



# Wadd's New?



~ The BCCA Prevention Program Newsletter ~

Volume 2 Issue 2

Summer 2004



I can tell that it's summer in the Okanagan because the SunWise Guys are everywhere. I'm not quite sure how they do it because I know that there are only six of them ... Laura Todd and Lisa Jacques in Kelowna, Geordy Reid and Megan Rogers in North Okanagan and Laura Beliveau and Shea MacDonald in South Okanagan. Valley communities now expect to see them not only in the schools and on the beaches, but also at wake board competitions and rock concerts! However, they could not do their jobs without some support from the community too – and I would like to thank all those who have donated time, effort and resources to make 2004 another successful year, particularly St Michael's Church in Kelowna for allowing us to store all the SunWise materials in their basement yet again, and Mr Barry Grapentin of Shoppers Drug Mart for supplying sunscreen samples to hand out.

The rest of the prevention program has been busy too. The revisions to the kindergarten/grade one resource *Better Choices* are complete and will be ready for the new school year. Our teen support resource *Getting Through* has also been revised following its piloting in Summerland. We are now seeking a funding collaboration to get it printed and into the schools.

We recently won funding (\$20,000) from the Canadian Tobacco Reduction Control Initiative (CTCRI) to research how relevant teen smoking prevention/cessation initiatives are to teens themselves. This research will start in September and conclude in May 2005 and will be conducted in collaboration with Dr Chris Lovato of UBC and with Eleanor Taylor, The Tobacco Reduction Coordinator based in Penticton. We hope that one outcome will be a resource that we can offer to high schools. In May, I was fortunate enough to attend the 18<sup>th</sup> World Health Conference on Health Promotion and Health Education in Melbourne to present a paper on *Better Choices*. There was a lot of interest generated and I handed out 5 resources and 120 fliers. I also met with a member of the Melbourne Rotary Club (Rotary fund this resource) to see if they would be interested in a similar collaboration Down Under. They were, and the wheels are now in motion to introduce it to schools in Melbourne. Australia leads the field in prevention and the conference itself was an amazing experience



... rubbing shoulders with so many of the 'big names' in prevention was exciting. Listening to them was even better ... every one of them stressed the need for community involvement, ownership, empowerment, and for people "to do", rather than "be done to". Our very own prevention program is pretty close to what the Australians with all their many years of experience are doing – you should all be very proud of what you've accomplished in a comparatively short time.

As you know, Dr Treena Chomik and her assistant, Heather McLeod Williams, are externally evaluating the program. Some of you have been interviewed either in person or by phone – thank you for giving yet more of your time. I requested that an interim paper be prepared to share with you and I delayed this issue until I could include that report. An interim report on the interviews conducted with Agency administration was not included. Below is a synopsis of the preliminary findings based on 46 interviews with members of the community involved with the program: Dr Chomik cautions that these findings should be interpreted with caution as a complete analysis has not yet been conducted.

## In this Issue:

- ✓ Summertime activities
- ✓ Evaluation Results
- ✓ Community Reports

## North Okanagan

- Overall, there is very strong support for the BCCA Cancer Prevention Program in the North Okanagan.
- Respondents felt that there was strong encouragement to participate in the planning and implementation of project activities. Various interest groups and people with diverse interests and perspectives contributed to planning activities. The main challenges cited were time commitment and continued involvement in projects.
- Almost all of the respondents felt that leadership (both formal and informal), in a variety of project activities, is actively encouraged. Also, many respondents felt that the strong leadership and support provided by the coordinator has been the key to the success of many programs and initiatives.
- Some of the benefits for those involved in planning and implementing project activities included: learning how to do curriculum development (school-based project), networking skills, public speaking skills, facilitation skills and proposal writing.
- It was felt by most respondents that project members have identified and accessed a number of resources, both from within and outside the community.
- In terms of awareness of the North Okanagan Cancer Prevention Program, many respondents felt that the general community was aware of the program. There was greater awareness of some programs and initiatives within the specific target group that the programs served. (ie. school-based programs)
- The majority of those interviewed felt that, overall, the project had a moderate to high impact on increasing the cancer prevention knowledge, skills and behaviours, and attitudes, among project participants. Also, most felt that the project addressed the needs of the community.
- The majority of respondents indicated a high level of satisfaction with the cancer prevention program, and felt that the cancer prevention program should be expanded both within this community and to people province-wide.

