



Smoke-Free Champions

In 2019, the annual awards have been renamed the Smoke-Free Champion Awards to reflect the work done related to commercial tobacco and cannabis smoking and e-cigarette vaping with the understanding that smoke is smoke when it comes to the importance of living smoke free.

2019

★ **Georgian College, Barrie, ON**

What better way to support youth to stay smoke free than to clear the air at their post-secondary campus. Georgian College has been recognized as a smoke-free champion for its healthy decision to make all of its campus locations 100% smoke and vape free. The move ensures that students will not be exposed to smoking or vaping in the course of their day. For the majority of youth who leave high school as non-smokers, it helps to ensure they do not become addicted to tobacco products as young adults. For students who come into the setting already smoking, it encourages them to quit by removing temptations to use any products. The Smoke-Free Campus policy covers all tobacco industry products including e-cigarettes, hookah, and cannabis. Georgian College joins a growing number of post-secondary schools that are putting the health of their students first.

★ **North Muskoka Nurse Practitioner-Led Clinic, Huntsville, ON**

The North Muskoka Nurse Practitioner-Led Clinic in Huntsville is recognized as a smoke-free champion for implementing the Ottawa Model of Smoking Cessation in this primary care setting. The Ottawa Model is used to ensure the smoking status of every patient is identified and documented as a component of routine care. Patients are asked about tobacco use, advised of the benefits of quitting, assessed for readiness to quit, and provided treatment and follow-up to support long-term success. This team and its cessation clinician have shown exemplary commitment to best practice and continuing education in order to support every patient who wants to quit smoking.

★ **Granite Springs Condominiums, MSCC # 67, Manitoba Street, Bracebridge, ON**

Residents of Granite Springs Condominium in Bracebridge are breathing easier since they voted to amend their condominium's declaration to make the entire building and grounds no smoking. The move clears the air of all types of smoke to protect owners, visitors, and workers in the 46-unit building from the health hazards associated with breathing secondhand smoke. Smoke-free buildings also reduce the risk of fires, decrease maintenance and cleaning costs, and increase resale values for owners – making it both a healthy and smart decision for the condominium community.

★ **Muskoka Falls, MSCC #7, Ecclestone Drive, Bracebridge, ON**

The Muskoka Falls townhouse development is recognized as a smoke-free champion for choosing to make its complex smoke free. The condominium owners have voted to transition the property to no smoking to protect residents, visitors, and workers at the site from involuntary exposure to secondhand smoke. The board has chosen not to impose the no-

smoking policy on three of the existing 16 owners who want to continue to smoke in their units and these will transition to smoke free when they change ownership. The townhouse grounds have also been designated no smoking to prevent situations where smoke can drift back into units from balconies and through open doors and windows.

★ **North Simcoe Family Health Team, Midland, ON**

The North Simcoe Family Health Team is committed to helping people quit smoking. It has adopted the Ottawa Model of Smoking Cessation (OMSC) to increase quit rates among patients. The model is used to ensure all patients who smoke are identified and supported to quit by removing as many barriers and providing as many incentives as possible. Healthcare team members are asking patients about tobacco use as a component of routine care; advise of the benefit of quitting and assess readiness to try; and provide treatment and follow-up to support success. The OMSC has been shown to increase long-term smoking abstinence rates; reduce downstream healthcare use; and reduce premature risk of death. The commitment by the family health team to support smoking cessation means timely access to help for those patients ready to quit.

★ **Waypoint Centre for Mental Health, Penetanguishene, ON**

The Waypoint Centre for Mental Health, which adopted a smoke-free grounds policy 15 years before it was mandated by the province, continues to demonstrate it is a smoke-free champion. It has now committed to implementing the OMSC at its site. This model supports patients and staff to break their nicotine addiction while at the Waypoint setting and to remain smoke free when they leave. By providing consistent **identification, documentation, treatment, and follow-up of all patients or clients who smoke**, the results will be more **quit attempts** and ultimately, more people becoming **smoke free**. To ensure a smooth implementation of the evidence-based model, it has planned an education day with the doctor who was instrumental in the development of the widely adopted model. In the spirit of community and healthcare partnerships, the centre has invited area hospitals to share in the learning opportunity which will benefit residents in Simcoe County by ensuring timely and multiple opportunities for people who smoke to receive encouragement and support to become and stay smoke free.

