

Aboriginal Cancer Care Unit

Honouring the **Aboriginal Path** of Well-being

NEWSLETTER • June 2007

A Vision for the Future: Aboriginal Youth Tobacco Summit a Big Success!

From March 29-31, 2007, the Aboriginal Tobacco Strategy hosted the Aboriginal Youth Tobacco Summit. The main goal of this event was to establish a five year youth informed action plan that will:



Right Honorable Minister Jim Watson with youth participants at Aboriginal Youth Summit

- Increase youth awareness of the effects of tobacco
- Promote a healthy lifestyle
- Empower/inspire youth to become actively involved in creating a tobacco wise communities

The Aboriginal Tobacco Strategy (ATS) is a program within Cancer Care Ontario's Aboriginal Cancer Care Unit. The purpose of the ATS is to promote "tobacco wise" communities. A tobacco wise community knows the difference between traditional tobacco and commercial tobacco and has the knowledge, commitment, resources and skills to mobilize and implement strategies to promote and protect the well being of its members.

A youth and elder summit was identified as a first step towards creating a youth inclusive approach to developing tobacco wise communities. The ATS Aboriginal Youth Tobacco Summit was a critical next step to reaching the vision and objectives of the Tobacco Wise Seven Generations Plan, a long term plan that garners direction from the people on priority activities around prevention, promotion, treatment and supportive care. At the heart of all the plan lies the increased understanding of the role of traditional tobacco.

The overall goal of the Summit was to establish a youth based action plan for addressing the problem of alarmingly high rates of smoking among Aboriginal youth. Equally important was to engage Aboriginal youth in an empowering process that gave them both knowledge and skills in an interactive format.

A series of concurrent workshops were delivered with the following key elements in mind:

- Increasing knowledge about traditional tobacco and creating tobacco wise communities
- Being interactive and having fun
- Incorporating arts, music and sports
- Increasing youth self esteem
- Creating safe environments where youth can express themselves freely
- Increasing knowledge about the effects of commercial tobacco usage

A key outcome was the development of a 5-year action plan. Core areas identified were:

- Education
- Youth involvement and activities
- Parent/community involvement
- Elder involvement
- Band Council involvement / policy changes

The Youth indicated an increase in knowledge in the following areas:

- Harmful effects of tobacco
- Original relationship Aboriginal people have with tobacco
- Aboriginal health statistics linked to tobacco
- Tobacco timeline
- Increase in motivation to participate in campaigns against commercial tobacco usage

Close to 200 Aboriginal youth, from on reserve, off reserve, Métis and Inuit communities participated in the Summit.

Check out photos from the Summit event at www.tobaccowise.com

Feature Recipe

Pickarel Fillets with Red Peppers and Onions

1 tbsp olive oil
1 sweet red pepper, cut in thin strips
4 thin slices onion
1 tsp minced garlic
½ tsp dried oregano or basil
1 lb pickarel fillets, cut in 4 pieces
Pepper



In a nonstick pan, heat oil in medium heat. Add the red pepper strips and cook for 3 minutes, stirring the peppers quickly in the pan.

Separate onion into rings and add to the pan along with the garlic and oregano or basil. Cook for 1 minute. Push vegetables to edge of the pan.

Add the fish. Cover and cook for 3 minutes. Turn fish, cover and cook for 2 to 3 minutes longer or until the fish flakes with a fork. Season with pepper and a little salt.

Spoon the vegetables over the fish and serve.

Adapted from: Lindsay, Ann (1991). **Lighthearted Everyday Cooking**. Toronto, ON: Macmillan Canada.

Did You Know... What It Is?

Semma is another word for traditional tobacco. Traditional ways to use semma (tobacco) include the following:

- putting semma into our sacred pipes to communicate to the Spiritworld where all of our ancestors have gone on before us. We do not inhale the sacred smoke that comes from the pipe. When the smoke rises, it is taking our prayers with it, up to the Creator and all of our relatives who have gone on before us.
- making an offering of semma on your daily walk. Each day, lay down some tobacco as you say prayers and give thanks for all that the Creator has given you.
- using in our sacred ceremonies.



(Source: <http://www.canadian-health-network.ca/servlet/ContentServer?cid=1007038&pagename=CHN-RCS%2FCHNResource%2FFAQCHNResourceTemplate&lang=En&c=CHNResource>)

Shoal Lake project – Too Cloudy to See

Studies have shown tobacco messaging is more effective when combined with other issues affecting youth. In 2006 the Aboriginal Tobacco Strategy (ATS), a program of the Aboriginal Cancer Care Unit (ACCU), asked Aboriginal youth across Ontario how they would like to be involved in an Aboriginal Tobacco Strategy. The survey results indicated that youth prefer to be engaged in the arts, media and sports activities as methods for involvement. Based on this feedback we put out a call for proposals for community based projects that would:

- utilize these activities as healthy and positive alternatives to commercial tobacco use;
- provide youth with meaningful involvement and empowering experiences;
- encourage community partnerships; and
- support Aboriginal young people to becoming tobacco wise.

