



Update – November 7, 2005

- A. Tobacco Reduction Initiatives
 - B. Calgary and Area Healthy Living Alliance – Workshop
 - C. Calgary Chronic Disease Network – Focus on Cardio-Vascular Health
 - D. CLANS – Calgary at a Glance – Update
 - E. Upcoming Events
 - F. Resources and Articles
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A. TOBACCO REDUCTION INITIATIVES

The Gold Standard Bylaw - What Do You Think?

As the result of a large-scale media and community mobilization campaign led by **Smoke Free Calgary**, the City of Calgary voted to become 100% smoke free on January 1, 2008. At that time the city will have implemented a Gold Standard smoke-free bylaw, which means all public premises will be smoke-free (i.e. restaurants and bars, community associations, recreational facilities, entertainment establishments, bingo halls, casinos, taxis, hospitals and educational institutions). Until then transitional measures are in place that protect minors from second-hand smoke in public places, but do not protect all Calgarians from second-hand smoke in public or workplaces.

Bylaws and legislation have been shown to be very effective in preventing people from starting smoking, increasing cessation rates (at times quadrupling cessation rates) and reducing the number of cigarettes smoked. As of January 1, 2006, Calgary will be the last major city in Canada to adopt a Gold Standard bylaw .

It is important that elected officials know what their constituents are thinking. You can express your opinions by sending a **hand written** letter to your Alderman. For a list of aldermen go to: <http://www.calgary.ca/cweb/communities/community.asp?UserID=2&CommunityID=200>
As well there is a citizen petition at www.calgarysmokepetition.com

\$250,000 Grant to Tobacco Reduction

Health Canada recently awarded a \$250,000 grant to the Calgary Health Region's Tobacco Reduction team for a mass media campaign. The grant is from July 2005 to March 2006. Partners include Calgary Health Region Healthy Living teams, Calgary Urban Vibe, Alberta Alcohol and Drug Abuse Commission, Lord Beaverbrook High School (Calgary Board of Education) and the Canadian Cancer Society. The campaign will focus on a social marketing campaign to de-normalizing tobacco product use. The target age is 12-18 year old youth. Messages will focus on tobacco prevention by building strengths in youth and changing social norms of tobacco use. The purpose of this activity is to increase awareness of the dangers of tobacco use and to empower youth to stay tobacco product free. This campaign will focus strictly on de-normalizing tobacco product use only and will not target the tobacco industry. The project will work very closely with youth.



URthetarget Phase II Set to Launch in September

The second phase of URthetarget, a post-secondary tobacco counter-marketing program, is set to launch on Alberta campuses in September. Funded by AADAC as part of the Young Adult Tobacco Reduction Strategy, the project is designed to provide evidence-based messaging and materials to campus groups planning counter-marketing initiatives around the province. The Alberta Cancer Board's Cancer Prevention Program staff have researched and gathered messages that have been successful in countering tobacco industry marketing efforts toward the target age group. In Phase I, posters and radio ads were developed and provided to campus groups. This year, the program will include campus newspaper ads, a web site and media relations components. The goals of this program are to reduce tobacco use among young adults (18-24) and increase on-campus support for tobacco-control policies.

Source: August 2005 edition of the Alberta Cancer Board's Prevention E-Bulletin

TBCC Launches Smoking Cessation Rural Telehealth Initiative

The Alberta Cancer Board's Tom Baker Cancer Centre (TBCC) recently launched the Smoking Cessation Rural Telehealth Initiative. The goal of the Initiative is to bring the well-established, high-quality Smoking Cessation Program of the TBCC via Telehealth to communities in Alberta that do not otherwise have access to smoking cessation treatment. The smoking cessation program takes place three times a year in September, January and May. Over the next two years, up to six groups will be able to participate in each session from remote sites. These groups will be able to attend the smoking cessation sessions via Telehealth along with the in-person audience at the TBCC Auditorium. For more information, contact Olga Traczyk, Project Coordinator, TBCC Smoking Cessation Rural Telehealth Initiative at oltracyk@cancerboard.ab.ca or (403) 615-6190.

