary School	Mississauga	L5E 1L8
Cawthra Park Secondary School	Mississauga	L5G 4L1
Ascension Of Our Lord Secondary School	Mississauga	L4T 3H7
Riverside Public School	Mississauga	L5H 2E8
St. Edmund School	Mississauga	l4y 1I5
Thomas L. Kennedy Secondary School	Mississauga	L5B 1N7
St. Aloysius Gonzaga Secondary School	Mississauga	L5M 6R5
Peel Alternative School West	Mississauga	L5n 2W7
Clarkson Secondary School	Mississauga	L5J 1L8
The Woodlands School	Mississauga	L5C 1Y5
Green Glade Senior Public School	Mississauga	L5J 1B5
St. Francis Xavier Secondary School	Mississauga	L5R 3K3
Lincoln M. Alexander Secondary School	Mississauga	L4T 1Y3
Port Credit Secondary School	Mississauga	L5G 2E5
Lorne Park Secondary School	Mississauga	L5H 3B1
Streetsville Secondary School	Mississauga	L5M 1G3
Queen Elizabeth Senior Public	Mississauga	L5G 2R9
Bristol Road Middle School	Mississauga	L4Z 3V5
Iona Catholic Secondary School	Mississauga	L5J 2M4
Erin Mills Senior Public School	Mississauga	L5L 2B1
Glenforest Secondary School	Mississauga	L4X 2J6
Hillside Senior Public School	Mississauga	L5J 3V1
The Valleys Senior Public School	Mississauga	L5A 3R8
St. Margaret Of Scotland School	Mississauga	L5L 1C1
John Fraser Secondary School	Mississauga	L5M 5H6
St. Martin's C.Secondary School	Mississauga	L5C 1X2
St. Joseph Secondary School	Mississauga	L5V 2B9
Erindale Secondary School.	Mississauga	L5K 1R2
Lisgar Middle School	Mississauga	L5N 6S9
Dolphin Senior Public School	Mississauga	L5M 1H3
Mitchell District High School	Mitchell	N0K 1N0
Wellington Heights Secondary School	Mount Forest	N0G 2L2
Westdale Park Public School	Napanee	K7R 2Z5
Napanee D.Secondary School	Napanee	K7R 3M7
Merivale High School	Nepean	K2G 1E2
Sir Guy Carleton Secondary School	Nepean	K2G 5L4
St. Joseph High School	Nepean	K2J 4J1
Mother Theresa Catholic High School	Nepean	K2J 4T1
Bell High School	Nepean	K2H 6K1
Sir Robert Borden H.S.	Nepean	K2H 8R1
St. Paul C.H.S.	Nepean	K2H 7A1
Timiskaming District Secondary School	New Liskeard	P0J 1P0
Newcastle Public School	Newcastle	L1B 1C3
Clarke H.S.	Newcastle	L1B 1L9
Sir William Mulock Secondary School	Newmarket	L3X 3M7
Huron Heights Secondary School	Newmarket	L3Y 3J9
Rogers Public School	Newmarket	L3Y 1G6
Stamford Collegiate	Niagara Falls	L2G 4L7
Westlane Secondary School	Niagara Falls	L2H 1T5

Niagara District Secondary School	Niagara-on-the-Lake	L0S 1J0
Chippewa Secondary School	North Bay	P1B 6G8
St. Joseph - Scollard Hall Secondary School	North Bay	P1B 9R3
Widdifield Secondary School	North Bay	P1B 7R2
Norwich Public School	Norwich	NoJ 1P0
Norwood D.H.S.	Norwood	K0L 2V0
Holy Trinity Catholic Secondary School	Oakville	L6H 3N8
St. John Catholic Junior School	Oakville	L6H 1K4
Heritage Glen Public School	Oakville	I7m 2z4
Halton Catholic District School Board - Resource Center	Oakville	L6L 1T3
White Oaks Secondary School	Oakville	L6H 1Z5
Halton Catholic District School Board	Oakville	L6K 3W8
Joshua Creek Public School	Oakville	L6H 7P9
Oakville Trafalgar High School	Oakville	L6J 3L6
St. Thomas Aquinas Catholic Secondary School	Oakville	L6K 2W1
E.J. James Middle School	Oakville	L6J 4M6
St. Joan of Arc Elementary	Oakville	L6M 3W7
St. Ignatius Of Loyola Secondary School	Oakville	L6M 1S2
Abbey Park School	Oakville	L6M 2G5
Eastview Public School	Oakville	I6I 1t4
White Oaks Secondary School (North Campus)	Oakville	L6H 1H9
Ernestown Secondary School	Odessa	K0H 2H0
Orangeville District Secondary School	Orangeville	L9W 2G7
Patrick Fogarty Catholic Secondary School	Orillia	L3V 6S1
Park Street Collegiate Institute	Orillia	L3V 5W1
Twin Lakes Secondary School	Orillia	L3V 2P5
École Secondaire Garneau	Orleans	K1C 1J4
Sir Wilfred Laurier Secondary School	Orleans	K1E 3E8
Dr. C.F. Cannon Public School	Oshawa	L1J 1K4
Dr. F.J. Donevan C.I.	Oshawa	L1H 6T9
Frontenac Youth Services Administration	Oshawa	L1H 5L8
Oshawa Central C.I.	Oshawa	L1H 4H4
R.S. McLaughlin C.I.	Oshawa	L1J 5P1
Glen Street School	Oshawa	L1J 3T9
Waverly Public School	Oshawa	L1J 5V1
Eastdale C.v.i.	Oshawa	L1G 6L4
Monsignor John Pereyma C.Secondary School	Oshawa	L1H 3S6
G.I. Roberts C.V.I.	Oshawa	L1J 1G5
Lakewoods Public School	Oshawa	L1J1G5
Queen Elizabeth Public School	Oshawa	I1g 4x1
O'Neill C.V.I.	Oshawa	L1G 4T2
Hawthorne Public School	Ottawa	K1G 1A9
J.H. Putman Intermediate School	Ottawa	K2C 0X2
Immaculata High School	Ottawa	K1S 5P4
St. Patrick's Intermediate School	Ottawa	K1V 6A6
Brookfield H.S.	Ottawa	K1V 6J3
St. Pius X C.H.S.	Ottawa	K2C 1X4
Glebe Collegiate Institute	Ottawa	K1S 2C9
Rideau H.S.	Ottawa	K1K 3A7

Ridgemont High School	Ottawa	K1V 7T3
Hillcrest High School	Ottawa	K1G 2L7
Alta Vista Public School	Ottawa	K1H 7R2
Notre Dame High School	Ottawa	K2A 2M2
Woodroffe High School	Ottawa	K2B 7M8
Lisgar Collegiate Institute	Ottawa	K2P 0B9
Nepean H.S.	Ottawa	K2A 3V8
Ottawa Technical Learning Centre	Ottawa	K1K 1L8
Broadview Avenue Public School	Ottawa	K2A 2L8
Otterville Public School	Otterville	N0J 1R0
Owen Sound Collegiate	Owen Sound	N4K 5N8
Strathcona Senior Public	Owen Sound	N4K 2P5
École Secondaire de Pain Court	Pain Court	N0P 1Z0
Paris District High School	Paris	N3L 2N6
Fellowes H.S.	Pembroke	K8A 2K5
Champlain Discovery Public School	Pembroke	K8A 2K5
The Stewart School	Perth	K7H 2N6
Perth & District C.I.	Perth	K7H 2H3
General Lake Public School	Petawawa	K8H 2T6
Crestwood Secondary School	Peterborough	K9J 6X4
Westmount Public School	Peterborough	K9J 6T8
Adam Scott C.V.I.	Peterborough	K9H 6K3
Thomas A. Stewart Secondary School	Peterborough	K9H 7H4
Highland Heights Public School	Peterborough	K9H 5J7
Queen Elizabeth II Public School	Petrolia	N0N 1R0
Lambton Central C.V.I.	Petrolia	N0N 1R0
Bayview Heights Public School	Pickering	L1W 1J6
Frenchman's Bay Public School	Pickering	L1W 2H7
Maple Ridge Public School	Pickering	L1X 2M2
Dunbarton H.S.	Pickering	L1V 1G2
William Dunbar Public School	Pickering	L1V 5E5
Prince Edward C.i.	Picton	K0K 2T0
École Secondaire Plantagenet	Plantagenet	K0B 1L0
Glen Orchard Public School	Port Carling	P0B 1J0
Saugeen D.Secondary School	Port Elgin	N0H 2C4
S.A. Cawker Public School	Port Perry	L9L 1P3
Port Perry High School	Port Perry	L9L 1A7
Mapleridge Public School	Powassan	P0H 1Z0
St. Joseph School	Prescott	K0E 1T0
South Grenville District High School	Prescott	K0E 1T0
Renfrew C.I.	Renfrew	K7V 1Z5
South Carleton H.S.	Richmond	K0A 2Z0
Our Lady Of Hope Catholic School	Richmond Hill	L4E 4B8
Richmond Green Secondary School	Richmond Hill	L4S 2T9
Alexander Mackenzie H.S.	Richmond Hill	L4C 3S3
St. Charles Garnier School	Richmond Hill	L4C 5H5
Bayview Secondary School	Richmond Hill	L4C 2L4
Langstaff Secondary School	Richmond Hill	L4C 6M1
Silver Stream Public School	Richmond Hill	L4S 2K9
Ridgetown District High School	Ridgetown	N0P 2C0

Ridgeway Crystal Beach H.S.	Ridgeway	L0S 1N0
Rockland Public School	Rockland	K4K 1C2
Rockland D.H.S.	Rockland	K4K 1P6
St. Thomas Aquinas Catholic High School	Russell	K4R 1E5
High Park Public School	Sarnia	N7S 2T3
St. Patricks C.Secondary School	Sarnia	N7T 6X8
Sarnia C.I.T.S.	Sarnia	N7T 1H1
Northern Collegiate Institute and Vocational School	Sarnia	N7S 2B1
Errol Road Public School	Sarnia	N7S 2E6
White Pines C.V.I.	Sault Ste. Marie	P6A 5K9
St. Mary's College School	Sault Ste. Marie	P6A 2L5
St. Basil C.Secondary School	Sault Ste. Marie	P6A 1X5
Alexander Henry High School	Sault Ste. Marie	P6B 4H6
Bawating C.v.i.	Sault Ste. Marie	P6B 2C5
Mount St. Joseph College	Sault Ste. Marie	P6B 1E3
Tyendinaga Public School	Shannonville	K0K 3A0
Sharbot Lake H.S.	Sharbot Lake	K0H 2P0
Centre Dufferin D.H.S.	Shelburne	L0N 1S1
Queen Elizabeth District High School	Sioux Lookout	P8T 1A9
Smiths Falls D.C.I.	Smiths Falls	K7A 2S5
Roland Michener Secondary School	South Porcupine	P0N 1H0
Kernahan Park Secondary School	St. Catharines	L2P 3G8
Lakeport Secondary School	St. Catharines	L2N 4H7
St. Catharines Collegiate Institute	St. Catharines	L2R 5E7
Sir Winston Churchill Secondary School	St. Catharines	L2T 2N1
Laura Secord Secondary School	St. Catharines	L2M 4V9
Ridley College Middle School	St. Catharines	L2R 7C3
St. Marys D.C.V.I.	St. Marys	N4X 1B6
Scott St. Public School	St. Thomas	N5P 1K6
Parkside C.I.	St. Thomas	N5R 3C2
Southwold Public School	St. Thomas	N5P 3S5
Homedale Senior Public School	St. Thomas	N5R 1R1
CEC South	St. Thomas	n5r 3c8
St. Joseph's C.H.S.	St. Thomas	N5R 6A7
Stayner Collegiate Institute	Stayner	L0M 1S0
Goulbourn Middle School	Stittsville	K2S 1B8
Sacred Heart Catholic High School.	Stittsville	K2S 1E1
Lake Avenue School	Stoney Creek	L8E 1L5
Saltfleet H.S.	Stoney Creek	L8J 2T2
R.L. Hyslop School	Stoney Creek	L8G 1P3
Orchard Park Secondary School	Stoney Creek	L8E 4M5
Glad Park Public School	Stouffville	L4A 1E5
Stratford Central Secondary School	Stratford	N5A 1A3
Northern Secondary School	Sturgeon Falls	P0H 2G0
St. Francis School	Sudbury	P3E 4E2
Lasalle Secondary School	Sudbury	P3A 2G1
Churchill Public School	Sudbury	P3g 1H2
Lo-ellen Park Secondary School	Sudbury	P3E 2P8
Sudbury Secondary School	Sudbury	P3C 4Y2
Macleod Public School	Sudbury	P3E 2H7

