



# BOARD REPORT

Friday September 22, 2017



## PROGRAM REPORT SEPTEMBER 2017

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### Working with the Grey Bruce communities to protect and promote health

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#### **Tobacco Use Prevention Partners with Local First Nation Communities**

The Tobacco Use Prevention program had a focus in 2017 to build relationships with local First Nation communities.

This summer was the first time the Grey Bruce Health Unit Tobacco Youth Advisor partnered with the Chippewas of Nawash. After meetings with Nawash Health Centre staff, it was determined the best approach was to connect with the Youth Worker at the Centre. A “Tobacco Myth vs Fact Challenge” workshop was held on July 14 with five First Nations youth attending. Using Kahoot!, a game-based learning platform used as educational technology in classrooms and other learning environments, the youth explored issues around the environmental effects of tobacco, tobacco industry practices and smoke-free tobacco laws. A pig’s lungs demonstration on the health effects of smoking was a highlight with participants sharing images on social media. The youth expressed interest in working on a project in their community and plans are underway for next steps.

The Tobacco Use Prevention program continued its partnership with Saugeen First Nation. On August 1, ten youth from the C-Butts Youth Crew gathered at Sauble South Beach to raise awareness about the environmental effect of cigarette butts. Splitting into two groups, the youth provided beachgoer giveaways and paper ashtrays, if needed, and walked the beach with a giant earth ball and carrying signs promoting respect for the environment. Beachgoers praised the youth for their involvement and for spreading awareness about this issue.

Following up on the beach event, workshops were held at the Aaron Roote Memorial Youth Centre by the Tobacco Youth Advisor and staff from the Lake Huron Centre for Coastal Conservation. During the health unit presentation, youth took part in an interactive trivia game using the Kahoot! online platform. This activity focussed on the various types of commercial tobacco and associated health risks. The pig’s lungs were again used to demonstrate the health effects of smoking. Youth took part in role-playing scenarios to practice navigating situations they may face with commercial tobacco and peer pressure.

## Breastfeeding Friendly within Grey Bruce Faith Communities

As part of the effort to increase local breastfeeding rates, the Breastfeeding Friendly Business Tool Kit and breastfeeding sticker are being shared with faith communities throughout Grey Bruce. This includes the Catholic Diocese, Evangelical/Ministerial Associations and Spiritual Care across both counties, including First Nation Communities.

When faith communities endorse the Tool Kit, they are supporting and normalizing breastfeeding within their places of worship. Women are more likely to start and continue breastfeeding if they receive support within their community. The response to this initiative has been positive, with breastfeeding supportive stickers being posted in a variety of local churches.

On August 21, the Grey Bruce Health Unit partnered with Hanover Hospital and the Hanover Family Health Team in a deputation to Hanover council requesting support for the Grey Bruce Breastfeeding Friendly Business initiative. Council approved the distribution of the stickers and agreed that mothers can breastfeed anywhere, anytime. Other municipalities in Grey Bruce supporting this initiative include Meaford, Thornbury and South Bruce Peninsula.

By using the Breastfeeding Friendly Business Toolkit and displaying the sticker, an organization, business or faith community demonstrates to families, expectant mothers and the wider community that breastfeeding is normal and supported in Grey Bruce.