★ **Georgian Bay General Hospital, Midland, ON**

Since 2018, Ontario's Smoke-Free Ontario Act has required all hospital grounds to be 100% smoke and vape free. Georgian Bay General Hospital saw this as an opportunity to make changes to support patients and staff to overcome their addiction to cigarette smoking. In the spirit of a true smoke-free champion, the hospital is implementing the OMSC to help both patients and staff quit smoking while in hospital and maintain their smoke-free status when they return to the community. The hospital has identified a team to support implementation of the model that ensures patients who smoke are identified, assessed for readiness to quit, offered supports, and encouraged and supported to link with community partners to help them stay smoke free on discharge. The outcome is expected to be an increase in long-term smoking abstinence rates, reduced downstream healthcare use, and fewer smoking attributable deaths. Smoking and vaping on the hospital grounds is also being addressed by security personnel and visitors and staff are being warned and if needed ticketed. This comprehensive approach to help patients and staff and build community cessation partnerships are all helping community members embrace a smoke-free lifestyle.



Collingwood General and Marine Hospital, Collingwood, ON

The Collingwood General and Marine Hospital, which is known for its commitment to promote the health and wellbeing of patients, caregivers, and volunteers is taking another major step forward and is moving to implement the OMSC. The hospital has been leading the charge to help treat and protect patients and visitors from the harmful effects of tobacco since 2008 when the hospital grounds went smoke free to protect everyone coming on to the campus from secondhand smoke, and to set a positive example in the community for smoke-free living. Under the OMSC, all tobacco users will be identified and offered cessation supports. The expected outcome of this evidence-based model is that more patients will quit and stay quit when they go back into the community, reducing downstream healthcare use, and reducing the risk of premature death.



2018



Barrie & Community Family Health Team members have been working with local residents looking for quit smoking support since 2011. In 2017 alone these specially trained quit counsellors from a multi-disciplinary team of respiratory educators, pharmacists, diabetes educators, and registered nurses have helped more than 400 people try to quit smoking. They work in partnership with the Centre for Addiction and Mental Health to provide free nicotine replacement therapy along with the counselling to increase success rates. Anyone who has a doctor who is part of the BCFHT can access the quit supports provided by this dedicated group.



Shona Anderson-Wong is a respiratory therapist and anesthesia assistant in the operating room at Royal Victoria Regional Health Centre in Barrie. Knowing that smoking increases the risk of surgical complications during and after an operation, she is dedicated to supporting patients to have the best outcomes possible. She takes a lead role to help them manage their nicotine withdrawal symptoms short term by ensuring they have nicotine replacement therapy during their hospital stay. With a goal to help them quit smoking for good she also makes it her priority to be sure they are linked to community-based supports to help them stay smoke-free after hospital discharge. She has been described by her nominator as a worthy, dedicated practitioner who is committed to continuing education so that she can provide the best care for her patients.



Julie Bryant, a property manager with Bayshore Property Management Inc., introduced and promoted No Smoking buildings to multiple condominium boards in her portfolio in Bracebridge, Gravenhurst, and beyond. She has successfully helped these boards develop and include No Smoking clauses in their declarations, bylaws, and/or rules so that the buildings can become smoke free as units turn over. She is confident in promoting them

knowing most residents are happy with the cleaner, healthier environment and the protection it offers from secondhand smoke and vape.

