

# **Evaluation of the Youth Advocacy Training Institute**

## **2015-2016**

Pamela Kaufman  
Tracey Borland  
Bo Zhang  
Robert Schwartz

May 2016

Kaufman P, Borland T, Zhang B, Schwartz R. Evaluation of the Youth Advocacy Training Institute 2015-16. Ontario Tobacco Research Unit. May 2016.

## **Acknowledgements**

We would like to thank the youth, young adults and adults who completed evaluation surveys.

## Table of Contents

Acknowledgements.....	iii
Table of Contents.....	iv
List of Tables .....	v
Introduction.....	1
Evaluation Methods .....	7
Findings.....	10
Findings from General Youth Trainings.....	10
Findings from Youth Training Follow-up Survey .....	16
Findings from General Adult Trainings.....	24
Findings from Adult Training Follow-up Survey.....	28
Partnership Projects, Special Projects and Special Events .....	37
Conclusions.....	46
References.....	48

## List of Tables

Table 1 YATI Outreach 2015-2016.....	1
Table 2 Tools Used to Evaluate Each of the Trainings, Projects and Special Events .....	9
Table 3 Youth Attendance and Evaluation by YATI Training Program .....	10
Table 4 Characteristics of Youth Who Completed the Participant Satisfaction Evaluations .....	12
Table 5 Youth Participant Satisfaction Results, Pre-HPRC Recommendations.....	12
Table 6 Youth Participant Satisfaction Results, Post-HPRC Recommendations .....	13
Table 7 Youth Participant Satisfaction Results, Youth Custom Training – Meaningful Youth Engagement and Smoke Free Movies Surveys.....	14
Table 8 Youth Participant Satisfaction Results, Youth Custom Training – Tobacco Industry Denormalization (TID) Survey .....	14
Table 9 Youth Participant Satisfaction Results, Youth Custom Training – Emerging Issues Survey .....	14
Table 10 Pre and Post Knowledge Scores for Youth Training Programs.....	15
Table 11 Pre and Post Self Efficacy Scores for Youth Training Programs .....	15
Table 12 Self Efficacy Scores for Youth Training Program – Creative Ways to Advocate .....	16
Table 13 Self Efficacy Scores for Youth Training Program – Creative Ways to Advocate and Action Plan.....	16
Table 14 Characteristics of Follow-up Survey Respondents, Youth Training, 2015-2016.....	17
Table 15 Types of Youth Training Programs Attended by Follow-up Survey Respondents, 2015-2016.....	17
Table 16 Key Messages Retained from Youth Training Programs, Youth Training Attendees, 2015-2016 .....	19
Table 17 Tobacco Prevention Activities in which Youth Participated as a Result of YATI Trainings, 2015-2016.....	20

Table 18 Perceived Benefits of Attending YATI Youth Trainings, Youth Training Attendees, 2015-2016 .....	21
Table 19 What Youth Training Respondents Liked Best about YATI trainings, 2015-2016 .....	22
Table 20 Most Effective Ways to Communicate Messages, Youth Training Respondents .....	23
Table 21 Adult Attendance and Evaluation by YATI Training Program .....	24
Table 22 Characteristics of Adults Who Completed the Participant Satisfaction Evaluations ....	25
Table 23 Adult Participant Satisfaction Results, Pre-HPRC Recommendations .....	26
Table 24 Adult Participant Satisfaction Results, Post-HPRC Recommendations .....	27
Table 25 Pre and Post Knowledge Scores for Adult Training Programs .....	28
Table 26 Pre and Post Self Efficacy Scores for Adult Training Programs .....	28
Table 27 Characteristics of Follow-up Survey Respondents, Adult Training, 2015-2016.....	29
Table 28 Types of Training Programs Attended by Follow-up Survey Respondents, Adult Training, 2015-2016 .....	30
Table 29 Key Messages Retained, Adult Training Attendees, 2015-2016.....	31
Table 30 Commercial Tobacco Reduction Activities in which Adults Participated as a Result of YATI Trainings, 2015-2016 .....	32
Table 31 How YATI Trainings Helped Adults Take Action on Community Health Issues, 2015-2016.....	33
Table 32 Suggestions for Improving Trainings, Adult Training Attendees, 2015-2016.....	35
Table 33 Most Effective Ways to Communicate Messages, Adult Training Attendees .....	36
Table 34 Partnership Program Participant Satisfaction Results of Ontario Federation of Indigenous Friendship Centres .....	38
Table 35 Special Projects Participant Satisfaction Results of YATI Programs.....	39
Table 36 Special Projects Participant Satisfaction Results of N.O.T Train the Trainer .....	40
Table 37 Special Projects Participant Satisfaction Results of N.O.T Trainings.....	41