## Kootenays

- ◆ Overall there is strong support for the BCCA Prevention Program in the East Kootenays.
- ◆ Nearly all of the respondents felt that there is strong encouragement to participate in project planning and implementation. It was frequently mentioned that the majority of those involved in project planning and implementation become involved because they had been touched by cancer in some way or worked (or had worked) professionally in the health field. Time commitment was frequently cited as a challenge to participation.
- ◆ There is a strong feeling among participants that committee members are encouraged to take a leadership role and “take initiatives and run with them”. It was not felt that there were many “formal” leadership development opportunities. Respondents believe this reflects the fact that people involved in planning and implementing project activities are “natural leaders”.
- ◆ It is clear that project members have accessed a number of resources from within the community and, to a lesser extent, outside the community (such as the provincial government or non-profit foundations.)

- ◆ There is a strong feeling among project participants that a significant number of partnerships have been developed in the community as a result of the cancer prevention program. However, there was a feeling among some participants that the majority of the effort and work has been concentrated in Trial.
- ◆ There was a strong feeling that the prevention project had addressed the needs of the community. The principal needs identified at the project onset were the need to address the misperception of high rates of cancer in the region (related to local industry), and the feeling that cancer was inevitable.
- ◆ There was the perception among interviewees that the BCCA prevention project was not well known to the general community. However, most of the respondents rated the impact of the program (in terms of knowledge, attitudes, behaviours and self efficacy related to cancer prevention) as moderate to high.
- ◆ Some of the issues that impacted the work of the cancer prevention program were: the perception of the high rate of cancer in the East Kootenays, the fatalistic attitude among many community members (cancer is inevitable), and the confusion of the BCCA prevention program with the Canadian Cancer Society efforts and perceived duplication and/or competition of services.

the **FINDINGS**

**South Okanagan**

- ◆ Although the South Okanagan Cancer Prevention project is in its infancy, a tremendous amount of work has been conducted in a short time frame.
- ◆ The majority of project activities are directed toward school aged children. All participants felt that a solid foundation, in terms of partnerships and networks, has been developed in this area. This is particularly the case with the youth who are strongly encouraged to partake at all levels of program planning and implementation.

**COMMUNITY NEWS**

**NORTH OKANAGAN (Wendy Aasen & Lori Borchert)**

**SunWise**

Things are heating up around here with our sunny Okanagan weather and the SunWise Guys... Megan Rogers and Geordy Reid are keeping busy in the schools and at community events. This year we will be doing an "Umbrella Pilot" to see if beach and park patrons will use shade structures if they are provided free of charge on-site. This summer we will start to delve into sun protection policies at schools, sporting clubs, and outdoor recreation programs.

Coming soon is the new and improved SunWise Guys website at [www.sunwiseguys.com](http://www.sunwiseguys.com) Added to the site is an elementary and high school power point presentation for educators.

As usual you will find the "Guys" wearing their bright yellow shirts and bucket hats and just about everywhere you find people and the sun.

**Nutrition Policy**

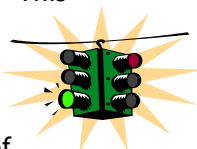
The school pilot has wound up but it isn't over. School District #22(Vernon) has decided to develop district nutrition policy for both Secondary and Elementary schools. I have been asked to sit on the committee that is comprised of teachers, administrators, and parents, as well as our community nutritionist, Donna Antonishak. This is an exciting development and we feel very encouraged because our efforts have been recognized and valued. We anticipate that many other districts will follow suit.



Wendy grilling CHBC's Ken MacGillvary at the Vehicle Emissions Clinic

**Tobacco-Free Signage**

This initiative is still in the works, but the funds are in place, and the sites identified. This committee will next seek the green light from local politicians and soon patrons of sporting facilities will be able to breathe a little easier.