★ **Muskoka-based MCRS Property Management** is no stranger to managing smoke-free, multi-unit housing. About 80% of the buildings the company manages are designated as No Smoking and that's no coincidence. MCRS recognizes smoke-free living in apartments and condos makes good business sense on a number of fronts. It reduces fire risks at the properties, lowers the costs to clean, refurbish and maintain units, and it makes the properties attractive to the largest possible audience of both local and seasonal residents. The property management company is also recognized for championing smoke-free multi-unit housing with developers in the hopes that as new buildings come on to the market they will be 100% smoke free and attractive to buyers and rental audiences.

★ **Legends at the Falls** is celebrating its first full year as a No Smoking condominium property. Both buildings at the Kimberly Avenue site in Bracebridge as well as the manicured grounds and patios overlooking the falls are all No Smoking. The condominium board members did their homework with the help of property manager Julie Bryant, held information meetings with owners and gained the required support of owners to include No Smoking in the condo corporation's declaration to ensure all owners could be protected from secondhand smoke of all kinds in the years ahead.

★ **Barrie's Grand Harbour Condominium** on Toronto Street is among the first in a row of buildings overlooking Kempenfelt Bay to become No Smoking. The condominium board got positive feedback from their owners, local real estate representative, and others in the community when they asked their unit owners to support a No Smoking rule for all units. Only three owner/occupants self-identified they wanted to continue to smoke in their units so the board grandfathered them under the new rule. The remaining 128 units, all 131 balconies and the entire grounds have been designated No smoking. Signage has been put up for all visitors, contractors, and delivery personal to ensure the rule is followed. The move has also encouraged other buildings along Toronto Street to move ahead with their plans to go smoke free for the health of it!

2017

★ **Michelle Garland, Registered Nurse with the Barrie Community Health Centre** has taken a leadership role at the health centre to promote and provide smoking cessation support and education to the community. She is the organization's representative for the Centre for Addiction and Mental Health Nicotine Replacement Research Project and keeps up-to-date on promising practices through ongoing training workshops. In her nomination letter, her colleagues note that despite a busy schedule she ensures she gives her clients the time they need to feel supported and confident they can quit and her many success stories proves she is doing this well.

★ **Karen Hergott, Respiratory Therapist at Barrie's Royal Victoria Regional Health Centre.** As an asthma and chronic obstruction pulmonary disease (COPD) educator she sees first-hand the deaths, disease, and pain caused by tobacco use and has committed herself to helping people become tobacco free. She has been integral in motivating other frontline staff to start the conversation about quitting smoking with their patients. She works

to increase the number of brief interventions hospital users have with healthcare providers knowing that it has a significant effect on quit rates. Many of these patients – including those in the Emergency Department and attending the Pulmonary Function lab would not traditionally have been approached about quitting. She also contributes as a member of the Barrie Cessation Network to share resources, information, and educational opportunities with other quit champions across the city. Her initiative and commitment were driving forces behind her nomination.

2016

★ **Muskoka Condominium Corporation #34, Bracebridge**

To protect resident owners from involuntary exposure to drifting secondhand smoke in their 21-unit condominium, the condominium's board of directors introduced a No-Smoking amendment to the condo declaration. The move required the board to build support among owners to ensure the amendment passed. They held meetings and shared information about the health risks associated with secondhand smoke; the reduced fire risk; increased property value of smoke-free homes; and reduced maintenance costs for owners. The board did not impose the No-Smoking policy on existing owners who were smoking in their units, but added the requirement for all new owners. As a result, as the units with existing owners who smoke change hands, the building will become totally smoke-free. The condominium grounds have been made smoke free to prevent situations where smoke can drift back into units from balconies and through open doors and windows.

★ **Community Action Program for Children, Simcoe County**

When pregnant, new moms and caregivers come to the Community Action Program for Children drop-in sessions. They are seeking community and peer support to help keep their babies and themselves healthy. Steering clear of tobacco is one of the important topics that staff at the sites role model. They provide moms with information so they can advocate for tobacco-free air where they live and when others want to smoke around them. If the participants are tobacco users, they are encouraged to use harm-reduction strategies to reduce exposure for their babies; for example, by making their homes smoke free. Moms and their household contacts can also access free quitting supports, including cessation counselling, thanks to a fast-track referral system set up with public health nurses.

