



**Ministry of Health Promotion**

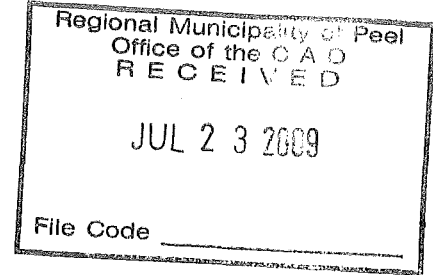
Office of the Deputy Minister

777 Bay Street, 18<sup>th</sup> Floor  
 Toronto ON M7A 1S5  
 Tel.: 416 326-8475  
 Fax: 416 326-8409  
 TTY: 416 212-5723  
 TTY Toll Free: 1 866 263-1410  
 www.mhp.gov.on.ca

**Ministère de la Promotion de la santé**

Bureau du sous-ministre

777, rue Bay, 18<sup>e</sup> étage  
 Toronto ON M7A 1S5  
 Tél. : 416 326-8475  
 Téléc. : 416 326-8409  
 ATS : 416 212-5723  
 ATS sans frais : 1 866 263-1410  
 www.mhp.gov.on.ca



July 16, 2009

Mr. Emil Kolb  
 Chair  
 Regional Municipality of Peel  
 10 Peel Centre Drive  
 Brampton ON L6T 4B9

Dear Mr. Kolb:

The provincial government recognizes the significant cost of preventable diseases to Ontarians and to our health care system. The Smoke-Free Ontario Strategy is a key part of the government's strategy of promoting healthy living and preventing chronic disease. As indicated in my letter of May 29 regarding next steps for New Directions in Tobacco Control, tobacco control will continue as a key focus and priority for the Ministry and the government.

As you are aware, MHP has launched a process by engaging key stakeholders to advise us on the development of a long-term plan to refresh the SFO Strategy. As Ontario's public health system is a key partner in developing and implementing the SFO Strategy, each PHU will continue to have the opportunity to contribute in a meaningful way to the vision so we maintain our progress towards a smoke-free Ontario. I look forward to discussing renewed outreach through COMOH, aPHa, and one-on-one opportunities with you.

I am pleased to advise that the provincial government has committed \$272,687 to Regional Municipality of Peel for the following programming funded through the Smoke-Free Ontario Strategy for the period January 1, 2009 to December 31, 2009. This funding is subject to Regional Municipality of Peel entering into a grant funding agreement with the Ministry of Health Promotion.

Program allocations for your organization are:

1. Youth Action Alliance Program for the period January 1 to August 31, 2009: \$153,333
2. Youth Engagement Funding for the period September 1 to December 31, 2009: \$19,354
3. Tobacco Control Coordination for the period January 1 to December 31, 2009: \$100,000

LEGISLATIVE SERVICES	
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Chair <input checked="" type="checkbox"/>	Committee <input checked="" type="checkbox"/>
CAO <input checked="" type="checkbox"/>	
Corporate Services	Council
Environment, Transportation and Planning Services	
Employee and Business Services <i>Sept 10/09</i>	G.C.
Finance	
Health Services <input checked="" type="checkbox"/>	File <i>MOH</i> <input checked="" type="checkbox"/>
Human Services	
Peel Living	

REFERRAL TO \_\_\_\_\_ ...2  
 RECOMMENDED \_\_\_\_\_  
 DIRECTION REQUIRED \_\_\_\_\_  
 RECEIPT RECOMMENDED

Please be advised that notice of funding for tobacco enforcement will be provided in a separate letter by the end of July, 2009.

As indicated to health units in the May 11, 2009 teleconference, and subsequently discussed on June 8 with the Enforcement Task Group (on which all PHUs are represented by regional tobacco enforcement representatives), the Ministry will make every effort to minimize the impact of reductions to enforcement budgets. Criteria and factors to be considered include the current numbers of Full-Time Equivalents at health units funded by the Ministry for enforcement of the SFOA, the vendor and total population within health unit's catchment area, the geographic area covered by PHUs, and local smoking rates.