**North Okanagan Healthy Living Alliance**

This committee continues to meet to determine how partnerships in the community can influence and reduce the incidences of chronic disease. Recently, there has been a renewed interest in developing cycling paths in the city of Vernon. The Changing Lanes Project, funded through a grant from the Government of Canada Climate Change Action Fund, got the wheels turning and there is hope that further funding will allow the many initiatives to

continue. One of the results of this initiative was a **Cycling Advisory Committee**. I have been attending the committee meetings as a link to the health community because environmental issues are health issues. Recently we were able to bring this information to the North Okanagan Healthy Living Alliance and the discussion revolved around how we can work together to create and sustain healthy and active communities.

## Air Quality

We certainly have been busy Clearing the Air! In March we helped our Regional District host the 2<sup>nd</sup> annual Great Okanagan Wood Stove Exchange Program. In April we organized a Fire Smart Community Meeting in a local rural area where Ralph Adams, Air Quality Meteorologist, spoke to the crowd about local air quality issues and in May we once again hosted Environment Canada's Let's Drive Green Vehicle Emissions Clinic.

In preparation for June 2, *Clean Air Day*, we partnered with our local Science Centre to conduct a

Climate Change and Air Quality workshop for Grade 6 students. We did this with funding from Environment Canada and the Ministry of Water, Land and Air Protection. We were able to purchase an interactive air quality display for the Science Centre in addition to hosting a fun and informative day for the students that included a safe cycling workshop and a free BC Transit ride (alternate forms of transportation) to the Science Centre for a mock town hall meeting to debate air quality issues.

Last but not least, our Regional District implemented an Air

Quality Stakeholder Committee with a mandate to develop an Air Quality Management Plan. Wendy and I were invited to represent the public on this committee. We've had two meetings so far and we look forward to working with other community partners to finding solutions to our local air quality challenges! Recently we had the privilege of bringing in Dr. Ray Copes, Medical Director of Environmental Health from the BC Centre for Disease Control to talk to the committee about health effects. There is no doubt that what we put into the air impacts our health!

## KOOTENAYS (Harold Stanley)

New initiatives and partnerships continue to keep the Waddell Project's Kootenay division very busy. The summer break will allow us to catch our breaths and prepare for new and continuing programs in the fall.

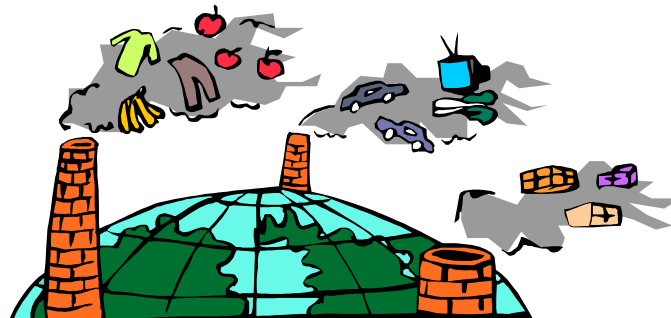
### Rossland Secondary School Nutrition Committee

The Committee continues to meet on a regular basis and has made some important strides in its effort to introduce healthy food alternatives at RSS. In March,

Alisa Senecal (a grade 10 student at RSS) was hired on an honorarium to help us market our agenda to the student body. Alisa has done an excellent job and we are pleased to announce that she will be with us in the fall.

A parent survey was conducted in April with 25% of RSS parents filling out and returning them. The return represents 30% of the student population, a good return for these types of surveys. Some of the more significant findings include: only 72% of parents indicated that their children eat breakfast everyday; 78% indicated their children take lunch to school

each day (the school has no cafeteria and only junk food in the vending machines) and; 43% of parents didn't realize what was available from the vending machines - the only food source in the school - although 10% depended on it for their children's lunch. In addition 90% of parents who returned the surveys felt their children had a healthy diet, but only 78% thought their children would make healthy food choices on their own.



A student survey was sent out in June with 145 returned, about 38% of the student population. Results haven't been analyzed yet but we hope to compare students' responses with parents' on similar questions as well as get their preferences for healthy food alternatives.

The Committee has prepared an action plan for the fall which includes a poster contest promoting nutrition and a strategy for getting nutritious food into the school that includes an agreement with a local grocer to get fruit, veggies, dips, muffins, bagels etc. at cost and having the food sold at lunch hour by RSS student groups as fund raisers, with the students keeping the profits.