★ **Tobacco Cessation Task Force of Muskoka Algonquin Healthcare**

This group of hospital staff has been working hard for years to support patients to quit tobacco. In 2013, the task force was instrumental in implementing the Ottawa Model for Smoking Cessation, a program that on admission to the hospital identifies patients who smoke, offers counselling and smoking cessation medications to control cravings while in hospital as well as follow-up support when they are discharged. The task force has also extended its work to protect patients, staff, and visitors at the Bracebridge and Huntsville hospital sites. On June 1 of this year, the grounds of both facilities went smoke and vape free. To prepare staff for the changes, the task force arranged quit smoking workshops and information events. The efforts are making Muskoka a healthier, tobacco-free community.

2015

★ **Couchiching Family Health Team**

Working to help people quit smoking, Nurse Practitioner Emily Greb and the Smoking Cessation Group at the Couchiching Family Health Team have been providing smoking cessation sessions to hundreds of patients over the past year with tremendous success. Patients are referred from more than 40 physicians in the team to the smoking cessation program, which runs after hours to meet the needs of clients. The feedback has been excellent, said nominator Dr. Kim McIntosh, and the success rates for quitting or cutting back are fantastic.

★ **Ginny Myles, Royal Victoria Regional Health Centre**

At Royal Victoria Regional Health Centre patients, family members, and staff find support to break their nicotine addiction from Ginny Myles. Her colleagues in healthcare nominated her for her knowledge and passion supporting people to become tobacco free. Among her recent successes, she implemented a provincial STOP smoking hospital demonstration project that helped more than 60 patients in a five-month period. She is recognized for continually working to address gaps in cessation support at the health centre and in the community. She is also recognized as a mentor to the Regional Cancer Program supporting the development of the Quit Specialist services.

★ **Town of Innisfil**

The leadership shown by the Town of Innisfil to promote healthy, active, tobacco-free living makes it a model for other communities. The town proactively passed a bylaw to ban all forms of tobacco product use including chew tobacco and e-cigarette vaping on its trails, green spaces, waterfront, and at all recreation areas. It has been a natural next step for the town, which, in partnership with the Innisfil Rotary Club, has hosted a number of tobacco-free events with positive support from residents, says Public Health Nurse Terry Chambers who nominated the town.

★ **Collingwood Galleries Condominium**

The Galleries, a 90-unit condominium high-rise in Collingwood, made the decision to become a No Smoking building after its attempts to stop tobacco smoke from drifting between units proved impossible. The board of directors worked with Brian Schryver, property manager with Pro Guard Management, to research smoke-free options that would protect owners from exposure to secondhand smoke and save the corporation money in repairs and maintenance. The condominium is celebrating its first year as a 100-per-cent smoke free building. It has become a model for other condominium owners who want to protect their health and the investment in their homes.

★ **Bracebridge Drumkerry Condominium**

The board of directors for the 42-unit condominium Drumkerry By The Falls complex in Bracebridge chose to introduce a No-Smoking policy to protect residents from involuntary exposure to drifting secondhand smoke. The board decided it would not impose the No-Smoking policy on existing owners who were smoking in their units, but would require any new owners to agree to keep their units smoke free so that with unit turnover the building will become totally smoke free. It also made its grounds smoke free. Since implementing the policy, the board has inspired other properties to begin exploring a No-Smoking policy.