Sutton D.H.S.	Sutton West	L0E 1R0
Bosanquet Central Public School	Thedford	N0M 2N0
Bakersfield Public School	Thornhill	L4J 8T6
St. Elizabeth Catholic High School	Thornhill	L4J 7X3
St. Robert C.H.S.	Thornhill	L3T 7P4
St. Luke Catholic High School	Thornhill	I3t 2e6
Thorold Secondary School	Thorold	L2V 1Z1
Sir Winston Churchill C.V.I.	Thunder Bay	P7C 1V5
Fort William C.I.	Thunder Bay	P7E 1M7
St. Patrick C.H.S.	Thunder Bay	P7E 1T9
Hillcrest H.S.	Thunder Bay	P7A 5R3
Hammar skjold H.S.	Thunder Bay	P7B 4W8
Port Arthur Collegiate Institute	Thunder Bay	P7B 1B4
Tilbury D.H.S.	Tilbury	N0P 2L0
Annandale School	Tillsonburg	N4G 3A1
O'Gorman H.S.	Timmins	P4N 4M1
O'Gorman Intermediate School	Timmins	P4N 4W6
Vaughan Road Academy	Toronto	M6C 2R1
West Humber C.i.	Toronto	M9V 3S3
Earl Grey Middle School	Toronto	M4J 1G8
Arlington Middle School	Toronto	M6C 3A4
David & Mary Thompson Collegiate Institute	Toronto	M1P 2S7
Humewood Community School	Toronto	M6C 2X4
Owen Public School	Toronto	M2P 1G6
Ryerson Community School	Toronto	M5T 1E4
Northern Secondary School	Toronto	M4P 2L5
Sir Oliver Mowat C.I.	Toronto	M1C 2C6
Marc Garneau C.I.	Toronto	M3C 1B3
Norseman Junior Middle School	Toronto	M8Z 2R1
Catholic Education Center	Toronto	M2N 6E8
Winston Churchill C.I.	Toronto	M1P 2P7
R.J. Lang Elementary & Middle School	Toronto	M2M 1E3
Willowdale Middle School	Toronto	M2R 1P6
Toronto District School Board	Toronto	M1P 4N6
Satec - W.A. Porter Collegiate Institute	Toronto	M1L 1Z9
Etobicoke School Of The Arts	Toronto	M8Y 2T1
The Great Lakes College Of Toronto	Toronto	M6P 2K6
York Humber H.S.	Toronto	M6M 2E6
Thistle town Collegiate Institute	Toronto	M9W 2T4
Toronto French School	Toronto	M4N 1T7
Sir Ernest Macmillan Senior Public School	Toronto	M1W 2Y2
St. Joseph College	Toronto	M5S 1C4
Drewry Secondary School	Toronto	M2M 1C8
Father John Redmond Catholic Secondary School	Toronto	M8V 4B7
Malvern C.I.	Toronto	M4E 3E4
Kane Middle School	Toronto	M6M 3P1
Parkdale Junior & Senior Public School	Toronto	M6K 3L2
Ionview Public School	Toronto	M1K 2Z9
Nativity Of Our Lord Catholic School	Toronto	M9C 3T8
Lakeshore Collegiate Institute	Toronto	M8V 3L1

Bloor C.I.	Toronto	M6H 1M9
Downsview Secondary School	Toronto	M3K 1W3
Timothy Eaton B.T.I.	Toronto	M1W 1S7
Dante Alighieri Academy	Toronto	M6B 2P9
Mother Teresa Catholic Secondary School	Toronto	M1B 3G5
Bishop Francis Morocco	Toronto	M6P 1A3
Scarlett Heights Entrepreneurial Academy	Toronto	M9P 1N8
Forest Hill C.I.	Toronto	M5N 1B9
Stephen Leacock C.I.	Toronto	M1T 2M5
East York C.I.	Toronto	M4C 2V2
George Harvey C.I.	Toronto	M6M 3W5
Mary Ward C.Secondary School	Toronto	M1V 3S8
The Elms Junior Middle School	Toronto	M9W 2H8
Westview Centennial Secondary School	Toronto	M3N 1W7
Windfields Junior High School	Toronto	M2L 2V2
Birchmount Park Collegiate Institute	Toronto	M1N 2G2
Marshall McLuhan H.S.	Toronto	M5N 3B1
Bendale Business and Technical Institute	Toronto	M1P 3C1
Bloordale Middle School	Toronto	M9C 2H3
Don Bosco Catholic Secondary School	Toronto	M9R 1V8
St. Margaret's Public School	Toronto	M1E 1X5
Neil McNeil C.H.S.	Toronto	M4E 3S2
Sir John A. Macdonald C.I.	Toronto	M1W 1H8
William Lyon Mackenzie C.I.	Toronto	M3H 5R2
Fleming Public School	Toronto	M1B 5B5
Runnymede C.I.	Toronto	M6S 4A3
Valley Park Middle School	Toronto	M3C 1B2
Father Henry Carr	Toronto	M9V 4E3
Beverly Heights Middle School	Toronto	M3M 1S5
Brookview Middle School	Toronto	M3N 2K7
Tecumseh Senior Public School	Toronto	M1G 1H7
Kipling C.I.	Toronto	M9R 1H4
Pope John Paul II Catholic Secondary School	Toronto	M1E 4P6
Monsignor Fraser College	Toronto	M4Y 1P6
Lawrence Heights Middle School	Toronto	M6A 2R1
Sir William Osler H.S.	Toronto	M1S 3H5
R.H. King Academy	Toronto	M1M 1V3
Pleasant View Junior High	Toronto	M2J 3Y8
Milne Valley Middle School	Toronto	M3A 2J9
Queen Alexandra Senior Public School	Toronto	M4M 2G3
Richview Collegiate Institute	Toronto	M9A 3N2
Senator O'connor College	Toronto	M3A 2M5
Ursula Franklin Academy	Toronto	M6P 3E3
Dixon Grove Junior Middle School	Toronto	M9R 1H1
Henry Hudson Senior Public School	Toronto	M1G 3H4
St. Francis Xavier Catholic School	Toronto	M6L 1L3
George Syme Community School	Toronto	m6n 1i6
Woburn Collegiate Institute	Toronto	M1G 3M3
Rosedale Heights School Of The Arts	Toronto	M4W 1J4
Cosburn Middle School	Toronto	M4J 2P1

Queen Victoria Junior Public School	Toronto	M6K 2V3
Eastern Commerce Collegiate Institute	Toronto	M4J 3T2
Joseph Brant Senior Public	Toronto	M1E 3V4
Second Street Junior Middle School	Toronto	M8V 2X4
Samuel Hearne School	Toronto	M1L 4N7
Humberwood Downs Junior Middle Academy	Toronto	M9W 7A6
L'Amoureux Collegiate Institute	Toronto	M1W 2K1
Riverdale Collegiate Institute	Toronto	M4M 2A1
Eastdale Collegiate Institute	Toronto	M4M 1Y4
Crescent School	Toronto	M2L 1A2
Sir Robert L. Borden Business & Technical Institute	Toronto	M1E 1Z7
Danforth C.T.I.	Toronto	M4J 4B7
Agnes MacPhail Public School	Toronto	m1v 1w5
Cedarbrae C.I.	Toronto	M1H 2A2
Monarch Park Collegiate Institute	Toronto	M4J 1G6
St. Andrew's Junior High School	Toronto	M2P1X7
Buchanan Public School	Toronto	M1R 3V3
Humberside Collegiate Institute	Toronto	M6P 2V3
Central Commerce C.I.	Toronto	M6G 3L6
Winchester Junior & Senior Public School	Toronto	M4X 1C7
Year Round Alternative School	Toronto	M6A 1B1
Weston Collegiate Institute	Toronto	M9N 2Y9
Lord Lansdowne Junior & Senior Public School	Toronto	M5S 2K2
Western Technical & C.S.	Toronto	M6P 3E3
Emily Carr Public School	Toronto	M1B 2V2
Jesse Ketchum Junior & Senior Public School	Toronto	M5R 1H4
Harbord Collegiate Institute	Toronto	M6G 1G6
St. Maurice Catholic School	Toronto	M9R 1T7
North Agincourt Public School	Toronto	M1S 2J3
Cambridge International College	Toronto	M8Z 4E1
Maplewood High School	Toronto	M1E 1W7
York Memorial C.i.	Toronto	M6M 1T9
Notre Dame C.Secondary School	Toronto	M4E 3E1
Bishop Francis Morocco	Toronto	M6P 1A3
Central Technical School	Toronto	M5S 2R5
Archbishop Romero Catholic Secondary School	Toronto	M6N 2H4
Lester B. Pearson C.I.	Toronto	M1B 2L2
Sir Alexander Mackenzie Senior Public School	Toronto	M1S 2E2
Sir Sandford Fleming Secondary School	Toronto	M6A 2L3
Highland Junior High	Toronto	M2H 3B5
Rouge Valley Public School	Toronto	M1B 4X3
Scarborough Centre For Alt. Studies	Toronto	M1G 3T9
Nelson A. Boylen C.I.	Toronto	M6L 2E5
Dr. Norman Bethune C.I.	Toronto	M1W 3G1
Bowmore Road Public School	Toronto	M4L 3J2
A.Y. Jackson Secondary School	Toronto	M2H 2G6
George S. Henry Academy	Toronto	M3A 3A6
Don Mills C.I.	Toronto	M3C 1X6
Amesbury Community Center	Toronto	M6L 1A8
Amesbury Middle School	Toronto	M6L 1L7

