

Scope of Service
Start-up (one-time only) &
Local Capacity Building: Prevention & Protection

1. *Limit Youth Access to Tobacco Products.* Studies show that the use of cigarettes and smokeless tobacco by youth is a serious health problem. Program designs will include a well thought out strategy to limit youth access to tobacco products. Activities may include, but are not limited to:
 - Surveys to assess the level of community support for retail display bans and for an increase in enforcement activity that prevents the illegal sale of tobacco products to minors.
 - Meetings with city officials, business, and community leaders to assess support for tobacco control and for an increase in enforcement activity that prevents the illegal sale of tobacco products to minors.
 - Merchant education about the problem of youth use and access to tobacco products.
 - Community mapping to assess the proximity of tobacco retailers to schools.
 - Presentations to schools and community organizations about the need to limit youth access to tobacco products by both preventing the illegal sale of tobacco products to minors and by raising awareness about the need to address youth access to tobacco products through social sources.
 - Promotional messages in the media that build support for strategies aimed at limiting youth access to tobacco products.
 - Compliance checks to enforce laws that prevent the illegal sale of tobacco products to minors.
2. *Protect the Public from Secondhand Smoke.* Research shows that nonsmokers' exposure to secondhand smoke is associated with increased levels of morbidity and mortality. Program design will include a well thought out strategy to reduce nonsmokers' exposure to secondhand smoke, including but not limited to activities that support smoke-free public and work places. Activities may include, but are not limited to;
 - Surveys to assess community support for Provincial and local ETS policies;
 - Meetings with business, community leaders, and city officials to assess the level of support for ETS policy initiatives.
 - Community education forums to build support for environmental tobacco smoke laws;
 - Promotion of messages in the media that build support for ETS policy initiatives;
 - Technical assistance to worksites in developing 100% smoke-free policies;
 - Inspection of establishments where smoking is prohibited;
 - Enforcement of existing environmental tobacco smoke (ETS) laws.

3. Surveillance of and Public Education about Tobacco Industry Marketing Practices, including product placement, promotional activity and pricing aimed at increasing smoking prevalence and the consumption of tobacco products. Activities will include, but not be limited to public education that builds support for banning retail displays.
 - Surveys to assess community support for tobacco control policy including retail display bans or restrictions;
 - Meetings with business, community leaders, and city officials to assess the level of support for further tobacco control policy;
 - Community education forums to build support for tobacco control policy;
 - Promotion of messages in the media that that build support for tobacco control policy.

Other Requirements:

1. Programs will employ a full time tobacco control program manager/coordinator.
2. The program manager/coordinator will attend monthly network planning meetings facilitated by the Lead Public Health Department in their geographic area. Participation in strategic planning activities and engaging in program collaboration are required activities. Infrastructure to facilitate strategic planning, communication and program collaboration is critical to the success of the Ontario Tobacco Strategy. Programs will be evaluated on their level of participation and cooperation as well as their effort to coordinate with other OTS initiatives and programs.
3. Programs will conduct an inventory of tobacco retailers in a format specified by the MOHLTC. (Startup)
4. Programs will conduct an inventory of public places and work places affected by new Provincial legislation in a format specified by the MOHLTC. (Startup)
5. Programs will participate in an asset mapping project documenting tobacco control resources to be developed and implemented by the Ontario Tobacco Strategy Steering Committee, through Cancer Care Ontario, at the request of the MOHLTC. (Startup)
6. Programs will submit an annual workplan in a format to be specified by the MOHLTC.
7. Programs will participate in Province-wide projects as required by MOHLTC.
8. Programs will attend training and events as required by MOHLTC.

9. Programs will use the “Smoke-Free Ontario *Identity Guidelines*” on all media, public relations, and public education products funded under this contract unless otherwise specified by the MOHLTC.
10. Programs will submit all media plans, planned public relations activities, and public education material to the Lead Public Health Department in their OTS Area for review and submission to the MOHLTC for approval before incurring any costs under this contract.
11. Programs will maintain a cost centre for this OTS project initiative, separate from any other OTS grants received from MOHLTC. Programs will submit expenditure reports in a format specified by MOHLTC.
12. Programs will submit data and reports as required by the MOHLTC.
13. Public Health Departments and funded programs must maintain a 100% smoke-free worksite.
14. Public Health Departments and funded programs will not accept money or products from the tobacco industry or those acting on behalf of the industry: This applies to all contractors providing services under this grant.
15. Compliance Checks will be conducted each quarter (four per year) to assess illegal sales of tobacco products to minors at retail outlets. Whenever possible all tobacco retailers will be checked. In areas where this is not feasible, the Public Health Department will submit a sampling design for approval to the Ministry of Health and Long-Term Care.