2014

★ **Peter Burton, Simcoe County Cup**

New on the sports scene in the Barrie area in 2013, the Simcoe County Cup sports organization was quick to join the tobacco-free sports and recreation movement instituting a tobacco-free policy for all players, spectators, and coaches involved with the organization. As director of operations, Burton is being recognized for taking a leadership role to support the healthy development of youth, families, and our local communities. More about the organization's commitment to tobacco-free sports can be found on its website at simcoecountycup.com

★ **Orillia's Champlain Sailing Club**

Club members at the Champlain Sailing Club have been breathing easy since the summer of 2013 when the club implemented a smoke-free grounds policy. By doing so, the club is protecting its users from drifting secondhand smoke, protecting the environment from tobacco product pollution, and promoting positive role modeling and healthy behaviours for their younger members and guests. The policy aligns with the club's values of living a fun, active, and healthy lifestyle.

★ **Waypoint Centre for Mental Health Care**

Two workgroups at the Centre, the Sans Souci Program for Transition and Recovery and the Acute Assessment Program tobacco support workgroups, are being recognized for their commitment to support clients with multiple challenges to make the journey to tobacco-free living. Looking for ways to improve the overall programming in place at the centre since it went smoke free in 2003, the workgroups investigated best practices, ensured staff had access to recognized tobacco treatment certification training, and put programming in place to offer clients both group and individual counselling to support their cessation efforts.

2013

★ **Pilkington Glass of Collingwood**

The plant became a 100 per cent tobacco-free facility in March. Tobacco use of any kind is prohibited anywhere on the company grounds. For the past year, in preparation for the change, the company has been supporting its employees, their partners, and dependent children by covering the cost of tobacco cessation aids. To date, more than 35 employees have taken advantage of this program and most remain smoke free. A true tobacco-free culture has developed at Pilkington.

★ **Hillcrest Village Care Centre**

A long-term care home in Midland has implemented a smoke-free grounds policy at its site. The administration committed to supporting staff in the transition by making nicotine replacement therapy (NRT) available to help people quit or manage the symptoms of nicotine withdrawal during the work day.



Jessica Bakker

Jessica is a mental health and addictions counsellor at the Chigamik Community Health Centre. Midland is passionate about helping people make the journey to tobacco-free living. She was nominated by her peers who identified her as a spirited champion who developed and runs a monthly workshop to help people get started on the road to quitting. Working hard to ensure there are no barriers to enrollment among Chigamik clients, she is now working on expanding the program to the entire community.



Town of Gravenhurst

The Town of Gravenhurst has shown great leadership in the development of its Smoke-Free Outdoor Spaces bylaw. While it is the 13th municipality to come on board in Simcoe Muskoka, it is the first to expand the scope of the bylaw to prohibit the use of any type of tobacco product – including chew tobacco – at sports fields and other places frequented by youth including the Centennial Centre.



South Muskoka Shield, Junior A Hockey Team

A Greater Metro League Team playing out of Gravenhurst has joined the Tobacco-Free Sports and Recreation movement thanks to the work of general manager and head coach Dallyn Telford. Inspired by Gravenhurst's bylaw, he has included a tobacco-free sport team policy for the team members that require them to stay clear of tobacco products while engaged in any activities related to the team. Players are also expected to be role models for younger hockey players and have demonstrated that commitment by hosting a tobacco-free sports night at the Centennial Centre.

2012



Ann Harvey, Barrie Municipal Non-Profit Housing Corporation

Ann Harvey and the management team from the Barrie Municipal Non-Profit Housing Corporation (BMNPHC) are being recognized for their leadership and commitment to providing smoke-free housing options to low-income tenants living in Barrie. The movement started as a pilot project in February 2011 and there was immediate and overwhelming support from tenants on the waiting list for housing. As a result the management team went to the board asking for its support to transition all 953 units in its portfolio to smoke-free as new tenants are accepted.

“Tenants were asking for smoke-free buildings and we recognized it was the right time to provide a smoke-free environment for residents and their families,” said Ann Harvey, community relations manager for BMNPHC. “Our staff and the board deserve recognition for their work to make this happen knowing it was the only way to eliminate the health hazards of drifting secondhand smoke between units.”