Emery Collegiate Institute	Toronto	M9M 2V9
Parkdale C.I.	Toronto	M6K 2Y7
Carleton Village Junior & Senior Public School	Toronto	M6N 2Z4
St. Charles Garnier Catholic School	Toronto	M3N 2X9
St. Francis De Sales Catholic School	Toronto	M3N 1K9
St. Patrick Secondary School	Toronto	M4J 1G3
St. Basil College	Toronto	M9M 3B2
Charles Gordon Senior Public School	Toronto	M1K 5A7
Wexford C.I.	Toronto	M1R 2H7
Martingrove Collegiate Institute	Toronto	M9B 3G7
Pierre Laporte Middle School	Toronto	M3M 1H5
Georges Vanier Secondary School	Toronto	M2J 3B6
Gordon A. Brown Middle School	Toronto	M4B 1N2
Woodbine Jr. High School	Toronto	M2J 3B6
West Toronto Collegiate	Toronto	M6H 3Y1
Winona Drive Senior Public School	Toronto	M6G 3S8
Loretto College	Toronto	M6H 2N1
Silverthorn Collegiate Institute	Toronto	M9C 1Y5
Earl Haig Secondary School	Toronto	M2N 3R7
Donview Middle School	Toronto	M3A 2S3
Sir Wilfrid Laurier Collegiate Institute	Toronto	M1E 1P5
Frank Oke Secondary School	Toronto	M6N 2H8
D.A.. Morrison Junior High	Toronto	M4C 4L2
Northview Heights Secondary School	Toronto	M2R 1N6
C.W. Jeffreys C.I.	Toronto	M3J 1T9
Elia Middle School	Toronto	M3J 1T7
West Hill Collegiate Institute	Toronto	M1E 3G3
Hunter's Glen Junior Public School	Toronto	M1K 4X5
Breadner School	Trenton	K8V 1E9
Trenton H.S.	Trenton	K8V 5N4
College Street School	Trenton	K8V 1P8
Queen Elizabeth Public School	Trenton	K8V 1X6
Prince Charles School	Trenton	K8V 5E1
Tweed Hungerford Senior School	Tweed	K0K 3J0
Unionville H.S.	Unionville	L3R 8G5
Aldergrove Public School	Unionville	L3R 6Z8
Watt Public School	Utterson	P0B 1M0
St. Joseph Catholic School	Uxbridge	L9P 1N7
Confederation Secondary School	Val Caron	P3N 1R8
Vankleek Hill C.i.	Vankleek Hill	K0B 1R0
Walkerton District Secondary School	Walkerton	N0G 2V0
Sacred Heart High School	Walkerton	N0G 2V0
Wallaceburg District High School	Wallaceburg	N8A 3E1
Birchview Dunes Public School	Wasaga Beach	L0L 2P0
St. David C.Secondary School	Waterloo	N2L 3X5
Waterloo C.I.	Waterloo	N2L 3P2
Centennial Senior Public	Waterloo	N2L 2W8
Michipicoten High School	Wawa	P0S 1K0
Eastdale Secondary School	Welland	L3B 1B3
Welland Centennial Secondary School	Welland	L3C 3W2

West Elgin Secondary School	West Lorne	N0L 2P0
Anderson C.V.I.	Whitby	L1S 1P2
Henry Street H.S.	Whitby	L1N 5C7
Colonel J.E. Farewell Public School	Whitby	L1P 1J1
A.V. Graham Public School	Windsor	N8N 2G5
Riverside Secondary School	Windsor	N8S 1W8
Catholic Central Secondary School	Windsor	N8X 2R7
Princess Elizabeth School	Windsor	N8S 1Z6
Walkerville Collegiate	Windsor	N8Y 1L4
Vincent Massey Secondary School	Windsor	N9E 1J2
Holy Names High School	Windsor	N9E 1A4
F.E. Madill Secondary School	Wingham	N0G 2W0
St. Stephen Catholic School	Woodbridge	L4H 1Y8
Holy Cross Catholic Academy	Woodbridge	L4L 1A5
St. Clement School	Woodbridge	L4L 3Y1
St. Emily Public School	Woodbridge	L4H2K8
Father Bressani Catholic High School	Woodbridge	L4L 3W4
Emily Carr Secondary School	Woodbridge	L4H 3C2
Pine Grove Public School	Woodbridge	L4L 7h5
Eastdale Public School	Woodstock	N4S 4A2
D.m. Sutherland School	Woodstock	N4S 7K5
St. Mary's H.S.	Woodstock	N4V 1E8
Algonquin Public School	Woodstock	N4T 1R8
College Avenue Secondary School	Woodstock	N4S 2C8

## **Appendix D: Campaign Activity Reports**

Health Unit	Print: Magazine Insert - vervegirl, Fuel, Desperado magazines	Print: Poster Sticker Sheet Bookmarks	Media Coverage	Community based activities and events to support campaign	Value and Impact of the campaign in local communities
<b>Algoma Health Unit</b>	Chose not to implement campaign due to the fact that it did not fit in to past work Algoma had done in relation to smokeless tobacco in their community.				
<b>Chatham-Kent Public Health Unit</b>	N/A	<b>High School: 3</b> - posters, stickers, bookmarks & pens were provided to the principals of 3 schools - posters provided to school board centre for adults  <b>Community Sites:</b> - libraries – 15 - Wish centre – 1 - Cultural centre – 2 - Arenas – 10 + 10 - Community Centre – 2 - Health Unit display - 1	<b>Media Release:</b> Yes  <b>Media Launch:</b> Yes  <b>Media Coverage:</b> - T.V. - Radio - newspaper	- Developing a display from the poster for community events and for use in schools - Display will be used next month for Dodge the tobacco industry	Most people liked the poster and the way it was presented to communicate the health effects of chewing tobacco.
<b>Elgin St. Thomas Health Unit</b>	The advertisements were noticed by several students reading vervegirl and Fuel magazines	<b>High Schools: 4</b> - several members of the Elgin Youth Action Alliance (Stomp Out Smoke) brought kits including posters, stickers and bookmarks to their schools for distribution - <b>100</b> posters were	<b>Media Release:</b> Yes - press release shared with all newspapers and radio stations in Elgin County  <b>Media Launch:</b> Yes  <b>Media Coverage:</b> - A Health Promoter with the Elgin St. Thomas Health Unit was interviewed by a local paper about the Lost Jaw! Campaign. The article was published	<b>Location:</b> St. Thomas  <b>Partnerships:</b> - Talbot Teen Centre, Youth Action Alliance, YWCA  <b>Activity/Event:</b> - Talbot Teen Centre hosted a health information night featuring the	There was significant interest within the community for the Lost Jaw! Campaign. This was evident by the “buzz” received. People noticed the posters, and the YAA participants were very excited about distributing them and sharing among

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		<p>distributed and posted around high school campuses</p> <p><b>Community Sites:</b></p> <ul style="list-style-type: none"> <li>- Talbot Teen Centre</li> <li>- Several Lost Jaw! Posters were cut and pasted into a montage on a larger format. The stickers and other items were used to complete the display.</li> </ul>	<p>as a feature article.</p> <p>- <b>Unpaid Media Spots: 2</b></p>	<p>tobacco awareness message. Lost Jaw! Campaign material was used to make a display with corresponding promotional material being distributed</p> <ul style="list-style-type: none"> <li>- On site distribution and awareness campaign at 4 local high schools</li> </ul> <p><b>Number Targeted:</b> 30,000</p>	<p>peers. The bookmarks were not well received compared to the strong support and attention generated by the posters. The stickers were a novel idea received with enthusiasm by the target group.</p> <p>The feature article was well written and based on a personal interview with a Health Promoter. Having been granted the press release weeks earlier, the media came to the Health Unit for the interview. This was the first opportunity to speak directly to a campaign in several months. This proves the attention and interest generated by the campaign.</p>
<b>Grey-Bruce Health Unit</b>	The youth spoken to who did read the magazine regularly said they didn't notice the ad, or the sticker sheets (not	<b>High Schools: 10</b> - This was much more affective then the media buy. The youth enjoyed putting up the	<b>Media Release:</b> Yes <b>Media Launch:</b> No <b>Media Coverage:</b> - TV – 1 feature – Roger's Cable	<b>Location:</b> - Bayshore Community Centre, Owen Sound <b>Partners:</b>	This campaign was a very effective marketing campaign and created awareness. The graphic nature of the

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	<p>interested). The consensus was that if it didn't affect them directly they didn't care to read about it. A couple of students who said the reason they didn't notice the ad and sticker sheet was because of the posters that were put up in their school.</p>	<p>material in the school and in some cases capitalized on the opportunity to use the components during their High School Grant campaign.</p> <p><b>Community Sites:</b></p> <ul style="list-style-type: none"> <li>- The community distribution revolved around youth based facilities and medical based facilities. Locations of distribution were as follows: all doctors, dentists, chiropractors, massage therapists, physical therapists, pharmacies, bowling alleys, YMCA, youth centre(s), movie theatres, the Mall, local arenas, all Health Unit Locations</li> <li>- The stickers were put up in local fast food restaurant washrooms, around local arenas with a focus on washrooms,</li> </ul>	<ul style="list-style-type: none"> <li>- Radio – 3 interviews – 560 CFOS, 94.5 The Beach, and the Coast FM</li> </ul> <p><b>Unpaid Media Spots: 4</b></p>	<ul style="list-style-type: none"> <li>- Public Health, Blue Water School Board, YMCA, local pharmacies, area physicians, area dentists, area chiropractors, area massage therapists, area physical therapists, Hanover Youth Centre, Galaxy Theatre &amp; Westside Bowl, 10 community high schools.</li> </ul> <p><b>Activity/Event:</b></p> <ul style="list-style-type: none"> <li>- Health Fair. A display was created and manned by youth at a local Health Fair which created a great deal of interest and conversation.</li> </ul> <p><b>Number Targeted:</b></p> <ul style="list-style-type: none"> <li>- High schools approximately 5,000 students aged 13-19 and approximately 1500 participants at Health Fair</li> </ul>	<p>poster was very effective and generated conversation amongst youth and adults about chew. The stickers were used by the youth as a great way to gorilla market, and by in large the youth enjoyed putting up the stickers. The only health professionals that either declined to support the campaign or had issue with posters were dentists (not sure why). The promotion of the magazine throughout the school and the location in which the magazine is picked up is more of an issue than the actual content. The drop and go style was appreciated by our YAA and Health Unit. We felt that having a standard press release, ready material and a brief description of the</p>

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		department store magazine sections and community bulletin boards - The banner was displayed at the Health Fair and at a couple of the arenas			creative helped to launch this campaign quickly and effectively. We believe the campaign accomplished its goal of raising awareness about chew.
<b>Haldimand-Norfolk Health Unit</b>	Chose not to implement campaign due to the fact that it was not approved by their Health Unit staff.				
<b>Haliburton, Kawartha, Pine Ridge District Health Unit</b>		<b>High School:</b> - In 2 of our school boards the materials were distributed directly to the schools by public health staff. In those schools that concurrently had a high school grant project in process the materials were distributed to the student team for dissemination. For our third school board a presentation was made to all secondary school principals (in partnership with SMDHU) and the	<b>Media Release:</b> No <b>Media Launch:</b> No <b>Media Coverage:</b> N/A	We did not do any community based activities to support the campaign. However, we did present on the issue of CHEW to our school boards. The purpose of the presentation was to highlight the issue and to encourage consideration of adopting changes to school tobacco policy to incorporate smokeless tobacco products. The meeting was scheduled before we knew about the timelines for Lost Jaw! but coincidentally the campaign was	We received feedback from youth in an East Northumberland Secondary School that they really liked the materials and used the resources to highlight the issue of chew in their school.  Our YAA had minimal opportunity to promote the campaign as they were actively working on their regional integrity event.

