



**Knowledge to Action: Engage, Enable,  
Inspire**

**Quit Club – Together We Can**

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# Learning Outcomes

In this session, participants will:

- ◆ understand the need to continue to address tobacco use in secondary schools.
- ◆ identify key components needed to implement effective youth tobacco cessation strategies.
- ◆ increase awareness of the benefits and successes of collaboration practices to implement effective public health initiatives.



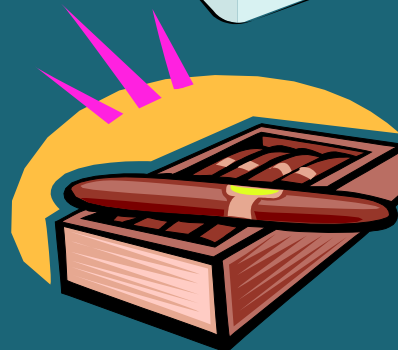
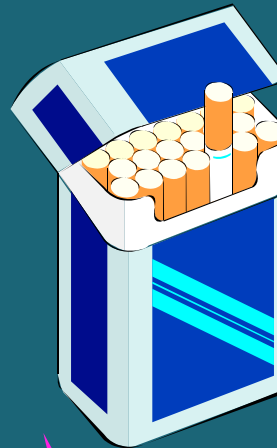
# Background

- ◆ Tobacco use is a significant issue for youth.
- ◆ Much of best practice/evidence for cessation available, deals with the adult population.

## Spit Tobacco - flavoured



## Snus



Hookah (water pipes)

# Setting the Stage

- ◆ Secondary School nestled within residential neighbourhood.
- ◆ Longstanding history.
- ◆ School involved in Tobacco Prevention initiatives.
- ◆ Progress needed to fully address issue.



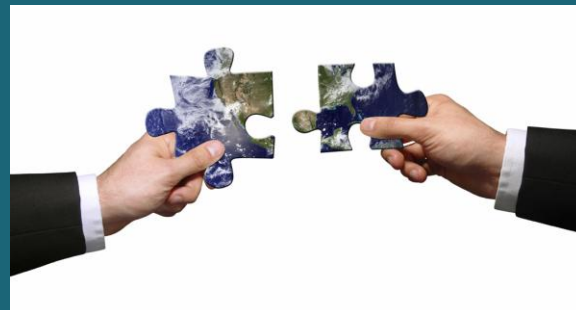
# Collaboration of Healthy Schools Program and Tobacco Program

- ◆ *Health issues identified as being a problem at the school (all respondents)*
  - ◆ Smoking/chewing tobacco was #2.  
Smoking marijuana was #1.
- ◆ *The single health issue you want most to see addressed (all respondents)*
  - ◆ Smoking/chewing tobacco was #1.
- ◆ **Tobacco was also the top student health issue identified.**



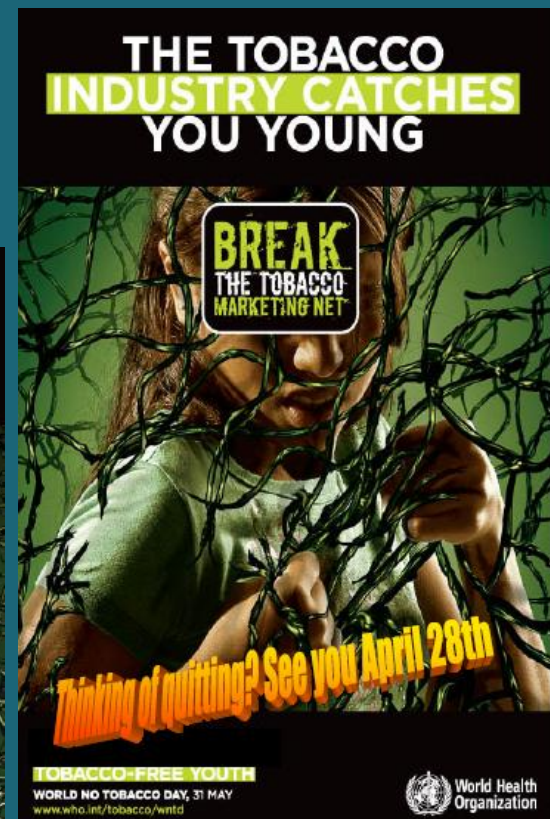
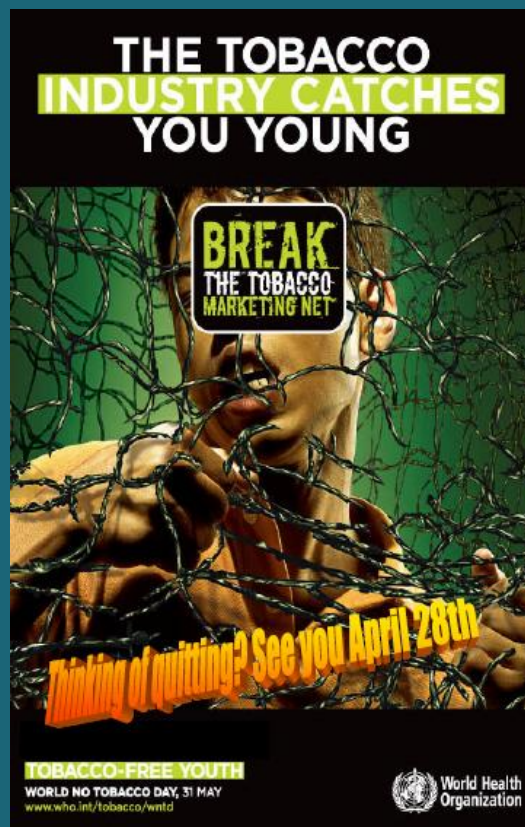
# Together We Can