A highlight of this year Community Based Capacity Building project is Iskatewizaagegan No. 39 Independent First Nation. The Isobel Pinesse Memorial Health Centre collaborated with David Kejick School's Junior Chief and Council to engage their young people in a meaningful and an empowering media experience. The purpose of "Too Cloudy To See" tobacco wise project was to create and produce a DVD with "Anti-Smoking Public Service Announcements" that addressed the dangers of smoking. With the assistance of a production company, "Big Soul Productions", seven members of the Student Council creatively wrote, energetically performed, directed and produced three Anti-Smoking public service announcements:

- **"Scary Movie 5"** A 60 second suspense packed thriller about the dangers of commercial tobacco lurking in the shadows and wondering if our heroes will escape the deathly grip of a killer that wanders amongst them...
- **"Smoking: It Wasn't His Choice"** A 45 second dramatized look at the harsh reality of the environmental dangers of second hand smoke; and
- **"Smoking Kills"** A 48 second anti-smoking announcement on the growing statistics involving tobacco use.

These PSAs are newly finished and hot off the press! We expect them to be well received as the youth involved have come up with some very creative ideas to promote tobacco wise communities. Great job, Shoal Lake!

To learn more about this project please contact Vernon Fair, Health Director in Shoal Lake, 1-807-733-3318 or vfair@onehealth.ca

First Nations Mass Media Campaign is Coming Your Way!

In 2005/06 the Aboriginal Tobacco Strategy (ATS) launched a tobacco wise mass media campaign geared towards urban Aboriginal youth in Ontario. Youth were asked for input on developing messages that would get their peers talking about tobacco and de-normalize the use of poisonous, commercial tobacco.

This year ATS is once again launching a campaign of radio ads and posters, but this time, the focus is on First Nations youth.

We have taken our tobacco wise messages on the road and visited with youth living on reserves in First Nations communities to get a sense of their feeling and ideas about youth and tobacco.

Based on this feedback, two 30 second public service announcements (PSAs) were created and will be played on 34 radio stations in First Nations communities across Ontario. The campaign goal is to raise awareness about the difference between traditional tobacco used in sacred ceremonies, and the use of poisonous, commercial tobacco like cigarettes.

The ads will air four times daily from August 2007 through November 2007. Posters supporting the tobacco wise message will be sent to schools and community centres in First Nations communities across Ontario.

Visit www.tobaccowise.com to check out the look and feel of the new campaign and listen for the PSAs from your local radio stations!



Youth focus test group at Cape Kroker

Resources

The Four Sacred Medicines – information on traditional tobacco and its uses from the Anishnawbe Health Toronto
http://www.aht.ca/resources/brochures_and_reports

Aboriginal Youth Network – Tobacco
A website for youth created by youth. This website offers cultural approach to addiction and recovery. It helps the reader understand why they smoke and what they can do to stop. The medicine bag contains tools and techniques to stop smoking and stop yourself from sabotaging your own success.
<http://www.ayn.ca/quit/en/home.asp>

Canadian Cancer Society – Smokers Helpline
(877) 513-5333 This free telephone service offers information and support for smokers who want to quit, may be thinking of quitting, have quit and need support or for families and friends who want to help a smoker.
www.smokershelpline.ca

Smoke Free Ontario, Ministry of Health Promotion
Visit the Ministry website geared for youth, a group most at risk of starting to smoke, that's fun, interactive and educational.
www.stupid.ca

If you are interested in any information or would like to find out more please feel free to contact our office.

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Take a look at our website for up-to-date information.

www.cancercare.on.ca
http://www.cancercare.on.ca/Index_AboriginalCancerStrategy.htm

JOACC PTO membership list

Nishnawbe-Aski Nation
Association of Iroquois and Allied Indians
Union of Ontario Indians – Anishnabek Nation
Grand Council Treaty #3
Independent First Nations
Métis Nation of Ontario
Ontario Native Women's Association
Ontario Federation of Indian Friendship Centres

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Cancer Care Ontario is an umbrella organization that steers and coordinates Ontario's cancer services and prevention efforts so that fewer people get cancer, and patients receive the highest possible quality of care.