B. CALGARY AND AREA HEALTHY LIVING ALLIANCE - Workshop

The Calgary and Area Healthy Living Alliance held a planning workshop on October 27. The purpose of the workshop was to identify key areas for action that are of benefit to the Alliance as a whole – areas where our collective action can add value to the initiatives of the individual coalitions and networks. Representatives from Smoke-Free Calgary, Community Prevention of Childhood Obesity, Calgary Chronic Disease Network, Calgary Injury Prevention Coalition, Calgary Active Living (now GO₂) and community mental health service providers attended the workshop. It was agreed that for the next few months, the Alliance would focus on two key priorities:

- Supporting the Gold Standard Bylaw implementation. This bylaw will help protect all Calgarians from second-hand smoke in public areas or workplaces.
- Identifying the key messages of all Alliance member coalitions/networks and exploring areas for collaboration.

Alliance Vision: *A common voice for healthy living.*

Alliance Mission: *To support and enhance the efforts of individual Alliance members and add value for the purpose of expanding scope and broadening impact through collective action.*

For more information: lisa.casselman@calgaryhealthregion.ca



C. CALGARY CHRONIC DISEASE NETWORK – Focus on Cardio-vascular Health

With the Calgary and Area Healthy Living Alliance now active, the Calgary Chronic Disease Network (CCN) has decided to focus on cardio-vascular health. A review of the areas of focus addressed by Alliance members indicated that cardio-vascular health is an area not specifically addressed by other members. The CCN will work with residents, businesses and community groups to recognize and improve the control of high blood pressure, which is a major risk factor for heart disease and stroke. If you would like to get involved with this network please contact: Charlotte Jones (jonesc@ucalgary.ca) or Lisa Casselman (lisa.casselman@calgaryhealthregion.ca).

D. CALGARY AT A GLANCE - Update

The Calgary at a Glance online database has been active for over six months. To make sure it is up to date, please check your organization's information at this link:

http://www.hearthealthcalgary.com/glancedb/?function=show_search_form&table

If you need to add or update a resource click on:

http://www.hearthealthcalgary.com/clans/glance_form.html

There are still a few hard copies of *Calgary at a Glance* available. If you would like one contact: michele.luidier@calgaryhealthregion.ca

E. UPCOMING EVENTS

- **Measuring Community Capacity Building in Two Different Health Promotion Efforts - 12-1 pm, November 16, 2005 Room G382 – Astra Zeneca Videoconferencing Room, Health Sciences Centre, 3330 Hospital Drive NW.**

This presentation by Georgia Bell will describe the application of capacity building measures in physical activity health promotion; one was a community-wide social marketing program, the other an inner-city aboriginal partnership centre. What did we learn about the challenges of measuring a community development process? To reserve a place for this, contact bradshaw@ucalgary.ca

- **Diversity and Well-being Conference, November 16-17, 2005 – Calgary, Alberta**

The Calgary Health Region, Alberta Cancer Board and the University of Calgary Faculties of Education, Medicine, Nursing and Social Work are pleased to invite you to attend the second annual *Diversity and Well-being Conference* – designed to bring health professionals, researchers and policy makers together with communities and organizations that represent diverse populations.