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		<p>materials were given to the principals for distribution. We did not track individual numbers, but all the Lost Jaw! Materials were distributed within the first few weeks of the campaign.</p> <ul style="list-style-type: none"> <li>- Please note that our dental team took posters directly to all elementary schools for use in grade 7 &amp; 8</li> <li>- We have 16 secondary schools and 84 elementary schools.</li> </ul> <p><b>Community Sites:</b> None</p>		launched at the same time. We will follow-up with the school board to advocate for policy change.	
<b>Halton Region Health Department</b>	Did not have time to implement, will do so in the future.				
<b>Hamilton Public Health Services</b>	Unfortunately, I have not heard from school staff or students if they had seen the media buys in the magazines and what they had thought of them.	<p><b>High Schools:</b></p> <ul style="list-style-type: none"> <li>- Due to competing projects and deadlines, we were unable to get the materials school board approved for the campaign time frame.</li> </ul>	<p><b>Media Release:</b></p> <ul style="list-style-type: none"> <li>- Yes – March 8, 2007</li> </ul> <p><b>Media Launch:</b> No</p> <p><b>Media Coverage:</b></p> <ul style="list-style-type: none"> <li>- Interview by Mohawk College radio on Mar. 10/07. The media release was also picked up by Hamilton Mountain</li> </ul>	We have used the banner during our annual Teen Tobacco Summit VII which occurred on Apr. 4/07. The Teen Tobacco Summit (TTS) is a one-day youth conference for high	As there is currently a lack of information and resources on smokeless tobacco use in youth, we feel that the campaign sparked interest in this topic among youth and staff. The

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	<p>However, in speaking with peer leaders from HCAAT, they had liked the creative, thought it was attention grabbing and “cool”.</p>	<p>- However, we do plan to present the Lost Jaw! campaign at the May school board meeting for approval. A number of PHNS have requested the posters and handouts and upon school board approval, uptake of the resources is expected to be high.</p> <p><b>Community Sites:</b></p> <p>- Our Public Health Dental Clinic asked for a number of posters and handouts for distribution within their clinic. They were given 2 posters (1 English &amp; 1 French) and 50 bookmarks (all English). An additional 80 sticker sheets were given to the dental staff for a health promotion workshop they were running.</p>	<p>News on Apr. 6/07</p> <p><b>Unpaid Media Spots: 2</b></p>	<p>school students and community youth groups from across Hamilton. Over 400 youth attended this years’ Summit which was held at the Hamilton Convention Centre.</p> <p>While the Summit is planned by our Youth Action Alliance (HCATT), it is supported by adults from various agencies, including Hamilton Public Health Services, Hamilton-Wentworth District School Board, Hamilton-Wentworth Catholic District School Board, The Lung Association, Kiwanis East Boys &amp; Girls Club, Alternatives for Youth, Centre for Addition and Mental health and McMaster University Division of Vascular Surgery. The banner was posted in the main hallway and was highly visible to the youth as they made</p>	<p>peer leaders in our youth action alliance were particularly interested in the campaign and its supplemental materials.</p>

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				their way through the breakout sessions.	
<b>Hastings &amp; Prince Edward Counties Health Unit</b>	We have no knowledge of the effect of this media buy.	<b>High Schools:</b> - Posters distributed to all 15 secondary schools. - Sticker sheets and bookmarks distributed to schools during any staff presentations.  <b>Community Sites:</b> None	Media Release: No  Media Launch: No  Media Coverage: None  Unpaid Media Sports: None	None	
<b>Huron County Health Unit</b>	Students were aware of magazines and where they could find them in their schools.	<b>High Schools: 4</b>  <b>Distribution:</b> to 4 high schools - 20 posters - 65 stickers - 90 pens - 50 bookmarks  <b>Community Sites:</b> None	<b>Media Release:</b> Yes  <b>Media Launch:</b> No  <b>Media Coverage:</b> - Media release printed in Wingham Advance-Times, Independent Plus (Listowel), Listowel Banner, Goderich Signal Star - Radio interview with Lyndsay Snowe, Public Health Promoter: CKNK-AM, The One 101.7 FM, The Bull 94.5, news posting on radio station websites	Peer leaders from our Youth Action Alliance, were in their high schools (St. Anne's Catholic Secondary School, Central Huron Secondary School, Goderich District Collegiate Institute & South Huron District High School) the week of March 19-23 to distribute the posters, sticker sheets, and bookmarks during their lunch hour. A booth was set up in each school lobby with the Not To Kids Lost Jaw! banner and	The effectiveness of the graphic nature of the campaign was two-sided. Some school administrations did not feel comfortable displaying the posters. However, the youth liked them because of their graphic nature and shock value.  Health Unit staff including our Peer Leaders did not like the bookmarks. They were lacking in visual appeal and people were unsure of what

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				the Campaign components.	<p>they were supposed to do with them. The stickers were well received.</p> <p>The Mass Media Campaign Information Kit was very useful.</p> <p>Overall, we think the campaign was effective. Youth in our community have received the materials from their peers along with messaging about chew tobacco.</p>
<b>Kingston, Frontenac, Lennox &amp; Addington Public Health</b>	N/A	<p><b>High Schools:</b></p> <ul style="list-style-type: none"> <li>- The posters, with a letter of information about the campaign, distributed to the Physical Education heads in all secondary schools. To be posted in the change rooms of the schools (30 posters).</li> <li>- Stickers were not distributed due to possible vandalism issue. School visits found that stickers</li> </ul>	<p>Media Release: Yes</p> <p>Media Launch: No</p> <p>Media Coverage: N/A</p> <p>Unpaid Media spots: N/A</p>	<p><b>Location:</b></p> <ul style="list-style-type: none"> <li>- Kingston Memorial Centre – Frontenacs game</li> </ul> <p><b>Activity:</b></p> <ul style="list-style-type: none"> <li>- Take Charge Interactive Display</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Banner used to raise awareness about smokeless tobacco.</li> <li>- Answered questions about smokeless tobacco and gave out</li> </ul>	<p><b>Some Comments:</b></p> <ul style="list-style-type: none"> <li>- “Very cool. This really gets the message across! Go for it” – Coordinator at school board when permission was requested to put posters in the change room.</li> <li>- “Graphic”</li> <li>- “Scary”</li> </ul>

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		<p>supplied in magazines were being used on school posters.</p> <p><b>Community Sites:</b></p> <ul style="list-style-type: none"> <li>- Posters were distributed to the coaches of KFLA&amp;A region sports teams (i.e. soccer, baseball, softball, ball hockey, lacrosse) at a team sign-up event (approximately 20 posters)</li> <li>- A laminated poster was requested by and provided to the Kingston Frontenac (OHL team) General Manager to be posted in the team's locker room.</li> <li>- Sensitivity was needed when considering community site distribution (very graphic: not appropriate for all community members). This issue was handled at the community event we</li> </ul>		incentives.	

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		participated in by having a flip-up card attached to the banner.			
<b>Middlesex-London Health Unit</b>	<p>The Middlesex-London Health Unit did do some minor dissemination of the Lost Jaw! materials, but due to current program priorities and campaigns we did not take part in a mass dissemination of these materials, however, our plan is to disseminate the materials at a later date. The following are some of our upcoming plans for the material:</p> <ol style="list-style-type: none"> <li>1) Middlesex-London Health Unit's Young Adult Team (Secondary School Health Team) will be disseminating the material to high schools across the region. One suggestion is to post the posters in the school nurse offices.</li> <li>2) Tobacco Enforcement Officers who conduct school presentations about smoking on school property will disseminate the materials at their presentations.</li> <li>3) One cluster of Middlesex-London Health Unit's Youth Action Alliance will be disseminating the materials via a youth targeted campaign as yet to be determined.</li> </ol>				
<b>Niagara Regional Health Unit</b>	Samples of the Lost Jaw! promo items were provided to the manager of the Youth Connection Nurse Secondary Team.				
<b>North Bay Parry Sound District Health Unit</b>	Did yet fully implement the campaign, will do so at a later date.				
<b>Northwestern Health Unit</b>	Did not implement the campaign due to low buy in from local youth peer leaders.				
<b>Ottawa Public Health</b>	N/A	<b>High Schools:</b> - Posters <ul style="list-style-type: none"> <li>▪ 30 – exposé High Schools (distributed by exposé staff assigned to each school)</li> <li>▪ 1 – signed by Ray Emery, goaltender for Ottawa Senators and will be given to a deserving</li> </ul>	<b>Media Release: Yes</b> - please see attached <b>Media Release (French &amp; English)</b>  <b>Media Launch: No</b>	Various expose events	

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		<p>youth at an exposé event (to be determined)</p> <ul style="list-style-type: none"> <li>▪ a poster will also be displayed at Ottawa Public Health's info booth at OFSSA in June which is being held in Ottawa this year – approximately 2000 youth from across Ontario will be attending</li> </ul> <p>- Stickers:</p> <ul style="list-style-type: none"> <li>▪ Distributed to youth at various exposé events and presentations (approx. ¼ of a box)</li> <li>▪ Plan to distribute remaining stickers at OFSSA booth in June</li> </ul> <p>- Banner- Osgoode Township High School</p> <p><b>Community Sites:</b></p> <p>- Posters:</p> <ul style="list-style-type: none"> <li>▪ 2 -City of Ottawa Dental Clinics</li> <li>▪ 1 – Algonquin</li> </ul>			

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		College Dental Clinic			
<b>Oxford County</b>		<p><b>High Schools: 5</b></p> <ul style="list-style-type: none"> <li>- Each peer leader distributed their bookmarks, posters and sticker sheets in their high school for the duration of the campaign</li> </ul> <p><b>Community Sites:</b></p> <ul style="list-style-type: none"> <li>- We handed out the bookmarks, sticker sheets at the youth centre.</li> </ul>	<p><b>Media Release:</b> Yes</p> <p><b>Media Launch:</b> No</p> <p><b>Media Coverage:</b></p> <ul style="list-style-type: none"> <li>- CKOT Tillsonburg Radio Station</li> <li>- Heart FM Radio Station</li> <li>- Roger's TV</li> <li>- Woodstock Sentinel</li> </ul>	<p><b>Location:</b></p> <ul style="list-style-type: none"> <li>- 5 High schools in Oxford</li> <li>- The youth centre where we hosted our event was Fusion Youth Centre in Ingersol.</li> </ul> <p><b>Community Partnerships:</b></p> <ul style="list-style-type: none"> <li>- Fusion Youth Centre</li> </ul> <p><b>Activity/Event:</b></p> <ul style="list-style-type: none"> <li>- At the Youth Centre we set up a variety of different activities including: bubble blowing contest, guessing how many gum balls were in a jar, tying a cherry stem in your mouth without using your hands.</li> <li>- In order for the youth to participate in any of the activities they had to answer a few smokeless tobacco related questions that were asked by</li> </ul>	<p>O-YAA received excellent feedback from the high school students as well as the principals. The youth centre staff were also impressed that all of the information and promotional materials were provided for us. So when we received the package it was just a matter of deciding what exactly we were going to do for the campaign.</p> <p>As mentioned above, we also had great success with the media covering this campaign, with 2 radio interviews, 1 newspaper story and a TV interview.</p> <p>Overall, O-YAA felt that it was an extremely successful campaign and we received very positive feedback.</p>