### You are the Target Tour

Author/presenter and anti smoking activist Ginny Lovell's "You are the Target Tour" of the West Kootenay (the result of a collaboration between the Waddell Project and Interior Health) was a big success. Ginny spoke to over 500 students at 3 schools in the Castlegar and Trail areas. The tour was well received by students, staff and the local media, including Shaw Cable, which taped the presentation and showed it several times over the ensuing weeks (a copy of the tape is available through our Trail office).

A front-page article on the tour detailing how the tobacco industry continues to target children spurred a response in the form of a letter to the editor from the tobacco industry and a subsequent reply from Ginny. Ironically the day the tobacco industry's letter was printed there was a story on CBC Radio about a concert sponsored by Benson and Hedges at the University of Lethbridge. The concert featured young women dressed in cigarette boxes and a contest draw where

entrants, who gave their home addresses, were sent magazines filled with tobacco ads. I wonder if anyone bothered to ask the contestants their age?

### Abortion and Breast Cancer

One of the purposes of The Waddell Project is to try and dispel myths and misconceptions regarding cancer and cancer prevention. In April I was approached by members of the public concerned about an ad, sponsored by a pro-life group, which was appearing in the local media that linked induced abortion to an increased risk of breast cancer. After consulting with BCCA researchers a letter was drafted, after approval from the Waddell Project Steering Committee, and sent to local papers disputing the claim based in part on a comprehensive study of the subject published in the March 27 edition of the British medical journal The Lancet. This is yet another example of how being responsive to local needs and concerns leads to better understanding and education, hopefully nipping a potential myth

in the bud before it becomes part of local "fact".

### Vertical File Library

A vertical file library sponsored by The Waddell Project at the Trail and District Public Library was launched in April. The file library contains up to date information on healthy lifestyles, including diet, exercise and sun protection, as well as information on various types of cancer. The Steering Committee has now requested that a similar library be established in Castlegar.

### Walking School Buses

The school year ended with 4 walking school buses operating at local schools. Based on the past two years experience we now have a clearer understanding of what works and what doesn't. Going with a 5 day a week walking school bus has proved to be very difficult. While starting off well they tend to lose momentum and volunteers. Occasional special events, such as International Walk to School Day and Clean Air Day, help energize the "buses" but only for a short time.



What works better is a Walking Wednesday format, which relies on fewer volunteers but is consistent enough to maintain interest. We also had a break through this year by getting the regular school buses to drop students off, who have signed permission slips from their parents, at the start of the walking school bus routes. This has meant that up to 40 students are participating every Wednesday morning at Twin Rivers in Castlegar and Glenmerry in Trail. Another idea that seems to keep numbers and interest up is handing out incentives such as swim passes as rewards for walking.

Helping organize the walking school buses has proven to be more time consuming than anticipated and I hope to use excess funds in our operating budget to hire someone on a part time basis in the fall to help with the organizing and promotion of school walking programs, including the possibility of a new program in Fruitvale.

**Trail's Walking Trails**

The Waddell Project has been asked to help coordinate the efforts of a number of groups in Trail that are organizing walking routes.

Working through



Communities in Bloom, which promotes Trail by sprucing up its looks and image, I've met with several groups, including the Rock

Wall Project, the organizers of The Terry Fox Run, and the Trail Historical Society, to see if we can work together to promote Trail as a "walking city". The Waddell Project hopes to provide some capital funding to these groups to promote their walks and have commentary included in the promotion of their walks that describe the benefits of walking and the length, altitude gain and potential calories burned from doing each walk.

**Nicotine Intervention Counseling Program**

The second organizing meeting regarding the introduction of the NIC smoking cessation program to the Trail area was held in May. NIC has 3 components: individual



counseling; pharmacological support, and; relapse prevention. There will be 2 levels of counselors, those with a health background and those without. Non IH employees will be associate members and will be trained based on need. A NIC Advisory Committee, which we will be part of, will also be formed to advise IH on the design and implementation of the community based NIC program.

The next organizing meeting, which has been well attended by Waddell Project members, will take place at the beginning of September with NIC counselor training taking place at the end of September. It's hoped the program can be up and running by Christmas.