Table 38 Special Summits Participant Satisfaction Results of CW TCAN – U7 .....	42
Table 39 Special Summits Participant Satisfaction Results of CE and NE TCANs .....	42
Table 40 Average Pre and Post Knowledge Scores for Partnership Training, Special Projects and Events.....	43
Table 41 Average Pre and Post Self-Efficacy Scores for Partnership Training, Special Projects and Events.....	43
Table 42 Average Self-Efficacy Scores for Special Summits of CE TCAN CWA.....	44
Table 43 Special Events – YATI Talks Participant Satisfaction Results in English .....	45
Table 44 Special Events – YATI <i>en Parle</i> Participant Satisfaction Results in French .....	45

## Introduction

### Description of the Youth Advocacy Training Institute (YATI)

The Ontario Lung Association's Youth Advocacy Training Institute (YATI) was initiated in 2005 by the Ontario Lung Association with funding from the Ministry of Health Promotion (MHP) in support of the Smoke-Free Ontario Strategy. Originally created to support and serve the Youth Action Alliance (YAA) program, YATI has evolved in the areas and ways it collaborates with youth and youth-serving organizations.

YATI engages and assists youth, young adults and adults through providing customized training programs, conferences and educational materials based on need and interest. These activities promote understanding of how they can positively affect their community through promoting lives free of commercial tobacco<sup>i</sup> and healthy lifestyles through education, partnership building, and advocacy.

In 2015-2016, YATI programming reached approximately 5702 youth, young adults and adults (YATI, 2016). Table 1 describes the outreach of YATI's General Trainings, YATI Talks/YATI *en Parle* and Keynote Presentations, Partnership Trainings and Special Projects and Events and Summits, which are the focus of this evaluation. Youth received training on a variety of topics including: advocacy, health promotion, smoke-free movies, targeting the tobacco industry, emerging issues, action planning and policy development. Adult trainings focused on youth engagement and development, and supporting youth in the creation of health promotion campaigns.

**Table 1 YATI Outreach 2015-2016\***

Type of Program	# of Trainings, Special Projects and Events	# Reached (Participants)
General Training	35	435 youth 317 adults
YATI Talks/YATI <i>en Parle</i> & Key Note Presentations	13	436 youth 234 adults
Partnership Training	11	111 youth 289 adults
Special Projects and Events	13	90 youth 102 adults
Summits	6	556 youth 75 adults
<b>TOTAL</b>	<b>78</b>	<b>1628 youth 1017 adults</b>

\* Data from YATI Activity report, 2016.

<sup>i</sup> In this report (unless otherwise stated), tobacco refers to commercial tobacco products (i.e., cigarettes, waterpipe, cigars). It does not mean Sacred Tobacco used for Indigenous cultural or spiritual purposes.

## **Description of General Trainings, Partnership Projects, Special Projects and Special Events**

### ***General and Custom Trainings***

General trainings are canned trainings that make up YATI's regular training roster. YATI's General Youth Trainings focus on the knowledge and skills required to engage in health promotion and advocacy-oriented activities to support youth tobacco prevention and other related health initiatives. In 2015-16, youth-focused trainings included: Creative Ways to Advocate, Tobacco Industry Denormalization 1, Creating Effective Health Promotion Campaigns, Influencing Public Policy and Smoke Free Movies.

The purpose of YATI's General Adult Trainings are to build the capacity of adults who work with youth across public health and the youth-serving sector by helping them learn the necessary skills to support youth engagement practice, in terms of tobacco prevention and health promotion and advocacy-oriented activities. Adult-focused trainings included Engage 2.0 and Social Media and #Health Promotion.

