



Action in your Community against Tobacco (ACT)

ACT was launched in the fall of 2001 to respond to the community mobilization component of the provincial tobacco control strategy. It was developed to support interested community members to take effective action against tobacco in their own communities.

ACT recognizes that reducing tobacco use requires a shift in community attitudes and norms about smoking, and that this type of significant change can only take place when local community people are committed to investing themselves in the effort.

ACT is comprised of a tool kit of practical evidence-based activity ideas and a network of tobacco control champions who link community efforts to best practice. The ACT initiative has undergone a continuous evolution since its launch. The theories grounding the initiative have been modified, Steering Committee members have changed and most significantly the role of the community champion has been revised.

The ACT Steering Committee made a commitment to evaluation very early on in the development of ACT. This commitment has enabled continuous learning, adaptation and evolution of this capacity building effort. Most recently ACT has taken on the responsibility of rolling out the provincial Tobacco-Free Sport and Recreation initiative – a CDC best practice included originally in the ACT tool kit as “Tobacco-Free Soccer”.

With plans to renew the provincial tobacco control strategy for Nova Scotia, the opportunity also exists to “renew” ACT and provide the dedicated tobacco control community of our province with a truly relevant and powerful tool to support their efforts. Two exciting projects are underway:

1. The development of a youth engagement resource and leaders guide around the issue of tobacco industry manipulation entitled ***You're the Target!*** This tool is being distributed to members of the ACT network during the month of August and will be posted on the ACT page of the Health Promotion clearinghouse shortly.
2. The development of tools to assist the First Nations community to adapt and utilize the ACT tool kit activities in ways that will respect their culture and values.

ACT is supported by the Canadian Cancer Society – Nova Scotia Division and Cancer Care Nova Scotia as co-lead agencies and by the following partners:

Addiction Services DHA 1, 2 and 3
Capital Health
Health Promotion Clearinghouse
Heart and Stroke Foundation of Nova Scotia
Nova Scotia Health Promotion and Protection
Smoke-Free Kings

For more information on ACT or the above initiatives, contact us at act.administrator@ns.cancer.ca or go to <http://www.hpclearinghouse.ca/act/>.