Website: <http://www.calgaryhealthregion.ca/hecomm/diversity/whatsnew2.htm>

Email: diversityservices@calgaryhealthregion.ca



- **One Vision - Many Voices: Cross-Cultural / Anti-Racism Education Conference, November 17 – 19 - Edmonton, Alberta**
One Vision-Many Voices envisions an educational system which brings together multiple voices to support and build inclusive and equitable learning environments. These learning environments will reflect a deep understanding of, and commitment to, a just ethical and caring community.
Website: <http://www.ualberta.ca/~ccarec/>
- **Third Annual Putting Evidence into Practice (PEP) Workshop, November 17-19, 2005 - Edmonton, Alberta**
Participants attending this trans-disciplinary workshop will engage in small group and plenary sessions. This workshop is intended for the following groups: Allied Health, Emergency Medicine, Family Medicine, Internal Medicine, Nursing, Pediatrics, and Policy Makers. This year a condensed three-day systematic review course is also being offered. Website: www.pep.ualberta.ca Source: The SEARCH Light, September 14, 2005.
- **Determining Health Through Public Health Action, November 22-23 - Toronto, Ontario**
The Association of Public Health Agencies and Ontario Public Health Association are partnering to present a joint conference which will address these subthemes: social/economic determinants of health, chronic disease prevention/ healthy living, injury prevention, child health, infectious disease prevention and control and reshaping public health.
Website: <http://www.publichealthaction.ca/new%20files/about.html>
- **Healthy Schools: A Conference Dedicated to Improving the Physical and Emotional Health of Children in Our Schools, November 27-29th - Fredericton, New Brunswick**
The Canadian Research Institute for Social Policy at the University of New Brunswick is presenting this conference to promote the health and well-being of students by providing physical activity programs and nutritious food choices, and by helping children to make informed decisions about their health.
Website: www.unb.ca/crisp
- **Newspaper Coverage of Tobacco Related Health Issues is Rivalled by Incidental Tobacco Product Placement – 12-1 pm, December 7, 2005, BACS Centre Meeting Room #G801E Health Sciences Centre, 3330 Hospital Drive NW**
Rosemary Perry, Centre for the Study of Social and Physical Environments and Health will describe the pattern of media reporting in Alberta of tobacco issues during a two year period when tobacco control policies were stepped up. Media content analysis of the province's two major newspapers found results in keeping with the tobacco industry's aggressive new ways to promote their product. To reserve a place for this, contact bradshaw@ucalgary.ca
- **The International Union for Health Promotion and Education [IUHPE] Conference - Vancouver, British Columbia, June 11-15, 2007.**
Website: <http://www.iuhpeconference.org>



- **GO₂** is an exciting new city-wide initiative, which will encourage all Calgarians to include physical activity into their daily lives. The initiative is a partnership between community organizations in Calgary that have a vested interest in encouraging healthy, vibrant, physically active Calgarians. In spring 2006, GO₂ is set to roll out its campaign, which will include unveiling of the name, logo, and website with an update and introduction of the initial target populations. Contact Heidi Reisch at heidi.reisch@calgaryhealthregion.ca or Jason Bostick at jason.bostick@calgaryhealthregion.ca for details.

F. RESOURCES AND ARTICLES

- **The Alberta Healthy Living Evaluation Framework** – This is a companion document to the *Alberta Healthy Living Framework: An Integrated Approach*, and is now available to practitioners in the province who are moving forward their action plans in healthy living. The *Alberta Healthy Living Evaluation Framework* provides the indicators, outcomes and activities needed to accomplish the priority strategies set out in the *Alberta Healthy Living Framework*. The strategies are: Partnership Development and Community Linkages, Awareness and Education, Surveillance, Best Practices, Research and Evaluation, Health Disparities, and Healthy Public Policies. It specifically focuses on the outcomes around collaboration and integration of efforts. This is the core of the work needed across all sectors in order to reduce chronic disease in Alberta. Limited copies are available from the AHLN office (ahln@ualberta.ca) or access it on the AHLN website at www.health-in-action.org/AHLN under “What’s New”.
- The **Canadian Health Network** - This national, non-profit, bilingual website provides trusted e-health information. Its goal is to help Canadians find the information they're looking for on how to stay healthy and prevent disease.

Since 1999, major Canadian, non-profit organizations and leaders in the health care sector have partnered with the Public Health Agency of Canada to contribute and develop information found on Canadian-health-network.ca. This network of health organizations works together to provide Canadians with one of the most helpful, practical and informative e-health websites. Handy features of the site include an A-Z index, a keyword search, frequently asked questions and the “health information request” which enables visitors to e-mail their health questions to a health professional and receive a reply within 5 business days.

For more information about the Canadian Health Network visit www.canadian-health-network.ca or call 780-407-8000.