- ◆ Students, Guidance, Administration, Teachers, Public Health Nurses
- ◆ Hart's Ladder of Participation
  - ◆ Youth engagement strategies implemented
- ◆ Ministry of Health Promotion – High School Grant Funding



# If we build it, they will come

- ◆ Create excitement
- ◆ Recruitment and registration
- ◆ Media coverage
- ◆ Implement the program



# In the beginning

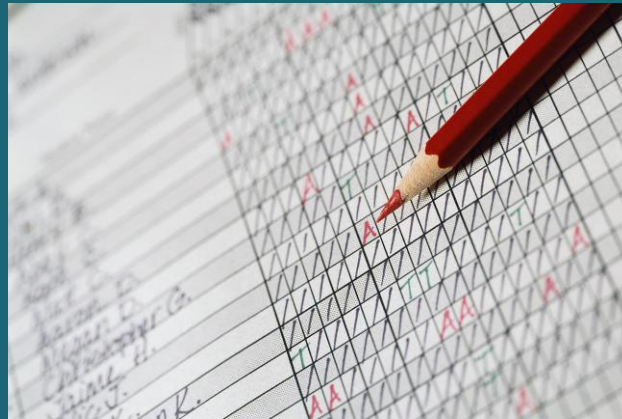
- ◆ One lunch hour per week for one month (4-5 sessions).
- ◆ Each session divided into four parts:
  - ◆ attendance
  - ◆ food and info
  - ◆ activity
  - ◆ free time





# Attendance

- ◆ Reminders sent for each session.
- ◆ General PA announcement read the day of the program
- ◆ Attendance taken for tracking purposes



# Food

- ◆ Healthy Food Choices
- ◆ Welcoming Environment
- ◆ Relaxed Atmosphere



# Info

*“I learn what I believe as I hear myself speak”* Bill Miller

- ◆ Always Interactive
- ◆ Cessation Intervention strategies implemented.
- ◆ Smokelyzer – CO testing



# Method to the Madness

Themes/Info discussed at each session is purposeful and evidence-based in the Smoking Cessation literature and include:

- ◆ Decisional Balance – pros and cons
- ◆ What Does Smoking Cost
- ◆ Confidence, Importance, Readiness
- ◆ Other successes they have had in other areas of their life
- ◆ Tobacco Industry Denormalization messages
- ◆ “How has your smoking changed since last week?”