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				<p>the peer leaders. If they got the questions correct then they could participate in the activity.</p> <ul style="list-style-type: none"> <li>- We also had posters with information regarding the harmful effects of smokeless tobacco hung up in the youth centre.</li> <li>- We also had a display that was set up at 4 different high schools at noon during the campaign. The display included the posters, sticker sheets, bookmarks, banner, Mr. Gross mouth, Not to Kids flip pens, and some educational information on smokeless tobacco. Each high school also had announcements that were read every day throughout the week during their morning</li> </ul>	

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				<p>announcements.</p> <p><b>Number Targeted:</b></p> <ul style="list-style-type: none"> <li>- In the high schools it was the entire high school population that was targeted.</li> <li>- The youth centre was ages 12-18 years old. We had approximately 25-30 youth participate in our event at the youth centre.</li> </ul>	
<b>Peel Regional Health Unit</b>	Unable to participate at this time. Any new initiatives for Peel schools require pre-approval (1 year in advance). Timelines are definitely an issue, require lead time to acquire approvals.				
<b>Perth District Health Unit</b>	It was commented by health unit staff and secondary school students that the Lost Jaw! stickers which were placed in the high school magazines, have been readily used in Perth County. Anecdotally, comments have been made by members of the community who observed the Lost	<p><b>High Schools:</b></p> <ul style="list-style-type: none"> <li>- All 6 high schools <ul style="list-style-type: none"> <li>▪ 37 posters</li> <li>▪ 75 bookmarks</li> <li>▪ 70 sticker sheets</li> <li>▪ 115 pens</li> </ul> </li> </ul> <p><b>Community Sites:</b></p> <ul style="list-style-type: none"> <li>- Approximately 30 posters in total were distributed in all municipalities to libraries, doctors offices (18) and dentists offices (18), youth centres in St.</li> </ul>	<p><b>Media Release:</b> Yes</p> <p><b>Media Launch:</b> No</p> <p><b>Media Coverage:</b></p> <ul style="list-style-type: none"> <li>- Stratford Beacon-Herald</li> <li>- Stratford City Gazette</li> <li>- St. Mary's Journal-Argus</li> <li>- Listowel Banner</li> </ul>	<p><b>Location:</b></p> <ul style="list-style-type: none"> <li>- 6 local high schools</li> <li>- Stratford Youth Centre</li> <li>- St. Mary's Youth Centre</li> <li>- Upper Thames Elementary School</li> <li>- St. Mary's Central Public School</li> </ul> <p><b>Activity/Event:</b></p> <ul style="list-style-type: none"> <li>- A power point presentation on chew tobacco and the prevalence among athletes was</li> </ul>	The feedback received by community members in Perth County was positive. People felt as though the posters were hard hitting and left an impact on individuals. Students at local high schools commented on the need for health messages to be hard hitting as they felt that the more potent the message the more

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	<p>Jaw! stickers placed throughout Perth County that the stickers were seen distributed in a greater abundance than what the health unit was allotted. We can assume that youth accessed the magazines and that as a result, it was an effective media tool.</p>	<p>Mary's and Stratford</p>		<p>developed by our local Youth Action Alliance called THINK. The information was presented to the gym/health class in 3 area high schools (St. Mary's D.C.V.I., Stratford Central Secondary School and Mitchell District High School) and to grade 7 classes in 2 elementary schools (St. Mary's and Mitchell)</p> <ul style="list-style-type: none"> <li>- A Fact Sheet on chew tobacco was developed and distributed to the students in participating classes where class size ranged from 25-30 students.</li> <li>- A PA announcement was also developed by THINK. The PA announcement aired in the 3 Stratford high schools (Stratford Central Secondary School, Stratford Northwestern</li> </ul>	<p>significant the impact on the individual in the case of chew this could result in less prevalence of use. The health unit received calls from dentist and doctors offices requesting more posters and information on chew.</p> <p>It is prudent to note that at this time there is a definite increase in the level of awareness amongst 13-18 year olds in Perth County regarding the health risks of using smokeless tobacco</p>

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				Secondary School and St. Michaels Catholic Secondary School)  <b>Number Targeted:</b> - we estimate that over 5,000 people in Perth County were affected by the campaign	
<b>Peterborough County-City Health Unit</b>	<p>Copies of magazines are left in the office for students to pick up at their own leisure. Many students do not make a special trip into the school's office just to get a copy of the magazine. Also, in Peterborough we had very few schools subscribe to these magazines (2 out of 9).</p>	<b>High Schools:</b> - The only promotion of Lost Jaw! that occurred in schools was through vervegirl and Fuel	<b>Media Release: Yes</b>  <b>Media Launch: No</b>  <b>Media Coverage:</b> - The Peterborough Examiner wrote 2 articles on Lost Jaw! - The Peterborough This Week wrote 1 article - The Millbrook Times wrote 1 article - 1 TV segment appeared on CHEX TV news - Interviewed by local radio station and news clip about Lost Jaw! aired on afternoon radio newscasts  <b>Unpaid Media Spots:</b> - 4 newspaper - 1 TV - 4 radio		<p>Due to timing, we were unable to launch a lot of local programming. The resources however, will be useful to us when doing spit tobacco programming over the next year</p> <p>Additionally, we were unable to partner with our YAA to implement this campaign. The peer leaders felt that spit tobacco is an important topic needing to be addressed, but didn't like the idea of encouraging students to put the "Lost Jaw" stickers where ever</p>

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					<p>they wanted</p> <p>Usually, in order to work with my YAA there needs to be significant buy-in from the peer leaders. Meaning they are involved in the development of the campaign and the campaign promo materials. To launch a big spit tobacco campaign in our area would have required about 6 months to 1 year planning.</p>
<b>Porcupine District Health Unit</b>	We have not yet implemented the Lost Jaw! Campaign in our area. We plan on utilizing the materials at a future time.				
<b>Renfrew County and District Health Unit</b>	Did not yet implement the LostJaw! campaign. Will do so in the future.				
<b>Simcoe Muskoka District Health Unit</b>	A staff member from a high school guidance department that distributed the magazines stated that the staff noticed that the students were picking up the magazines and looking at and discussing the	<b>High School:</b> <ul style="list-style-type: none"> <li>- 30 and 1 private <ul style="list-style-type: none"> <li>▪ Posters ~ 240</li> <li>▪ Sticker Sheets ~ 650</li> <li>▪ Bookmarks ~ 620</li> </ul> </li> <li>- High schools also received the Community Partner letter, PA announcements, suggested links to</li> </ul>	<b>Media Release:</b> Yes <ul style="list-style-type: none"> <li>- to all radio and newspapers</li> </ul> <b>Media Launch:</b> No <ul style="list-style-type: none"> <li>- but participated in the campaign launch and received media coverage on local TV – A Channel</li> </ul> <b>Media Coverage:</b> Beeton Times, Muskoka Weekender <p><b>Other:</b></p>	<b>Location:</b> <ul style="list-style-type: none"> <li>- Nantyr Shores Secondary School, Alcona/Innisfil</li> </ul> <b>Partners:</b> High School Grant Students <p><b>Activity/Event:</b> Smokeless tobacco display along with campaign</p>	<p>With March Break, less opportunity to connect with schools and distribute materials.</p> <p>Comment that the magazine distribution within the schools was limited.</p>

Health Unit	Print: Magazine Insert - vervegirl, Fuel, Desperado magazines	Print: Poster Sticker Sheet Bookmarks	Media Coverage	Community based activities and events to support campaign	Value and Impact of the campaign in local communities
	<p>magazine insert. They did not feel that magazines were picked by students more than usual.</p> <p>A teacher at a local high school that receives the magazines said that the youth picked up the magazines – but they did not see any stickers around the schools. The teachers said that the students pick up the magazine and they get distributed to homeroom classrooms.</p>	<p>the curriculum</p> <ul style="list-style-type: none"> <li>- Posters were posted in hallways and classrooms within the schools.</li> <li>- Sticker sheets and bookmarks were distributed through different classes.</li> <li>- Classes checked out the campaign website as a class project</li> </ul> <p><b>Community Sites:</b></p> <ul style="list-style-type: none"> <li>- Posters 10</li> <li>- Sticker sheets 5</li> <li>- Barrie Young People's Centre</li> <li>- Windsor Health Centre, Alliston for an open house</li> <li>- Bradford West Gwillimbury Community Centre</li> <li>- Stroud and Lefroy arenas</li> <li>- Churchill Community Centre</li> </ul>	<ul style="list-style-type: none"> <li>- We created articles on smokeless tobacco for <b>MOH Column</b> (in local newspapers) and <b>Health Matters</b> publication circulated to our communities (3,200 copies were sent out)</li> <li>- We linked to Lost Jaw! on the web from our youth site and a page on smokeless tobacco was put up under prevention on the regular health facts section of <a href="http://www.simcoemuskokahealth.org">www.simcoemuskokahealth.org</a></li> </ul>	<p>components during anti-tobacco week at the school March 26</p> <p><b>Number Targeted:</b> 450</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Increased awareness of the health effects of smokeless tobacco and tobacco industry marketing tactics</li> <li>- Students checked out the campaign website</li> </ul>	

Health Unit	Print: Magazine Insert - vervegirl, Fuel, Desperado magazines	Print: Poster Sticker Sheet Bookmarks	Media Coverage	Community based activities and events to support campaign	Value and Impact of the campaign in local communities
Sudbury & District Health Unit		<p><b>High Schools:</b></p> <ul style="list-style-type: none"> <li>- Approximately 100 of the items were distributed to our area schools, especially the schools involved in the high school grants and at wellness days (which is a large high school event).</li> <li>- The banner was also displayed at these high school events.</li> </ul> <p><b>Community Sites:</b></p> <ul style="list-style-type: none"> <li>- None – we are planning to distribute these via the YAA's but opportunities for this type of distribution has not happened yet. They will be utilized for World No Tobacco Day.</li> </ul>	<p><b>Media Release:</b> No – not enough time to prepare</p> <p><b>Media Launch:</b> No – not enough time to prepare</p> <p><b>Media Coverage:</b></p> <ul style="list-style-type: none"> <li>- None that we know of and our communications department keeps track of this and has not notified me of any coverage</li> <li>-</li> </ul> <p><b>Unpaid Media Spots:</b> None</p> <ul style="list-style-type: none"> <li>- again, not enough time to prepare</li> </ul>	<p>We did not have time to develop any community based activities. I understand that your timelines were tight but we did not have enough time to know how the materials look/theme to properly prepare.</p>	<p>This was a good campaign given that there were no previous materials which focus on chewing tobacco. However, the feedback received from youth mostly was to inquire on the authenticity of the pictures. Some youth commented that they did not think this was an issue for them. Given more time, we could've worked more with our local YAA to implement more with the media and community.</p>
Toronto Public Health	Chose not to implement campaign. It was not approved by their health unit nor their school boards for distribution.				
Wellington-Dufferin-Guelph Health Unit	Did not yet implement the campaign. Will do so at a later date.				