**Community Events**

The Waddell Project continues to increase its community profile by participating at community events. In the last couple of months we've had displays at Trail's Silver City Days; the Trail Wellness Fair; Canadian Cancer Society's Relay for Life; the Trail and District Public Library to promote our vertical file library, and; setting up our walking school bus display 3 times to promote our school walking programs as well as Clean Air Day. In September we've been invited to set up a display at The Castlegar United Way's Wellness Fair as well as make another presentation to the Trail Women's Walking Group. We hope to update our interactive games, as we believe many people have memorized the correct responses from doing the games in the past!

**The Future**

Future projects include: updating our web site (finally!); working with various agencies in the area



to see about getting low cost fruit and veggies to low income people (in particular getting people with fruit trees to donate their fruit to food banks etc. rather than leaving it on the ground); coordinating walking trails in Trail; hiring someone to assist in organizing and promoting school walking programs; introducing the Better Choices program to local schools; continuing with the Coffee Mate articles on cancer prevention, implementing the RSS Nutrition Committee's action plan, and; getting a vertical file library on cancer and cancer prevention organized at the Castlegar Public Library. Whew! I'll let you know next issue how much we were able to accomplish!

The summer edition of Wadd's New of course starts with an update on the SunWise Guys!

Laura Beliveau who was with us last year and Shea MacDonald the new 'Guy' on the block will be getting the sun safe message out there. SWG III – SunWise Guys team 3- start July 2<sup>nd</sup> and we hope to present and talk with more than the 6000 people we did last year. Our area goes from Peachland to Naramata. We have already had our picture in the Penticton Herald and Summerland Review. I think it will be a great summer and the message of sun safety will be reinforced through games and activities again this summer.

### Elementary School Activities

#### The Better Choices Resource (gr. 2/3)

The 2/3 Unit of the resource sponsored by the local Rotary Club is now in Trout Creek Elementary and will be introduced to Giant's Head School in the fall. The k/1 Unit will be introduced at that time also.

#### K-2-5 Health Club

For the past academic year, grade five students at Trout Creek School were active within the school promoting healthy lifestyles. The students presented various skits- healthy food, sun safe, exercise- at the monthly assemblies. They also ran a session of indoor (Feb/Mar) and outdoor (May-Jun) activities for the students in grade 1-3.

#### DASH Grant

Trout Creek School has continued with its DASH Grant plans. There have been two bag lunch "check-ins" with one more already scheduled for the fall. The idea behind the check-in is to have students compare their to the

### High School Activities

#### Kick the NIC

After our ten sessions as a group, facilitators and participants decided it would be of value to present to the elementary schools that **don't start** message. Two of the participants, Ashley Gregson and Janet McDuff and the three facilitators, Tara Commandeur, Lauren Bell and Ben Krieger presented to seven classes (grades 3 through 5) at the two elementary schools in town. These presentations went well and both the presenters and the participants gained from the experience. One of the Kick the NIC participants said that being part of the presentations would help her on her route to quitting smoking. The evaluation responses from the teachers included -'very respectful of student's answers to questions', "gave lots of opportunities to participate and share ideas", "didn't "speak down" to younger students'. Students reported that "really liked it" and found the games "cool" and "interesting".

#### Food Policy

A group of five students, a teacher and two parents gathered together to look at food policy within the high school. As a group we felt the school was already doing some things well, so we were worked to maintain those while assessing what areas do need to improve. This will continue into the next school year. As a group we also were looking at how to profile health attitudes within the school.

Canada Food Guide. Each student has a place mat, which they



decorated with the food guide. There was also a contest to design the best fridge magnet to promote healthy eating. The final result was a combination of two entries: a colorful **EAT HEALTHY** beside an apple with an A+ inside it. The students took the magnet

home with a questionnaire to return for a prize. The responses will be analysed in the next few weeks.

#### Walking School Bus

Many great things start in small ways! There was a small group of parents from Giant's Head School who were interested in the idea of the walking school bus so they did a trial run for about six weeks with a "bus trip" home on Tuesday after school. There were about 8-10 children involved and three different volunteer drivers. Come September I hope we will be able to expand the bus service to other students and their families that are interested in the idea.