- The **Centre for Health Promotion Studies** is pleased to announce a new issue of the Shift. This issue focuses on promoting smoke-free living: Volume 7 Issue 2 (Summer 2005) Promoting Smoke-free Living. There are articles on *health promotion in the hospital setting*, *the continuing battle for smoke-free workplaces in Alberta* and *the northeast tobacco cessation projects*.
Website: http://www.chps.ualberta.ca/publications/shift.htm#vol7_iss2
- **Programming with Healthy Living in Mind** - The purpose of this resource is to create awareness, educate and provide fun and interactive ideas for activities and discussions on the topic of healthy living. Healthy eating and active living are included. Discussions and activities were designed to meet the needs of the City of Calgary, Community and Neighborhood Services Summer Programs recreation leaders and their participants, namely ages 3 - 5, 6 - 12 and youth.
Website: <http://www.calgaryhealthregion.ca/hecomm/nal/>



- **Workplace Wellness** – For a collection of excellent workplace wellness resources check out the Physical Activity Resource Centre, a member of the Ontario Health Promotion Resource System established in April 2003 to provide support to those promoting physical activity. Source: OHPE Bulletin 435.0. Website: <http://www.ophea.net/parc/themeparc.cfm>
- **Health of the Nation: A Population Health Perspective.** The Canadian Population Health Initiative (CPHI) of the Canadian Institute for Health Information has released the fall 2005 issue of *Health of the Nation: A Population Health Perspective*. This issue addresses the release of *Improving the Health of Young Canadians*, the first individual report in the Improving the Health of Canadians 2005-2006 Report Series. Improving the Health of Young Canadians highlights research relevant to understanding adolescent health and development. Analyzing data from the National Longitudinal Survey of Children and Youth (NLSCY) and the Canadian Community Health Survey (CCHS), this report explores the association between positive assets in adolescents' social environments and their health behaviours and outcomes. This report is available, free of charge, at www.cihi.ca/cphi.
- **Federal Government Announces \$300 Million for Health Promotion and Disease Prevention**
This new federal funding will address healthy eating, physical activity, and healthy weights - the key risk factors for some of the leading, preventable chronic diseases - and is balanced by complementary disease-specific investments for cardiovascular disease, cancer and diabetes. Website: http://www.phac-aspc.gc.ca/media/nr-rp/2005/2005_37_e.html
- The **Community Tool Box (CTB)** provides over 6,000 pages of practical information to support your work in promoting community health and development. This web site is created and maintained by the Work Group on Health Promotion and Community Development at the University of Kansas in Lawrence, Kansas (U.S.A). The site has been on line since 1995, and it continues to grow on a weekly basis. The core of the Tool Box is the "topic sections" that include practical guidance for the different tasks necessary to promote community health and development. For instance, there are sections on leadership, strategic planning, community assessment, grant writing, and evaluation to give just a few examples. Each section includes a description of the task, advantages of doing it, step-by-step guidelines, examples, checklists of points to review, and training materials. Check it out at: <http://ctb.ku.edu/about/en/index.jsp>
- **The Cost of Eating in Alberta** - Alberta Community Nutritionists released this document, which highlights some of the key factors responsible for food insecurity in this province - a continually rising cost of living, along with government policies that decrease income and other resources available to low-income Albertans. With over 54,500 Albertans relying on food banks and 1 in 5 children living in poverty, this important report challenges policy makers to implement solutions to address this critical issue. Website: <http://www.foodsecurityalberta.ca/library/The%20Cost%20of%20Eating%20in%20AB%202005.pdf>
- **Everybody Gets to Play** – This national initiative is intended to enhance the quality of life for low-income families and their children by removing barriers to play. Recreation is essential to building strong bodies, healthy minds and social skills. But many kids often face user fees, transportation issues, a lack of family support and barriers related to language and culture. Some don't have access to facilities or even safe places to play. Through the **Everybody Gets to Play** Initiative, the Canadian Parks and Recreation Association is creating awareness of the issue and providing the tools to help mobilize communities to provide recreation without barriers for kids without means. Website: <http://www.cpra.ca/cpra-new/advocacy/CYPI/children-youth.htm>



- **Encouraging the Abilities of People with Disabilities in Recreation and Active Living by Jillian Sawler, MA, Inclusive Services Coordinator, Alberta Recreation and Parks Association.**