Health Unit	Print: Magazine Insert - vervegirl, Fuel, Desperado magazines	Print: Poster Sticker Sheet Bookmarks	Media Coverage	Community based activities and events to support campaign	Value and Impact of the campaign in local communities
<p><b>York Region Health Unit</b></p>		<p><b>High Schools:</b> 435 posters, 800 stickers and 845 bookmarkss were distributed to all 20 Catholic and 29 Public high schools in York Region. <b>Community Sites:</b> Materials were distributed to all 9 York Region Minicipal offices, libraries, community centres.</p>	<p><b>Media Release:</b> Media Advisory <b>Media Launch</b> – Organized media launch with Simcoe Muskoka District Health Unit on behalf of the NTK! Coalition in RichmondHill on March 1/07 to kick off campaign. <b>Media Coverage:</b> A Channel, Rogers Local, Humber TV <b>Unpaid Media Spots</b></p>	<p><b>The York Region Youth Action Alliance coordinated the following activities:</b></p> <p><b>Destroy the Ploy-Powerwall Knock down event</b> at the Ice Palace in Keswick – 10 Posters up , 150 sticker sheets handed out, youth asked if they could take home the posters that were on the arena walls. This was mainly Gr. 7-9.</p> <p><b>Upper Canada Mall Integrity Campaign</b> on March 31<sup>st</sup>, 07- 50 NTK pens given out, 20 Lost Jaw! posters handed out, and about 100 sticker sheets. Again , they really liked the graphic picture of the jaw.</p> <p><b>Linking Georgina Meeting to Vice Principals of Georgina high schools-</b> presentation about smokeless</p>	<p>The campaign was received very well in York Region. Youth that we interacted with seemed intrigued and shocked by the graphic and message. Many youth wished to take the posters for personal use either in their locker or other. While the YAA's were able to incorporate the campaign into existing tobacco related campaigns they had planned, they would have liked more time.</p>

Health Unit	Print: Magazine Insert - vervegirl, Fuel, Desperado magazines	Print: Poster Sticker Sheet Bookmarks	Media Coverage	Community based activities and events to support campaign	Value and Impact of the campaign in local communities
				tobacco and several members took sticker sheets and posters for their community agencies. 20 posters, 25 sticker sheets.	

## **Appendix E: Lostjaw Implementation Toolkit**



### **Not to Kids! Exposing the Facts of Smokeless Tobacco**

#### **LostJaw! Mass Media Campaign Information Kit**

**February 26/07 to March 31/07**

Campaign supported by a financial contribution from Health Canada.

# **LOSTJAW! CAMPAIGN**

## **Table of contents**

### **Campaign overview**

- Introduction
- Goals and objectives of campaign
- Target audience
- Background information
  - a) Profile of Ontario Youth and Smokeless Tobacco
  - b) Tobacco industry marketing strategies
- Rationale for implementing mass media campaign

### **Campaign Components**

- Media Buy
- Posters
- Sticker Sheets
- Bookmarks
- Website- [www.lostjaw.ca](http://www.lostjaw.ca)
- Media Event
- Campaign Evaluation

### **Toolkits**

Suggested activities and resources to support the campaign

- Public Health Units
- Youth Action Alliances

### **Media Kit**

- Media Release
- Backgrounder
- Key messages

**Appendices – sent electronically as separate documents in separate emails.**

- Appendix A - Poster
- Appendix B - Sticker Sheet
- Appendix C -School Distribution List of Fuel, vervegirl, Desperado magazines
- Appendix D - Community Partner Campaign Overview Letter with attached list of suggested activities included.

## CAMPAIGN OVERVIEW

### Introduction:

The NTK! Coalition received funding from Health Canada, Office of Programs and Mass Media under the Federal Tobacco Control Strategy, to research, develop and implement a mass media strategy to target youth who are contemplating or currently using smokeless tobacco.

The Not to Kids! Coalition has been working with Youthography on an initiative, called NTK! Exposing the Facts of Smokeless Tobacco. A mass media campaign entitled, "LostJaw!!" will be launched February 26, 2007 through to March 31, 2007 across Ontario. This mass media campaign is designed to increase awareness about the health risks associated with smokeless tobacco use and industry marketing strategies targeting youth.

Research supports that mass media activities are most effective when combined with comprehensive strategies such as school and community programs and services, education, policy and environmental changes. Enclosed please find an overview of the campaign components and implementation timelines. You will also find a list of resources, press kit materials and suggested activities that your health unit, including your Youth Action Alliances, can use to support the NTK! *Lost Jaw!* campaign.

### Goal:

The overall goal of the campaign is to increase awareness among youth of the health hazards of smokeless tobacco and the tobacco industry marketing strategies used to promote its use to youth.

### Objectives:

- To identify attitudes and beliefs of youth ages 13-18 about smokeless tobacco use.
- To increase awareness among youth ages 13-18 of the health hazards of smokeless tobacco
- To increase awareness among youth ages 13-18 about tobacco industry marketing strategies used to promote smokeless tobacco to youth.

### Target audience:

#### A) Primary target:

- youth 13-18 years of age
- male and female
- youth who are contemplating or currently using smokeless tobacco

B) Secondary target:

- adults including parents , sport coaches, teachers etc., in our communities

**Background Information:**

**a) Profile of Ontario Youth and Smokeless Tobacco:**

**Prevalence rates:**

Smokeless tobacco use among youth is an emerging issue. Earlier data from a survey conducted by the Not to Kids! Coalition identified that from 2003 to 2005 there has been an increase in use of chew tobacco by youth aged 15 to 19 who also smoke cigarettes, from 1.7% in 2003 to 11.6% in 2005.

Anecdotal evidence over the past two years from several NTK! health unit partners within the NTK! Coalition have also identified that smokeless tobacco is a concern within their communities.

A survey of Ontario youth aged 15-19 years in January 2007 was undertaken by the NTK! Coalition and fielded on-line by Youthography. The following preliminary results are available at this time:

- Prevalence rate of chew tobacco use among 15-19 year olds in Ontario is 1%.
- Incidence of 15-19 year olds who ever tried chewing tobacco is 4%.
- Of the 15-19 year old youth who smoke cigarettes, 4% have used smokeless tobacco in the past 30 days.
- Of youth aged 15-19 year, 18% feel they see more people using smokeless tobacco than they used to.
- Of youth aged 15-19 year, 1 in 3 report knowing friends that have used smokeless tobacco.

**Youth Knowledge, Perceptions and Attitudes:**

Focus groups conducted by Youthography: December 2006

Toronto and Peterborough

- We are in a very different and distinct position with smokeless tobacco as we are “ahead of the curve” in terms of a prevention message compared to “playing catch-up” with the entrenched cigarette culture. Therefore youth don’t feel targeted by the tobacco industry because they don’t see as many people using smokeless tobacco.
- General awareness of “how-to” use chewing tobacco was quite high even with non-users.
- As expected, a higher incidence of use was reported for male sports team (stereotype of the professional baseball player chewing in the outfield exists)

- Spontaneous conversation occurred about the fact that smokeless tobacco health risks are covered within their health class.
- Some misconceptions exist about the “safety” of chewing tobacco – “better for you than cigarettes because there is no smoke”.
- Ability to obtain cigarettes and smokeless tobacco is seen as equally “easy” despite existing legal restrictions.
- Youth were most sensitive to the negative esthetic effects of chew tobacco use – hairy tongue, lost jaw, drool, dip lip, bad breath, etc.

From the NTK! Coalition survey of Ontario youth aged 15-19 years in January 2007 the following preliminary information is available:

- Of youth aged 15-19 years, 81.9% feel that stained teeth is the worst part of using smokeless tobacco
- 55% of youth aged 15-19 years do not feel “in any way targeted” by the tobacco industry with smokeless tobacco product

#### **b) Tobacco industry marketing strategies:**

The Tobacco industry has initiated aggressive marketing campaigns to introduce “cool” brands and “fun” flavours of chew tobacco to appeal to our youth. The ads can be seen in magazines geared towards young men and athletes (i.e. Maxim, Sports Illustrated, Rolling Stone and trade sport magazines like American’s Horse).

Chew and snuff are marketed as an alternative to cigarettes. Chew is available in youth appealing flavour “blends” including green, apple, cherry, berry, peach, vanilla, wintergreen and spearmint. Warning labels are a fraction of the size and detail of warning labels on cigarette packaging, thereby implying less harm.

(Source: Media Network for a Smoke-free Ontario-Media Toolkit- Smokeless/Chew Tobacco)

#### **Rationale for campaign:**

Apparent rising rates of smokeless tobacco use among youth in Ontario, particularly those also smoking cigarettes, along with aggressive marketing tactics by the tobacco industry, necessitate messages to increase awareness about the harmful effects of smokeless tobacco before this becomes a bigger issue.

Furthermore, the implementation of the Smoke-Free Ontario Act, which banned smoking in all enclosed public places and workplaces as of May 31, 2006, may make the product more attractive to young people as a substitute for cigarette use. Consequently there is clearly a need to research, develop and test marketing materials for youth related to smokeless tobacco.

## **CAMPAIGN COMPONENTS:**

The Not to Kids! Coalition - Smokeless Tobacco working group, hired Youthography to assist in the research, development, implementation and evaluation of the campaign. Youthography is North America's only full service research, strategy, marketing, promotion and creative agency dedicated exclusively to youth culture. We have developed a graphic educational message for free-circulation high school magazines along with a poster, sticker sheets and bookmarks. All materials promote the campaign website, [www.lostjaw.ca](http://www.lostjaw.ca), where youth can obtain more information about smokeless tobacco and tobacco industry marketing tactics.

The campaign will launch February 26, 2007 and run through March 31, 2007. Please see the list of campaign components below:

Campaign Component	Implementation Timeline	Details
<b>Media buy:</b>  <b>vervegirl, Fuel and Desperado Magazine Inserts English and French</b>	Distribution of vervegirl magazines begins Feb 26 <sup>th</sup> , 2007.  Distribution date of Fuel and Desperado magazines to be confirmed. Tentative distribution date is March 10, 2007.	<p><b>Magazine inserts comprised of an advertisement entitled “Who loves a good chew?” and a LostJaw! sticker sheet. (See Appendix A and B)</b></p> <p><b>Inserts will promote the <a href="http://www.lostjaw.ca">www.lostjaw.ca</a> website where youth can go for more information.</b></p> <p>vervegirl, Fuel and Desperado magazines are delivered for free to elementary and high schools across Ontario who subscribe to them. (See Appendix C for School magazine distribution list)</p>

Campaign Component	Implementation Timeline	Details
Poster “Who loves a good chew?” English and French	March 1, 2007- March 31, 2007	11 x 17 colour posters with the same graphic as the magazine insert will be delivered to members of the NTK! Coalition week of February 19, 2007.
Sticker Sheets “ <b>Lost Jaw</b> ” English and French	March 1, 2007 - March 31, 2007	Low-adhesive stickers that promote the <a href="http://www.lostjaw.ca">www.lostjaw.ca</a> website. These will be delivered to members of the NTK! Coalition week of February 19, 2007.
Bookmarks	As above	Bookmarks promoting the <a href="http://www.lostjaw.ca">www.lostjaw.ca</a> website will be delivered to members of the NTK! Coalition the week of February 19, 2007.
Website <a href="http://www.lostjaw.ca">www.lostjaw.ca</a> English and French	March 1, 2007 website goes live.	Website where youth can obtain more information about smokeless tobacco and the tobacco industry marketing tactics.
<b>Media Event</b>	March 1, 2007	NTK! Coalition, Smokeless Tobacco Working Group, will host a media event on March 1, 2007 to launch the campaign. Location and details TBD. Please see Media Kit, including media release, included in this document.
Campaign Evaluation	Jan 2, 2007 – Pre-Evaluation fielded End of March – Post Evaluation fielded	The evaluation survey will survey youth aged 15-19 years old from across Ontario. It will evaluate whether or not there has been an increase in knowledge and perceptions related to health impacts and industry marketing strategies among our target audience.