Terri Strawn, Professor, Dental Hygiene Program, Georgian College

Professor Strawn is recognized as a tobacco-free champion for her commitment to cessation support initiatives for college staff as well as her work with oral health care professionals who are ideally positioned to educate tobacco users about the consequences of tobacco products on their oral health and their overall health. These professionals, she says, can and should be making this connection at every interaction and ensure it includes an offer to assist in getting support to quit.

"Tobacco use contributes significantly to oral diseases such as gingivitis, periodontitis and oral cancer," Strawn said. "Health care professionals, including dental hygienists, have a responsibility to encourage and support people to live tobacco-free. That includes knowing what, and where, cessation services can be accessed in the community."

★ **Bay Haven Senior Care Community, Collingwood**

The Bay Haven Senior Care Community is being recognized for adopting a smoke-free policy for its grounds. The centre implemented its policy on World No Tobacco Day, 2011 to encourage and protect residents, staff and visitors from the health hazards associated with tobacco use and to promote positive role modeling for those coming to the center. Bay Haven reports the policy has been well received by all no doubt in part to the work it did to build awareness and compliance with the policy and to ensure cessation support resources are available to all looking for information to support quitting. As a result everyone is breathing easier at the Collingwood site.

★ **Monica Bovett, Occupational Health Nurse**

Occupational Health Nurse, Monica Bovett, has been identified as a tobacco-free champion for her commitment to help employees quit smoking at Pilkington Canada Ltd. in Collingwood and at Moore Packaging in Barrie. Trained through the Centre for Addiction and Mental Health TEACH program, to deliver effective, evidence-based cessation intervention, Bovett has been credited with enhancing the organizations' culture by providing educational opportunities, developing policies, and creating a supportive environment for the health of employees that encourages tobacco-free living.

★ **Wendat Community Support Programs, Midland**

Wendat has made a commitment to work towards a tobacco-free community and continues to take steps to support that commitment. To date staff trained in cessation counseling work with employees and clients interested in making a change in their tobacco use. The intake form used by crisis workers has been adapted to include a question about tobacco use and counseling includes a brief tobacco use intervention when possible. A designated smoking area has been created away from the Wendat building to prevent drifting secondhand smoke from entering the building and in an effort to support those trying to quit using tobacco products.

★ **Shelter Now, North Simcoe Emergency/ Transitional Residential Projects Inc.**

Shelter Now at Hartog House, Midland is being recognized for its work to develop a Healthy Living Program for individuals in its residential program for housing. The building is designated as tobacco-free and residents are required to use designated smoking areas well away from the building. This promotes positive role modeling at the residence, prevents drifting secondhand smoke from entering the building and ensures residents and visitors do not have to walk through secondhand smoke when they enter and exit the building. Signage around the building restricting smoking to specific areas also works to support tobacco-free living.

★ **Stevenson Memorial Hospital, Alliston**

Stevenson Memorial Hospital has been awarded the title of tobacco-free champion for making its grounds smoke free as of July, 2011. The hospital implemented this policy to support tobacco-free living among employees, visitors and patients. To assist patients with their tobacco addiction, the hospital offers both nicotine replacement therapy (NRT) and

smoking cessation counseling as part of its in-patient care program. Staff is also supported to quit smoking and be smoke-free. The nomination notes the hospital's decision to become a smoke-free facility contributes to the health of the Alliston community and beyond.

2011

★ **Collier Place Apartment for Seniors**

Breda Quinlivan, administrator of this high rise apartment for seniors, alarmed that drifting secondhand smoke was threatening the health of residents, worked with residents to designate the building smoke free. It grandfathered existing tenants and enacted smoke-free leases for all new tenants. The nomination was signed by more than 90 residents of Collier Place, including one gentleman who wrote that the decision to make the building smoke free helped him quit smoking after 50 years.

★ **Albert Coulis**

A vocal advocate for tobacco-free housing options in Simcoe County, Coulis approached health officials, municipal administrators and the government in his fight for the right to breathe clean healthy air in his multi-unit dwelling. He was nominated by public health staff for his tenacity and commitment to protect himself and others in similar situations from drifting secondhand smoke.