Facilitating healthy lifestyles for people with disabilities does not necessarily require more money or expertise. Being inclusive is really about being open-minded. Having an open mind means recognizing that people with disabilities are whole beings. Rather than looking at people solely from the perspective of disease, injury, or limitations (Kristen, Patriksson & Fridlund, 2002), this perspective realizes that their collection of talents and abilities help define who they are. Read the article at: <http://www.centre4activeliving.ca/Publications/WellSpring/2005/AugArticle.html>

- **Alberta Centre for Active Living – Albertans’ Physical Activity** - A recent study by the Alberta Centre for Active Living shows that the number of active Albertans has increased significantly over the last five years. Currently, about 60% of Albertans are active enough to receive health benefits. This figure compares with approximately 57% in 2002 and 54% in 2000. This study was based on data collected in 2000, 2002, and 2005 for the Alberta surveys on physical activity. To see the 2005 survey on physical activity, visit www.centre4activeliving.ca/Research/ResResources.html

- **Adolescent Physical Activity: Reasons for Relapse** by Tanya R. Berry, PhD, Alberta Centre for Active Living and Faculty of Physical Education and Recreation, University of Alberta; Patti-Jean Naylor, PhD, School of Physical Education, University of Victoria; Joan Wharf Higgins, PhD, School of Physical Education, University of Victoria. Source: September 2005 Research Update, Alberta Centre for Active Living. Website: www.centre4activeliving.ca/Research/ResearchUpdate/index.htm

- **Go for Green: The Active Living and Environment Program** – This is a national non-profit, charitable organization that encourages Canadians to pursue healthy, outdoor physical activities that protect, enhance or restore the environment. We aim to inform Canadians about healthy, active lifestyle choices, and nurture commitment and action... to improve personal health and the health of the environment. Website: http://www.goforgreen.ca/home_e.html Source: The SEARCH Light, September 14, 2005.

- **Lancet Series on Chronic Disease** - This special series of reports focuses on preventing and reducing the burden of chronic disease on a global basis. The series consists of the following articles:

- The Neglected Epidemic of Chronic Disease
- Preventing Chronic Diseases: How Many Lives Can We Save?
- Preventing Chronic Diseases: Taking Stepwise Action
- Responding to the Threat of Chronic Diseases in India
- Preventing Chronic Diseases in China

Source: DM World e-Report as reported in Ontario Health Promotion E-Mail Bulletin 434.

Website: http://www.thelancet.com/collections/series/chronic_diseases

- **November Issue of Preventing Chronic Disease**

This issue includes articles on Transforming Public Health Through Community Partnerships and Prevention and Control of Chronic Diseases and Adverse Health Outcomes During Natural Disasters, as well as a wealth of other articles and information. Website: www.cdc.gov/pcd

- **Heart Health Resource Centre’s Best and Promising Practices Toolkit** – This toolkit was designed for Heart Health Coordinators and their communities in Ontario. It will assist in the review and selection of potential interventions for local implementation. The Toolkit is a database of diabetes prevention, stroke prevention and heart health/cardiovascular disease prevention interventions that academics and/or practitioners have assessed as either "best" or "promising." Toolkit website: <http://www.hhrc.net/bpt/>



- **Poverty and Health** – The fall 2005 edition of the Ontario Women's Health Network e-bulletin explores the connection between poverty and health. Website: <http://owhn.on.ca/ebulletin.html>
- **Health for Some**, by Ronald Labonte, Ted Schrecker, and Amit Sen Gupta. This book investigates the impact of globalization on human health. Although increasing affluence improves health, globalization often fails to deliver rapid economic growth and poverty reduction. Those who fall behind in the winner take all markets of global competition not only suffer from poverty and poor health, but also lose access to health care and other essential health-producing services. It is published by the Centre for Social Justice Purchase and can be purchased online for \$14.95 at <http://www.socialjustice.org/> or downloaded at <http://www.socialjustice.org/pdfs/HealthforSome.pdf> Source: Ontario Health Promotion E-Mail Bulletin 431
- **Edmonton Social Planning Council the fACTivist - Fall 2005 newsletter** - This edition explores how the social determinants of health can be applied and integrated by health care providers and governments. Website: <http://www.edmspc.com/newsletter.aspx> Source: The SEARCH Light, September 21, 2005

For further information or to submit information:

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<http://www.hearthealthcalgary.com>