This year, YATI delivered 35 general trainings to 435 youth participants and 317 adult participants. Eighteen general trainings were delivered through Public Health requests and 17 through community organizations (i.e. Access Alliance, Anishnawbe Mushkiki, Pathways to Education CAST-Children's Aid Society Teens, North Shore Tribal Council, John Howard Society).

Five custom trainings were also developed to meet the needs of YATI stakeholders. Custom trainings included: Action Planning, Social Media and Youth Engagement, Meaningful Youth Engagement and Youth Engagement Strategies). Custom trainings reached approximately 164 youth and young adults.

### ***Partnership Projects***

Partnership projects were an important component of YATI's 2015-2016 services. These partnerships support YATI in reaching more priority populations, as well as a wider reach of youth, young adults and adults working in Tobacco Control, Health Promotion, Advocacy and Public Policy. Below is a comprehensive description of Partnership Projects, Special Projects and Special Events for the last fiscal year. Note that not all projects are captured in this evaluation. Further information about YATI's activities can be found in the 2016 YATI Activity Report (YATI, 2016).

#### *Ontario Federation of Indigenous Friendship Centres-Walking the Good Life: Tobacco Training for Aboriginal Youth*

Working with a First Nations identified consultant, YATI developed a new training called Walking the Good Life. The training educates participants about the important cultural contexts of tobacco for Aboriginal youth, including a history of tobacco and its sacred relationship for some, as well as inequities within the Aboriginal community. The training was piloted mid-March in Toronto with a group of 15 First Nations youth from the Hamilton Regional Indian

Friendship Centre (HRIC) and in Thunder Bay with another 8 First Nations youth from Anishnawbe Mushkiki.

*Cancer Care Ontario's Aboriginal Tobacco Program (ATP)-Youth Ambassador Forum*

YATI's CCO-ATP project identified a need to engage youth and young adults in a 2 day youth ambassador forum in order to facilitate tobacco training and to identify action for their individual communities. A 2 Day Youth Ambassador Forum took place in April. This forum brought together 14 young people from various communities from around the province. The two days included training and capacity building around Sacred Tobacco and commercial tobacco use and action planning for their individual communities. The ultimate goal is to create a Tobacco-Wise Young Ambassador Council which will support the work of CCO-ATP with respect to tobacco prevention and cessation for youth and young adults.

*Parent Action on Drugs (PAD)-Vapes, Chew and Hookah: Emerging Trends in Tobacco Use Among Youth Webinar*

This past year YATI was approached by PAD (Parent Action on Drugs) to collaborate on a webinar on emerging trends in tobacco use among youth. This webinar provided baseline information on emerging trends in tobacco use among young people. It provided an overview of waterpipes, vapes (e-cigarettes), chew, snus, and flavours, including access to these products, current legislation, and examples of campaigns that are taking action in the province. Approximately 100 participants were engaged on the webinar. The webinar was recorded and is still available for use.

*CAMH-TEACH-Tobacco Interventions for Youth and Young Adults Specialty Course*

YATI partnered with CAMH-TEACH and many other stakeholders in the development and delivery of their Tobacco Interventions with Youth and Young Adults 2 Day Specialty Course. This course aims to increase learners' knowledge about tobacco prevalence, opportunities for screening, and to provide initial and ongoing assessments and interventions with youth and young adults. YATI advised on all facets of the program but specifically contributed to the development and delivery of two modules; Module Two: Engaging Youth and Young Adults who use Tobacco in Tobacco Cessation and/or Reduction and Module Five: Advocate for Prevention and Cessation Programs for or in Collaboration with Youth and Young Adults.

*LGBTQ Tobacco Prevention & Cessation Project*

The Toronto Queer and Trans Youth LGBTTTQQI2SAPP Participatory Initiative for Tobacco Use Prevention, previously known as "Why You Puffin?," is in its fifth year as a partnership project. The partnership currently includes YATI, Toronto Public Health, Rainbow Health Ontario, and the Canadian Cancer Society. In 2015-16- YATI continued to meet with project partners and the project lead, Toronto Public Health, to discuss and determine the structure of Phase 2 of the project.