★ **North Simcoe Tobacco Team**

Created as a network to increase cessation support services for people living in North Simcoe, the coalition supports healthcare professionals in their practice to educate and support smokers to make a quit attempt as well as working to reduce exposure to secondhand smoke in the community. To date, training workshops have been coordinated for health professionals and Getting Started classes held for people preparing to quit.

★ **Midland Kelsey's Flyers Junior C Hockey Club**

Tobacco and sports don't mix and no one has done more to promote tobacco-free sport and recreation in the area than the team thanks to the leadership of club Vice-President Randy Butineau. He has worked with his players and public health staff to get chew tobacco out of sports and to encourage other teams, coaches and players to make their sports tobacco free.

★ **Lisa Beedie**

A cessation advocate for the Aboriginal community was nominated by Pam Paylor, a member of the North Simcoe Family Health Team for her commitment to addressing commercial tobacco addiction in the Aboriginal community. She is well-respected in the health community for her understanding of addiction, her sensitivity to the role of sacred tobacco and the need to encourage and support quitting in creative ways.

★ **Tobacco Support Group, Waypoint Centre for Mental Health Care**

The centre (formerly the Mental Health Centre Penetanguishene) was one of the first hospital sites to declare its grounds 100% smoke free in 2003. Its Tobacco Support Group has been working hard to help staff successfully quit through supports that include its 12-week quit program with lunch and learn presentations by experts, free nicotine gum and other quit incentives.

★ **Joanne Farrell, Interim Co-ordinator, Georgian College Dental Hygiene Program**

Recognized for her efforts to ensure that all students in the dental hygiene and assistant programs and faculty are trained in minimal contact intervention – so it may be utilized in clinical practice in the college's Oral Health Clinic. Minimal contact intervention is a tobacco cessation intervention designed to raise awareness about the health hazards of tobacco use and to assist anyone who identifies they would like support to help them reduce or quit. Health practitioners in every field are being encouraged to practice minimal contact intervention each time they meet with a client who uses tobacco as a best practice to increase cessation attempts.

★ **Orillia Soldiers' Memorial Hospital**

For completing the final phase of its smoke-free campus policy making its grounds 100% smoke free during National Non-Smoking Week in January 2011. The hospital began restricting onsite smoking in 2007 and has been supporting staff to quit in the intervening time including covering the cost of smoking cessation products.

★ **Cottage Country Family Health Team**

The team has made professional development around cessation counselling a priority. As well as providing training to staff at all levels, the team has developed internal policies to ensure patients receive minimal contact intervention at visits, and are offered supports to make quit attempts through individual and group cessations counselling. The team has also partnered with the province and the Centre For Addiction and Mental Health (CAMH) to provide free nicotine replacement therapies to residents to help them quit.

★ **Algonquin Family Health Team, Huntsville**

Recognized as a champion for its implementation and support of best practices in smoking cessation support. As well as assisting patients ready to quit they have established links with the Ministry of Health (formerly the Ministry of Health Promotion and Sport) and with CAMH to offer nicotine replacement therapies free of charge to support quitting. They also support community programming such as Great Beginnings for pregnant and new moms and are a founding member of the local Muskoka Tobacco Cessation Network Georgian Bay Family Health Team for making cessation support a top priority in their work with patients who use tobacco. The family health team has partnered with the Centre for Addiction and Mental Health (CAMH) to pilot the distribution of stop smoking medications and they are active members of the Collingwood and Area Tobacco Cessation Network.

2010 and earlier

★ **Enaahdig Healing Lodge and Learning Centre** for its smoking cessation programs that help people hooked on commercial tobacco to quit, using holistic healing based on the principles of Aboriginal culture.