## **TOOLKITS:**

During the implementation phase of the campaign (March 1, 2007 -March 31, 2007) we encourage members of the NTK! Coalition, in collaboration with their community partners and with The Smoke-Free Ontario Regional Youth Development Specialists, Youth Advisors and peer leaders in the Youth Action Alliances, to support the campaign in their local communities. Schools receiving high school grant money may also be interested in supplementing the campaign with activities and messaging. Please find a list of suggested activities below:

**Toolkit for Public Health Units:**

<b>Campaign Component</b>	<b>Suggested Activities on how to support the campaign component</b>	<b>Timeline for Implementation</b>	<b>Supportive Resources</b>
<p><b>Media buy:</b> <i>vervegirl</i> , <i>Fuel</i>, <i>Desperado</i> <i>magazine</i> <i>inserts</i></p>	<p>Negotiate with your local high schools that subscribe to the magazines, to engage students (such as those students participating in the High School Grants Project) or teachers to promote the magazine inserts through various communication vehicles (such as P.A announcements, events/displays etc)</p> <p>(A letter from the publisher included in the shipment to the high schools highlights this insert)</p>	<p><b>March 1 – March 31/07 for <i>vervegirl</i></b></p> <p><b>March 10 – March 31/07 for <i>Fuel</i> and <i>Desperado</i></b></p>	<p>See Appendix D for Community Partner Campaign Overview letter and list of suggested activities. This can be used to get permission to promote the campaign in the schools.</p> <p>See Appendix D for list of suggested activities including sample P.A announcements.</p> <p>See Appendix C for school distribution list of magazines.</p>

Campaign Component	Suggested Activities on how to support the campaign component	Timeline for Implementation	Supportive Resources
<p>Poster "Who loves a good chew?"</p> <p><b>Sticker Sheets</b> LostJaw!!</p> <p><b>Bookmarks</b> LostJaw!</p>	<p>Distribute posters, sticker sheets and bookmarks to local high schools with an emphasis to those who do NOT subscribe to Verve Girl, Fuel and Desperado Magazines.</p> <p>You might also distribute them to other community sites where youth congregate i.e. hockey arenas, youth centers, etc.</p>	<p><b>March 1 - March 31/07</b></p>	<p>Posters, sticker sheets and bookmarks will be couriered to PHUs week of February 19<sup>th</sup>.</p> <p>See Appendix for Community Partner Campaign Overview letter. This can be used to get permission to promote the campaign in the schools.</p> <p>See Appendix C for list of high schools that subscribe to the magazines.</p>
<p>Other</p>	<p>Customize press release and send out to local media. Respond to media calls.</p> <p>Host a local event to launch the campaign.</p>	<p>Please consult your media department regarding date to send out the press release. We recommend sending it out a few days prior to the official launch date of March 1, 2007.</p>	<p>See Pgs 11-16 for media kit information, including copy of press release.</p>
<p>Other</p>	<p>Public Health Units interested in printing off additional posters/sticker sheets or creating customized materials to support the campaign are invited to do so.</p>	<p>May print immediately, however please do not distribute until March 1, 2007.</p>	<p><b>Electronic creatives from the LostJaw!! Campaign (i.e. Logo, Posters, sticker sheets) can be accessed by PHU staff at:</b></p> <p>URL: <a href="http://lostjaw.ca/resources">http://lostjaw.ca/resources</a> Username: lostjaw Password: halsburgers</p>

**Toolkit for Youth Action Alliances (YAA's):**

YAA's are encouraged to support the campaign by integrating the NTK LostJaw! campaign messages into any work or regional events that they are involved in.

### **Suggested activities:**

Holding interactive displays that profile the chew tobacco educational materials while including fun games meant to increase awareness about the difficulties one can experience with mouth or jaw problems, as can result from using chew tobacco.

#### 1. Chew-related trivia questions

Each participant answers questions while having one cheek stuffed with marshmallows (being careful of safety concerns e.g. choking). Exercise will mimic lots of drooling and difficulty in being understood.

#### 2. Spit into a cup

Each participant chews black licorice and spits into a cup. Exercise will mimic messiness and grossness of needing to spit tobacco juice into a cup.

#### 3. Bobbing for apples

Tie a persons jaw slightly closed with a scarf tied around the jaw and at top of the head and then try to grab an apple with their mouth. This exercise mimics trying to use ones mouth while not having full function of your jaw.

### **Youth Action Alliances (YAA's):**

#### **Resources:**

YAA's interested in printing off additional posters and sticker sheets or creating customized materials to support the campaign are also invited to do so.

Electronic creatives from the LostJaw! Campaign (i.e. Logo, Posters, and sticker sheets) can be accessed by YAA staff at:

URL: <http://lostjaw.ca/resources>

Username: lostjaw

Password: halsburgers

### **Tracking activities:**

NTK Coalition partners and YAA's are asked to keep a record of all activities/events that they engage in to support the campaign. We will be sending a tracking tool to you in March that will be used to compile what has happened across the province to include in our final report to Health Canada.

## Media Release:

**FOR IMMEDIATE RELEASE**  
**Day, Month, year**

**Media contact: xxxxxxxx**  
**Health Unit, Phone #**

### *Who loves a good chew?*

## **Media campaign hits local high schools to raise awareness about smokeless tobacco**

**LOCAL REGION** – Picture this – its biology class, math class, chemistry class or any other class in our local high schools and in front of you sit a new generation of tobacco users – only now thanks to the tobacco industry they are addicted to smokeless tobacco.

“Smokeless tobacco has the potential to explode thanks to a push by the tobacco industry to offset sales losses as more and more people stop smoking cigarettes,” **says your spokesperson’s name here.** “The industry is trying to entice youth to try their ‘cool brands’ of smokeless tobacco products like chew, spit, dip and plug by making them in flavours such as green apple, cherry, berry, peach and vanilla.”

“But what they don’t promote is the fact that these products are definitely not harmless. They contain more than 3,000 chemicals, including at least 28 that cause cancers,” **Spokesperson added.** “Along with this, those who use chew tobacco may experience stained teeth, gum disease and drooling in the very short-term – not a very attractive picture.”

Statistics on the use of chew and other smokeless products among our youth is limited at present. The 2004-2005 Canadian Youth Smoking Survey of Grade 5 to 9 student’s shows two per cent have used chew tobacco. Among youth 15-19, surveys conducted by **Not to Kids**, a coalition of 27 public health units identified use of chew tobacco grew from 1.7 per cent in 2003 to 11.6 per cent in 2005 among youth who smoke cigarettes.

To counter the alarming increase, **Not to Kids** is fighting back with a mass media campaign, LostJaw!. It rolls out February 26 in high schools and other youth community settings across Ontario. The campaign is designed to increase awareness among teens 13 to 18 of the health hazards of smokeless tobacco, its addictive nature, and the marketing that is underway to hook them early and for life.

The campaign, funded by Health Canada, includes a graphic poster depicting the disfiguring oral cancer risk associated with using smokeless tobacco. An educational insert has also been developed titled, “Who loves a good Chew?”, which will be included in free circulation school magazines.

An important component of the campaign is a new website [www.lostjaw.ca](http://www.lostjaw.ca) being launched to give youth a site to find the information they need to make healthy informed choices about smokeless tobacco.

Your health unit name – is a partner in the Not To Kids! Coalition, created to keep kids smoke free. For more information call local phone number. For more information about Not to Kids! visit the website [www.ntk.ca](http://www.ntk.ca).

### **Backgrounder:**

The vision for NTK Coalition is one in which we have communities where youth and adult smoking rates are reduced and smoke-free communities are the norm. The Not to Kids Coalition is a network of 27 public health units in Ontario whose goal is to create a healthy, tobacco-free generation. The coalition aims to contribute to an ongoing reduction in the number of youth who use tobacco products and to reduce access to tobacco from all sources. The website for NTK! can be viewed at [www.ntk.ca](http://www.ntk.ca)

Not to Kids has now evolved to a multi-component, multi-disciplinary program that aims to decrease youth access to tobacco utilizing a variety of strategies that target the community-at-large, parents, youth, school administrators and tobacco retailers. These strategies include media advocacy, policy development within schools, community and retailer education, to community mobilization and enforcement of the legislation. Unlike other initiatives that have primarily focused on education and enforcement activities with tobacco retailers, Not To Kids is unique in that it also educates the community-at-large and calls upon the community to take action to prevent the sale and supply of tobacco products to youth. Coalition members are able to co-ordinate the Not to Kids programs with other tobacco use prevention programs and services addressing prevention, cessation and protection offered by their local health units to create comprehensive tobacco control programs in their respective communities.

The NTK Coalition is embarking on a new campaign to address smokeless tobacco and youth.

The overall goal of the campaign is to increase awareness among youth of the health hazards of smokeless tobacco and the tobacco industry marketing strategies used to promote its use to youth.

### **Objectives:**

- To identify attitudes and beliefs of youth ages 13-18 about smokeless tobacco use.
- To increase awareness among youth ages 13-18 of the health hazards of smokeless tobacco
- To increase awareness among youth ages 13- 18 years about tobacco industry marketing strategies used to promote smokeless tobacco to youth.

### **Key messages:**

- Smokeless tobacco use among youth is an emerging issue.
- The tobacco industry has initiated aggressive marketing campaigns to introduce “cool” brands and “fun” flavours of chew tobacco to appeal to our youth.
- Tobacco companies use the term smokeless tobacco to make this product seem less harmful than cigarettes.
- Smokeless does not mean harmless( see facts below for smokeless tobacco).
- We need to address youth and smokeless tobacco and take action before we have a new generation of tobacco users. The numbers of youth using smokeless tobacco may be small at present but given the push by the tobacco industry to off set sales losses as more and more people stop smoking cigarettes, how long will it be before it becomes a bigger issue? Youth need information now to make healthy informed choices about smokeless tobacco
- LostJaw! is a mass media campaign occurring during late February and the month of March 2007, and is designed to increase awareness and shift attitudes in the community regarding smokeless tobacco.
- Our overall goal of the campaign is to increase awareness of the health hazards of smokeless tobacco and the tobacco industry marketing strategies used to promote its use to youth.
- Check out publications of free circulation high school magazines Verve Girl, Fuel and Desperado in your local high schools for the “Who Loves a Good Chew?” insert.
- Visit [www.lostjaw.ca](http://www.lostjaw.ca) to find out more about smokeless tobacco and the tobacco industry marketing strategies used to promote smokeless tobacco to youth.
- To get connected to tobacco use prevention activities and events your community contact your local Public Health Agency.
- LostJaw! mass media campaign is presented by the NTK Coalition with funding from Health Canada.

**The following is taken from The Media Network for a Smoke- free Ontario Issue Based Media Toolkit Smokeless/Chew Tobacco:**

- Smokeless (spit) tobacco is not a safe alternative to cigarettes.<sup>1</sup>
- Smokeless tobacco is addictive.<sup>1</sup>
- Smokeless tobacco contains over 3,000 chemicals, including at least 28 carcinogens.<sup>3</sup>
- The concentrations of the cancer-causing chemicals are much higher than in cigarettes.<sup>4</sup>

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<sup>3</sup> National Cancer Institute, “Smokeless Tobacco: Just the Facts!” Cancer Control & Population Services, 1999 ,[http://dcccps.nci.nih.gov/tcrb/less\\_facts.html](http://dcccps.nci.nih.gov/tcrb/less_facts.html)>.