*Public Health Ontario-Putting the Party in Participatory Evaluation with Youth Workshop*

This past year YATI and Public Health Ontario partnered to develop and deliver a workshop 'Putting the Party in Participatory Evaluation with Youth' for The Ontario Public Health Convention 2016. This workshop aimed to describe how the 11 Principles of Youth Engagement can inform participatory evaluation, understand the benefits of and barriers to participatory evaluation with youth and provide participants with tangible tools for including youth in participatory data collection activities. The workshop was facilitated by YATI and PHO on April 8th, 2016.

*Partnership with Ophea: School Based Tobacco Prevention project*

This fiscal was the final year of the three year pilot project in partnership with Ophea. Next steps and celebration ceremonies were facilitated in the final 3 English schools and 1 French school. Videos were created and used for evaluation purposes but also to create sustainability message.

**Special Projects**

*YATI Trainer Orientation Day*

On October 3rd, 2015 YATI hosted the 4th Annual Trainer Orientation and Professional Development Day. The day brought together 29 of 34 trainers. The agenda covered an overview of the Smoke Free Ontario Act, the Ministry of Health and Long Term Care, the TCAN structure and the Ontario Lung Association, youth engagement and the current tobacco control landscape.

*Youth Tobacco Champions Leadership Retreat Program*

The YTC retreat is a weekend-long event to orient new volunteers to tobacco awareness and to YATI with the expectation of ongoing volunteerism and engagement throughout the year. Fourteen young people from across Ontario attended this year's retreat. In addition to learning about tobacco prevention, the 14 youth who attended were engaged in leadership and teambuilding activities and were able to explore the public speaking, writing, research, social media, and art-based volunteer opportunities that would be available to them as YATI volunteers.

*N.O.T. (Not On Tobacco) Training*

YATI concluded Phase III of piloting the American Lung Association's (ALA) NOT on Tobacco-Youth Smoking Cessation Program reaching 61 young tobacco users. This past year, YATI offered 2 NOT Train the Trainer Sessions. Twenty-three participants have completed the training. The attendees were a mix of youth engagement coordinators, school staff, public health staff and staff of Ontario Indigenous Friendship Centres. YATI completed 6 offerings of the NOT program (10 in school sessions each) for a total of 60 sessions.

### *J'aime Ma Vie Sans Tabac*

YATI continues to support the J'aime Ma Vie Sans Tabac (JmMV) group from the East TCAN as they plan for their pilot project at 10 sites, both community and school settings. YATI developed a new resource available in French and English in the form of activity cards and toolkits for the group so that it can be easily adopted and utilized by interested groups. The 4 activity cards have been translated and circulated within the JmMV/LML Advisory Committee. In November 2015, YATI attended JmMV art exposition in Embrun, ON to support youth and young adults as they express through art and dance how they love their life tobacco free. In March 2016, YATI also supported École Secondaire Catholique L'Escale as 23 students participated in the launch of JmMV at their school. Their goal is to create support for a school-wide tobacco policy that they can announce on World No Tobacco Day in May 2016.

### *Summits*

YATI supported the delivery of Summits at a regional and provincial level. Summits allow groups to reach a wider audience of young people and offer several trainings that are more customized. This year YATI supported 6 summits in 4 TCAN regions (Central East, Central West, North East and South West), as well as summits for Unfiltered Facts (Hamilton Public Health) and for the Multiple Sclerosis Society. Summits reached an estimated 631 participants.

### *Smoke-Free Movies*

As a member of the Smoke-free Movies Coalition, YATI continued to provide support through education, youth engagement, and public awareness. YATI maintained the Coalition's website, created and facilitated training for youth as part of a smoke-free movies event centred on the MTV Movie Awards, and engaged 25 Smoke-Free Movie Reviewers to post their work online, which emphasized that importance of youth-rated smoke-free movies.

## **Special Events**

### *YATI Talks Presentations (formerly Youth Speakers Bureau)*

In 2015-16, YATI delivered YATI Talks presentations - renamed from Youth Speakers Bureau. YATI Talks are shorter presentations designed to reach a larger audience at once. They are often delivered by YATI volunteers or young adult trainers. One new YATI Talks presentation was developed this year, titled Social Media and #HealthPromotion which explores the importance of understanding social media platforms and how they can be leveraged to support and compliment health promotion initiatives.

