

7. PROGRAM TRAINING AND CONSULTATION CENTRE-
COMMUNITY EDUCATION CAMPAIGNS TO SUPPORT
THE ONTARIO TOBACCO STRATEGY

COMMITTEE RECOMMENDATIONS

That Council approve the awarding of:

- **\$270,713 to the Council for Tobacco Free Ontario (CTFO) to carry out activities from April 1, 1998 to March 31, 2000 under the Community Education Campaign project.**
- **\$59,385 to the Centre for Health Promotion, (CHP) University of Toronto to carry out activities from April 1, 1998 to March 31, 2000 under the Community Education Campaign project.**
- **\$44,050 to RBJ Health Management Associates a partner of PTCC, to carry out activities from April 1, 1998 to March 31, 2000 under the Community Education Campaign project.**

DOCUMENTATION:

1. Deputy Medical Officer of Health's report dated 6 Apr 98 is immediately attached.

NEXT ITEM: page

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
 MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
 RAPPORT

Our File/N/Réf. 597-00074
 Your File/V/Réf.

DATE 6 April 1998

TO/DEST. Co-ordinator
 Corporate Services and Economic Development Committee

FROM/EXP. Deputy Medical Officer of Health

SUBJECT/OBJET **PROGRAM TRAINING AND CONSULTATION CENTRE,
 COMMUNITY EDUCATION CAMPAIGNS TO SUPPORT THE
 ONTARIO TOBACCO STRATEGY**

DEPARTMENTAL RECOMMENDATION

That the Corporate Services and Economic Development Committee and Council approve the awarding of:

- 1. \$270,713 to the Council for Tobacco Free Ontario (CTFO) to carry out activities from April 1, 1998 to March 31, 2000 under the Community Education Campaign project.**
- 2. \$59,385 to the Centre for Health Promotion, (CHP) University of Toronto to carry out activities from April 1, 1998 to March 31, 2000 under the Community Education Campaign project.**
- 3. \$44,050 to RBJ Health Management Associates a partner of PTCC, to carry out activities from April 1, 1998 to March 31, 2000 under the Community Education Campaign project.**

BACKGROUND

Since 1993, Regional Council through the Health Department has contracted with the Ontario Ministry of Health to operate the Program Training and Consultation Centre of the Ontario Tobacco Strategy in partnership with the University of Waterloo, Centre for Applied Health Research and RBJ Health Management Associates.

**ADDITIONAL ITEM 12
 CORPORATE SERVICES & ECONOMIC DEVELOPMENT COMMITTEE AGENDA
 21 APRIL 1998**

The Centre has a mandate to provide training and consultation in tobacco use prevention to communities across Ontario.

On March 3, 1998 the Minister announced that the Program Training and Consultation Centre in partnership with the Centre for Health Promotion of the University of Toronto and the Council for a Tobacco-Free Ontario would receive \$500,000 over the next 3 years to fund a Community Education Campaign project which would assist public health units and tobacco-free councils to launch tobacco use prevention campaigns across the province (Appendix A).

The project will be managed by PTCC and activities will be sub-contracted to the partners identified in the proposal. The three contractors are sole source suppliers who were specifically identified in the proposal and approved by the Ministry of Health. CTFO will be responsible for setting up a Request for Proposal process with local Tobacco-Free Councils across Ontario to apply for these funds and will administer funds to successful councils. CHP will be responsible for gathering media-related information, assisting in assessing 'best practices', and developing on-site consultation modules. RBJ will be responsible for evaluating the impact of the campaigns in several communities and assisting with the development of the training workshops.

PUBLIC CONSULTATION

The PTCC has three key user groups: Ontario Public Health Units, local Councils on Smoking and Health across Ontario, and all Ontario Community Health Centres. All services provided by the PTCC have been evaluated by users and other participants as very good to excellent.

FINANCIAL IMPLICATIONS

This is a 100% Ministry of Health funded project. Funds will be provided for in 792-55723.

*Approved by
Dr. Geoff Dunkley*

FINANCE DEPARTMENT COMMENT

This project is funded 100% by the Ministry of Health.

*Approved by C. Colaiacovo
on behalf of the Finance Commissioner*

**Ministry
of
Health**

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March 10, 1998

Dr. Geoff Dunkley
Director
Program Training and Consultation Centre
Ottawa-Carleton Regional Health Department
495 Richmond Road, 6th Floor
Ottawa ON K2A 4A4

Dear Dr. Dunkley:

I am pleased to inform you that your application for funds to implement a "Community Education Campaign" in support of the Ontario Tobacco Strategy has been approved.

The Ministry of Health will provide the Program Training and Consultation Centre with a total of \$500,000 over three years for this initiative. Funding will cover the period of January 1, 1998 - March 31, 2000. A representative from the Tobacco Strategy Unit, Health Promotion Branch, will be contacting you shortly to arrange the details of your agreement.

As you know, the use of tobacco causes more death and serious illness in Ontario than any other health issue. This fact alone underlines the importance of the tobacco reduction goals and objectives of the Ontario Tobacco Strategy.

Congratulations on your successful proposal. Through your continued hard work, collaboration and dedication we will ensure that people in Ontario have access to critically needed health promotion and tobacco use prevention education, to help reduce the serious consequences that all too often result from the use of tobacco.

Sincerely,

Elizabeth Witmer, MPP
Minister

cc: Josie d'Avernas, Program Training and Consultation Centre