★ **Wendy Dodd**, a mom and secretary of the Alliston Soccer Club who wanted to help her children grow up tobacco free so she approached the club and asked them to adopt a tobacco-free sports policy for the organization. The designation means that parents, coaches, officials and spectators are expected to be positive role models by keeping all soccer games and related events tobacco free.

★ **Richard Clement**, the owner of Thermo Seal Insulation Systems and Clement Aluminum and Vinyl offers employees at both his companies a \$2,500 cash incentive to quit smoking and stay quit. To support employees' efforts to become and stay tobacco free, both properties are now smoke free and the company offers to cover the cost of cessation supports to ensure their success.

★ **Barrie, Orillia, Clearview, Midland, Wasaga Beach** councils for smoke-free outdoor spaces bylaws. There are now 11 municipal bylaws making the places, kids play, live and gather smoke free to protect them from secondhand smoke and to promote positive role modeling for all youth.

★ **Kim Bendall**, a Muskoka diabetes educator for her role in the organization and support of minimal contact intervention training for hospital staff and other partners at Muskoka Algonquin Healthcare. Her efforts resulted in the introduction of a policy that ensures every patient at the Diabetes Education Centre is asked about their tobacco status and offered support to quit at every visit.

★ **Brent Kelly**, Collingwood/Wasaga McDonald's restaurant owner for his work to promote the annual Driven to Quit Challenge and his work to protect his employees from secondhand smoke by posting signs at his drive-thru windows asking customers not to smoke while at the windows.

★ **Jamie Hall and Tara Dawn Winstone**, B101 radio hosts for their contribution to tobacco-free living through their support of article 4, a local anti-tobacco youth advocacy group.

★ **Mark and Carol Cruden**, owner of the McDonald's restaurants in Midland/Elmvale for their many years of community involvement promoting cessation and the annual provincial quit smoking contest.

★ **Dr. Mike Gaspar** of the Barrie Community Health Centre and chair of the Simcoe County Action on Smoking and Health was one of the first to work with the health unit and municipalities to build awareness of the dangers of secondhand smoke and advocate for bylaws to ban tobacco use in public places.

★ **Rick McFadden**, a safety consultant with Royal Victoria Hospital and chair of the Smoke-Free Grounds Steering Committee set up to protect the hospital's staff, patients and visitors by making RVH's grounds and satellite locations 100% smoke-free. With his guidance, the committee has set the standard for tobacco control among large community organizations in Barrie and surrounding municipalities.

★ **Jason Ford**, a member of the Barrie Colts management team who welcomed requests from the health unit to involve Barrie Colt Junior A players as role models to encourage youth to stay or become smoke free. Colt players joined youth to break down powerwall cigarette displays that the tobacco industry uses to circumvent tobacco advertising laws. Their efforts influenced the province to introduce a complete ban on powerwall advertising in Ontario effective May 31, 2008.

★ **Sid Lucas**, a teacher at Barrie Central Collegiate, a vital supporter of student tobacco control initiatives for a number of years including the staff liaison for Central's student tobacco action committee. He is considered a role model for other teachers on this important topic and his energy and commitment to working with students on anti-tobacco messaging and programs has had a huge impact on the school community.

★ **Henry Stinson**, owner of Barrie's Imperial 8 theatre for his support of student tobacco control initiatives. For many years he donated his theatre to allow youth to come together to showcase their media efforts to raise awareness among their peers about the dangers of smoking and how youth are being targeted by tobacco companies.

★ **Mental Health Centre Penetanguishene** for its leadership in the development of a 100 per cent tobacco-free environment. In 2003, after more than a 15-month preparation period, during which clients and staff were provided with quit smoking supports, all buildings and the grounds of the facility became smoke free.

★ **Metroland Simcoe County Media Group** for its editorial leadership and commitment to smoke-free living. In particular editorial writer John Devine was acknowledged for his well-written and well-reasoned editorials that appeared in Metroland papers throughout Simcoe County including the Midland Mirror, Barrie Advance, Collingwood/Wasaga Connection, Orillia Today, and the Alliston Herald.