### *YATI en parole*

A new addition to YATI's French language offerings is the development of YATI *en parole*, an interactive auditorium style presentation suitable for groups of 50 or more participants who cannot accommodate the time required for half day trainings. YATI chose the topic, Le Tabac

dans un Contexte Mondial based on interest expressed in the 2015 FLS Needs Assessment. The content was developed by one of YATI's French consultants using research materials sourced by a French YATI young adult trainer. YATI *en parle* was delivered 3 times this year reaching over 175 French students in grades 7 to 12.

*Tobacco & Youth Engagement Knowledge Exchange*

The 2016 Tobacco Prevention Networking and Knowledge Exchange event was held in Toronto January 14-15, hosted by YATI. Sixty-four Public Health Professionals working in youth tobacco prevention, representing all seven Tobacco Control Area Networks in Ontario attended the Exchange.

## **Evaluation Methods**

For the 2015-2016 fiscal year, YATI worked collaboratively with the Ontario Tobacco Research Unit (OTRU) to conduct an evaluation of their General Trainings, Partnerships Projects, Special Events and Special Projects.

### **Key Evaluation Questions**

The evaluation of the programs offered through YATI during 2015-2016 seeks to address the following key questions:

1. Did YATI programs lead to increased knowledge about training topics?
2. Did YATI programs lead to increased self-reported confidence in skills or ability to engage in health promotion and advocacy work in the community?
3. Were participants satisfied with their experience with YATI?
4. Are youth and adults using what they learned in training? If so, how?
5. What are the benefits of being engaged with YATI?

### **Evaluation Data Collection Tools**

Although similar evaluation methods were applied across the programs for youth, young adults and adults, evaluations were also tailored to each specific YATI training program. The evaluation was structured to collect information on participant satisfaction, knowledge uptake and self-efficacy (adults and youth). Three main evaluation tools were used to collect this information:

1. Participant satisfaction surveys
2. Knowledge and self-efficacy pre and post surveys
3. Online follow up survey

Each of the three surveys is described below. Data from the participant satisfaction and knowledge and self-efficacy pre- and post-surveys were transferred to the OTRU evaluation team by YATI. The online follow-up survey was prepared by OTRU in collaboration with YATI. Analyses and interpretation of data from all surveys were conducted by OTRU.

#### ***Participant Satisfaction Surveys***

At the end of each YATI training program, participants were asked to complete a participant satisfaction survey to monitor and evaluate whether they enjoyed the training program and whether they found it fun, interesting and informative. These types of engagements with the material help participants recall content and put to action health promotion and tobacco prevention campaigns and activities in their communities. Survey questions asked for feedback on the quality of the training activities, information presented, facilitation, motivation and overall training logistics (e.g., time, format, layout). This information is used to assist YATI in improving the delivery and quality of content for future training sessions.

Using SAS 9.4, mean scores (from a range of 1 to 4) and standard deviations for each item, and overall category, were presented and compared. These values provide a description of the average response for each item and the overall category, and the average range of responses.

### ***Pre and Post Knowledge and Self-Efficacy Surveys***

Through YATI's training programs, participants engaged in knowledge and skill building activities. In order to assess whether participants increased their knowledge as a result of attending each training session, participants were asked to complete a short quiz (pre-survey) prior to the training and then again immediately following the completion of the training (post-survey). The pre and post surveys were unique for each training and contained questions drawn directly from the training content. It was expected that participants' scores would increase from pre- to post-survey, indicating an increase in knowledge uptake. The pre and post knowledge surveys consisted of a series of approximately ten quiz questions presented in different formats (e.g., multiple-choice, matching, true or false, fill-in-the blank).

Additionally, in order to assess whether participants increased their self-reported confidence to apply the knowledge gained as a result of the training, participants in the training programs were asked to complete a short self-efficacy tool (pre-survey) prior to each training and immediately following the completion of the training (post-survey). Similar to the knowledge tool, the self-efficacy tool was developed directly from the expected skills acquired as a result of attending training. These tools were used for both youth and adult training programs. The pre and post self-efficacy surveys consisted of a series of four statements in which participants rated the degree in which they felt able to implement or take action on the items as outlined in the tools.