# Activity – Students' Choice

Purpose was to allow students the opportunity to try an activity that they could then substitute for smoking:

- ◆ Kickboxing
- ◆ Board/Card Games
- ◆ Arts and Crafts – painting, sketching, knitting, crocheting
- ◆ Gaming – Guitar Hero, Dance Revolution
- ◆ Teacher – Guest Speaker



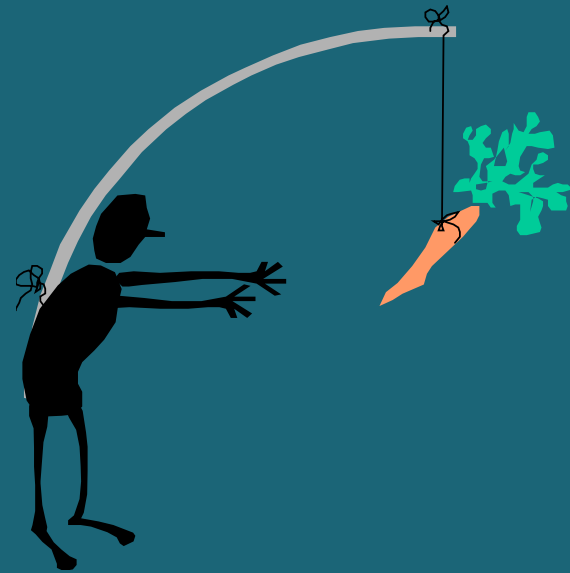
# Free Time

- ◆ Sessions ended 15 minutes prior to the beginning of the next class to respect their need for “down time”.



# Incentives and Giveaways

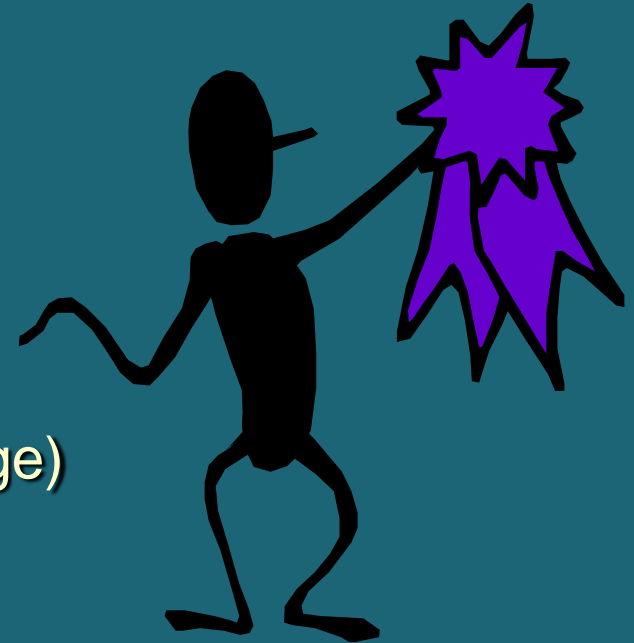
- ◆ Quit Kits
- ◆ Cafeteria cards
- ◆ Sugar-free gum and candy
- ◆ Swag



# Acknowledgement

What was deemed “success”?

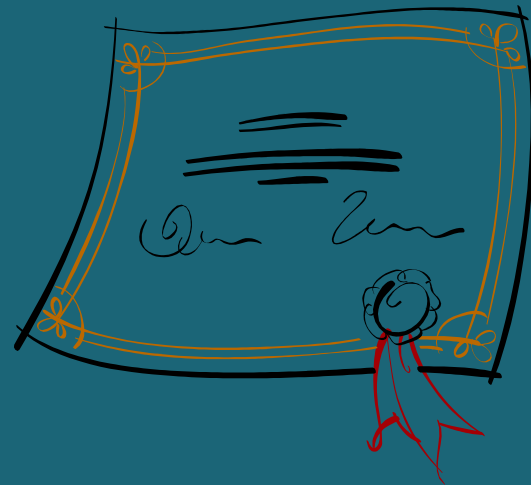
- ◆ Attending/regularly
- ◆ Participating
- ◆ Behaviour Change (Stages of Change)
  - ◆ Reducing
  - ◆ Quitting





# Celebrate

- ◆ Certificate of Participation was presented by the principal at the final session.
- ◆ Students were recognized for their success.



# From Program to Club

- ◆ Began as two programs a year (fall and spring) for 2.5 years.
- ◆ Transition.
- ◆ Now is a regular school club with a staff advisor and meets regularly following same principles.



# Quit Club – Together We Can

- ◆ A successful, innovative and fun youth-centred tobacco cessation club can be implemented and sustained with the collaboration and partnership between health unit program teams and the school.



# Thank You

Questions/Comments?



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