In addition, we would like to provide current information on the following:

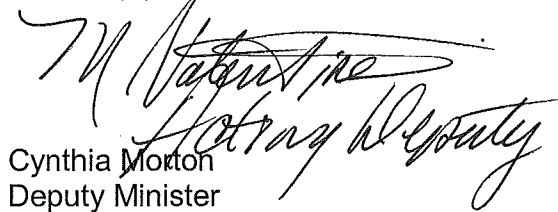
- *Youth Engagement Strategy.* As you are aware, the Ministry has initiated an external advisory group to assist us in developing a new youth engagement strategy to advance Ontario's health promotion objectives, and to identify an inclusive framework for youth engagement.
- The Advisory group has indicated that, to arrive at a longer-term strategy for youth engagement, its work will continue throughout the summer and fall. That is why, to ensure the on-going ability of Regional Municipality of Peel to engage youth in health promotion activities, including tobacco control, the Ministry will provide \$19,354 in youth engagement funding. This funding will allow a bridge from the current Youth Action Alliance programs, which will end on August 31, 2009, until the new youth engagement framework and program are rolled out early in 2010.
- This funding is intended to support youth engagement initiatives between September 1 and December 31, 2009. Based on recommendations from the Youth Engagement Advisory Group that the Ministry extend their work plan into early 2010, the Ministry will also make available additional funding to all health units for the January 1 to March 31, 2010 period, which completes the Ministry's fiscal year.
- Because we are moving toward new models that engage youth who are at risk, and go beyond tobacco control, some PHUs may chose to use their youth engagement funding to implement initiatives that do not involve paid employment for participating youth (e.g., they may fund youth events or share initiatives with other community partners).
- Health units will receive no staff funding for adult supervisor positions (such as the current Youth Advisors) and we encourage them to find opportunities with other like-minded community organizations to ensure necessary and appropriate supervision of participating youth (e.g. the United Way, schools and other youth-serving organizations).
- *Regional Planning through Tobacco Control Area Networks (TCANs):* The Ministry views the seven TCANs as an important resource providing regional coordination and planning for joint action to achieve health promotion objectives. We will be consulting with the coordinating health units to evolve regional coordination processes to complement the Ministry's evolving healthy communities focus, including the new youth engagement strategy. As a first step, we are encouraging representatives of Heart Health Networks to connect with TCANs to discuss opportunities for collaboration. We are aware that some Heart Health Partnerships and TCANs are already in contact and working together, but we will provide an additional forum for collaboration and on-going joint planning in the fall.

- *Tobacco Control Coordination Program and Collaboration across PHU Programming:* As you are aware, the TCC program is mandated to facilitate collaboration and coordination across programming within each Public Health Unit. This programming takes on added importance as we establish new directions for tobacco control, new approaches to youth engagement and the implementation of the new Ontario Public Health Standards. We continue to ask these staff to pursue opportunities for cross-program collaboration to ensure that health promotion investments are maximized.
- *Social Marketing:* As in previous years, we propose to continue to rely on TCANs as a hub for social marketing initiatives. In the near future, we will be identifying resources that can be made available at the regional or local level for priority social marketing initiatives. As usual, we will be exploring priorities and options with TCANs before providing one-time grants for these purposes. TCAN representatives are also part of the Ministry's Social Marketing Working Group on Tobacco's New Directions.

As usual, the administrative details regarding funding for your organization will be communicated to you shortly through the office of Denis Gertler, Director (A), Smoke-Free Ontario Branch.

Thank you for your continuing effort and co-operation in working with the Ministry to promote a healthier Ontario. Your important contributions, and continued hard work and dedication will help to improve the quality of life and health of all Ontarians.

Sincerely yours,



Cynthia Morton  
Deputy Minister

- c: Dr. David Mowat, Medical Officer of Health  
Aldo Franco, Manager, Environmental Health  
Stephen VanOfwegen (Director, Business Info. Systems) Oliver Gob (Financial & Services Manager), Business Administrator  
Denis Gertler, Director (A), Smoke-Free Ontario Branch, Ministry of Health Promotion