<sup>4</sup> Effect of smokeless tobacco (snus) on smoking and public health in Sweden, J Foulds, L Ramstrom, M Burke, K Fagerström

- One pinch of smokeless tobacco held in the mouth for 30 minutes releases as much nicotine as smoking three to four cigarettes.<sup>5</sup>
- The health consequences of using smokeless tobacco include: permanent gum recession, mouth sores, precancerous lesions in the mouth, and cancers of the mouth and throat.<sup>6</sup>
- Surgery to treat oral cancer is expensive and disfiguring.
- Those diagnosed with oral cancer from 1995-1997 were 62 percent as likely to be alive for another five years as were comparable members of the general population.<sup>7</sup>
- Smokeless tobacco users are more susceptible to heart disease, hypertension and ulcers.<sup>8</sup>
- Bad breath, stained teeth and spitting/drooling are also side effects of using smokeless tobacco.<sup>9</sup>

## Products<sup>10</sup>

### **Snuff:**

- *Dry snuff* is usually “sniffed” through the nose and is more common in other countries.
- It is finely ground tobacco similar to a powder consistency.
- *Moist snuff*, the form most often used by youth today, is often called “dipping”.
- Moist snuff is sold in small round tins or “pucks”
- A “pinch” is placed between the cheeks and gum.
- It is also available in small individual sachets/packets that resemble small tea bags (less messy).

### **Chewing Tobacco:**

- *Loose leaf chew* is the most common – shredded tobacco leaves sold in a pouch.
- *Twist* tobacco consists of dried leaves twisted into ropes.
- *Plug* tobacco is compressed into a small brick and a piece must be cut off.
- Either form can be chewed or sucked.
- Excess tobacco juice and extra saliva builds up in the mouth, and then must be spit out.

## Marketing to Youth: several

<sup>5</sup> National Cancer Institute, “Smokeless Tobacco: Just the Facts!” Cancer Control & Population Services, 1999 ,[http://dccps.nci.nih.gov/tcrb/less\\_facts.html](http://dccps.nci.nih.gov/tcrb/less_facts.html)>.

<sup>6</sup> National Cancer Institute, “Smokeless Tobacco: Health and Other Effects” Cancer Control & Population Services, 1999 ,[http://dccps.nci.nih.gov/tcrb/less\\_effects.html](http://dccps.nci.nih.gov/tcrb/less_effects.html)>.

<sup>7</sup> Canadian Cancer Society, National Cancer Institute of Canada: Canadian Cancer Statistics 2006.

<sup>8</sup> National Cancer Institute, “Smokeless Tobacco: Health and Other Effects” Cancer Control & Population Services, 1999 ,[http://dccps.nci.nih.gov/tcrb/less\\_effects.html](http://dccps.nci.nih.gov/tcrb/less_effects.html)>.

<sup>9</sup> Ibid.

<sup>10</sup> National Cancer Institute, <http://www.cancer.gov/cancertopics/factsheet/Tobacco/Smokeless>

- The tobacco industry has initiated aggressive marketing campaigns to introduce “cool” brands and “fun” flavours of chew tobacco to appeal to youth.
- Chew and snuff are marketed as an alternative to cigarettes.
- The ads can be seen in magazines geared towards young men and athletes (i.e. *Maxim*, *Stuff*, *FHM*, and *Sports Illustrated*, *Rolling Stone*, and trade sport magazines like *America’s Horse*).
- Ads are geared towards youth and young adults promising a free lifestyle.
- Chew is available in youth appealing flavour “blends” including green apple, cherry, berry, peach, vanilla, wintergreen and spearmint.
- Warning labels are a fraction of the size and detail of warning labels on cigarette packaging, thereby implying less harm
- *Skoal*, a popular chew brand is available in “pucks” or “tins” or in “logs”, which contain seven (7) tins at a cost of around \$6.00 per tin.
- *Access* is a dry smokeless tobacco product that comes in a plastic container like breath mints with the tobacco in tiny teabag-like packages that the user places in his/her mouth. It comes in mint and cinnamon flavour and is less than \$4.00 a package
- According to the Northwestern Ontario Student Drug Use Survey, today, 10 percent of the Northwestern Ontario students, grades seven through twelve, use smokeless tobacco.

### **Harmful Chemicals Found in Smokeless Tobacco**

Smokeless tobacco is a mixture of tobacco, sugar, salt, other flavouring agents, abrasives and thousands of chemicals, including *28 carcinogens*.

Harmful Chemicals:<sup>11</sup>

- *Nitrosamines* (potent cancer-causing agents – detected at levels as high as 100 times the level lawfully allowed in food products like bacon and beer).
- *Formaldehyde* (a favourite preservative of dead things in biology class).
- *Cadmium* (used in car batteries).
- *Polonium 210* (nuclear waster – radioactive agent).
- Arsenic (rat poison).
- *Lead* (the poisonous kind – banned from paint products).
- *Cyanide* (another poison – used in the gas chamber).
- *Benzene* (toxic liquid sometimes used as motor fuel additive – carcinogenic).
- + Many more...

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<sup>11</sup> National Cancer Institute <<http://www.cancer.gov/cancertopics/factsheet/Tobacco/smokeless>.

## Smokeless Tobacco and the Law

- Smokeless tobacco, like cigarettes, cannot be sold to youth under the age of 19 in Ontario.<sup>12</sup>
- Smokeless tobacco packaging needs to carry one of four text warnings and list three constituents: lead, nicotine, and nitrosamines.<sup>13</sup>

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<sup>12</sup> Government of Ontario, “Smoke-Free Ontario Act” ,[http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/94t10\\_e.htm](http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/94t10_e.htm).

<sup>13</sup> Health Canada, “Graphic Health Warnings” [Healthy Living](http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/legislation/label-etiquette/graph/index_e.html), 1 May 2005 ,[http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/legislation/label-etiquette/graph/index\\_e.html](http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/legislation/label-etiquette/graph/index_e.html)>.

## Appendix F: Media Network Report

Provincial media tracking for LostJaw! campaign provided by the Media Network.

City	Name_of_Media	Type_of_Media	Page_and_Section	Date	Headline
Barrie	CKVR	TV	6:14 pm	03-01-07	It may be smokeless, but it's still tobacco, and still...
Barrie	CKVR	TV	11:07 pm	03-01-07	It may be smokeless, but it's still tobacco and still a...
York	Rogers First Local	TV	6pm, 6:30pm, 11:00pm	03-01-07	Who loves a good chew?
York	A-Channel	TV	6pm	03-01-07	Who loves a good chew?
Owen Sound	CFOS AM	Print	12:48 pm	03-05-07	Grey Bruce Health Unit a program to discourage the...
Toronto	Adnews	Print	2	03-05-07	Not to Kids Coalition begins chewing tobacco awareness campaign
Toronto	Marketing Daily	Print	2	03-06-07	Not to Kids! Coalition spits out anti-chewing tobacco campaign
Dundalk	Dundalk Herald	Print	8	03-07-07	Teens Chewing Tobacco
Beeton	New Tecumseth Times	Print	9	03-07-07	High school campaign raises awareness of smokeless tobacco
Beeton	Innisfil Scope	Print	7	03-07-07	High school campaign raises awareness of smokeless tobacco
Dundalk	Flesherton Advance	Print	8	03-07-07	Teens chewing tobacco
Stratford	Stratford City Gazette	Print	27	03-16-07	Smokeless tobacco campaign hits schools
Goderich	Goderich Signal-Star	Print	b15	03-21-07	Health Unit warns of new tobacco products
Peterborough	CHEX	TV	6:16 pm	03-22-07	Dangers of smoking. But the Peterborough County...
Peterborough	Peterborough Examiner	Print	B2	03-22-07	Health unit tells youth to not chew tobacco
Millbrook	Millbrook Times	Print	6	03-22-07	Who loves a good chew?
Stratford	Stratford Beacon Herald	Print	7	03-23-07	Campaign urges kids to stay away from chew tobacco
Stratford	CJCS AM	Radio	5:05 pm	03-23-07	The Perth District Health Unit warns teens to...

Peterborough	Peterborough This Week	Print	21	03-23-07	Teenage rise in chewing tobacco use concerning local health officials
Sudbury	Sudbury Star	Print	A3	03-24-07	Youth get message to butt out
Listowel	Listowel Banner	Print	7	03-28-07	Smokeless tobacco use concerns health unit
Peterborough	Peterborough Examiner	Print	B3	03-30-07	Students like to chew
Listowel	Listowel Independent Plus	Print	8	03-30-07	Smokeless tobacco concerns health unit
Wingham	CKNX AM	Radio	12:10 pm	04-02-07	The Huron County Health Unit is targeting chewing...
Wingham	Wingham Advance-Times	Print	5	04-04-07	Who loves a good chew?
Stoney Creek	Stoney Creek Mountain News	Print	17	04-06-07	Smokeless tobacco comes with many health hazards
St Thomas	St Thomas Times Journal	Print	4	04-09-07	'Fairly graphic' attack launched against chew
Brantford	Brantford Expositor	Print	A6	04-10-07	What are your kids chewing?
Orillia	Orillia Packet & Times	Print	A7	04-12-07	The latest tobacco addiction for kids
York	HumberTV	TV	All day	14/04/07	Who loves a good chew?

Additional media coverage in local small newspapers which are not tracked by the media network.

**TV Newscast coverage from A Channel attached as separate file**

# A little candy coating

In the heat of a provincewide quit smoking campaign, the Simcoe Muskoka District Health Unit

EDITORIAL

now has another battle to fight when it comes to "Big Tobacco."

Provincial laws and incessant ad campaigns have made cigarette smoking a faux pas, and tobacco companies are now waging their own fight to lure new customers, namely teenagers. The weapon is smokeless tobacco, and it is insidiously creeping into mainstream marketing as an alternative to cigarettes.

Statistics show that in 2005, 11.6 per cent of youth aged 15 to 19 who smoke cigarettes also use chew tobacco or other forms of the product called spit, dip and plug. While at first the numbers don't seem earth-shattering, consider the fact that in 2003, only 1.7 per cent of these youth were using it. That's quite an increase.

"What has changed?" you ask. Big Tobacco continues to use marketing schemes to hook our youth early and for life. Something it has been chastised for already because of its cigarette campaigns.

The latest attempt to hook kids on their products is to make them kid-friendly. Smokeless tobacco (the name itself denotes a subliminal marketing ploy) now comes in bubblegum flavours like green apple, cherry, berry and vanilla.

And because of this shameless scheme, our health dollars are now being spent on a new campaign to teach kids that just because it tastes like candy, doesn't mean it is.

If the government can put restrictions on ad campaigns and marketing for cigarettes, it's now time for the government to step in to stop allowing Big Tobacco to mask its carcinogenic products in bubblegum flavours. Because before we know it, we will have a new generation of spitting, drooling teens with mouth cancer, gum disease and no teeth. How does that not add to the cost of health care?

The government needs to be more proactive about smokeless tobacco. Just because there is no smoke, doesn't mean there's no fire to put out.