The knowledge surveys were scored for correct responses. Each training program had a unique knowledge tool, so the number of questions and the total score differed by training program. As such, all scores were scaled to be out of ten and averaged for a summative score. The overall knowledge score was presented either as a mean score or in percentages.

For the self-efficacy survey, statements were summed to create a summative Likert scale, then averaged based on the number of statements in the given tool to determine the degree of self-efficacy (ranging from 1 to 4; low to high). Similar to the knowledge tools, each training program had a unique self-efficacy tool. Average scores from pre and post surveys were compared and significant differences were explored using paired t-tests. Statistical significance was assessed at  $\alpha = .05$ . For some projects, however, self-efficacy was estimated based on a one-time survey in 2015-16.

### ***YATI Follow-up Survey***

The follow-up survey was administered online via Key Survey, an online survey tool, between April 5<sup>th</sup> and April 15<sup>th</sup>, 2016. A link to the survey was sent to 989 youth, young adults and adults by a YATI staff member, and was also posted on Facebook and Twitter. The purpose of the follow-up survey was to collect qualitative feedback from youth and adults who had attended a YATI training program in the past year. The survey collected demographic information and identified which training program they attended. Participants were asked to think about the trainings they attended in the past year and to answer questions based on these trainings.

Respondents received a \$10 gift card to either Loblaws or Tim Hortons and were entered into a draw to win one of two \$50 Visa gift cards.

Responses to qualitative questions were reviewed by OTRU evaluation staff to identify common themes. Individual answers were then assigned to one of the identified themes. This was conducted for attendees of youth trainings and adult trainings separately.

### ***Evaluation of Partnership Programs and Special Events***

Table 2 describes the methods and tools used to evaluate each of the partnership programs. Tools include pre and post knowledge and self-efficacy scores and client satisfaction surveys, as described above. In addition, participants completed process evaluations in order to provide qualitative feedback.

**Table 2 Tools Used to Evaluate Each of the Trainings, Projects and Special Events**

<b>Type of Training/ Project</b>	<b>Overall Satisfaction</b>	<b>% Change Knowledge</b>	<b>% Change Self-Efficacy</b>
<b><i>General Trainings</i></b>			
Youth	X	X	X
Adult	X	X	X
Custom Trainings	X		
<b><i>Partnership Projects, Special Projects and Events</i></b>			
Ontario Federation of Indigenous Friendship Centres	X		
Tobacco & Youth Engagement Knowledge Exchange	X		
YATI Trainer Orientation Day	X		
Youth Tobacco Champions Leadership Retreat	X	X	X
Not On Tobacco (NOT) Training			
Youth Participants	X		X
Adult – Train the Trainers	X		X
Adult Facilitators	X		
CE TCAN Summit	X	X	X
CW TCAN Summit	X	X	X
NE TCAN Summit	X	X	X
SW TCAN Summit		X	X
YATI Talks/YATI <i>en Parle</i>	X		

## Findings

The findings of the YATI Evaluation are presented in this section for each of the following categories: General Youth Training, General Adult Training, Partnership Projects, Special Projects and Special Events.

### Findings from General Youth Trainings

#### *Description of the Sample*

Overall, 443 participants who attended the general youth trainings completed satisfaction surveys, 173 completed knowledge surveys and 275 completed self-efficacy surveys. Given the vast range of types of programs offered and slight differences in methods, it is difficult to calculate an overall response rate. Individual response rates vary due to survey error or incomplete surveys, pre and post surveys that cannot be matched, participant drop off by end of training, and shorter time periods for training that limit evaluation time. In an attempt to increase response rates, the facilitators administered evaluations prior to the closing training exercises and offered incentives (e.g., USB keys and pens) to encourage completion of evaluation materials. Table 3 shows the number of participant survey completions by training program for general youth trainings.

**Table 3 Youth Attendance and Evaluation by YATI Training Program**

<b>Program</b>	<b>Satisfaction (n)</b>	<b>Knowledge (n)</b>	<b>Self-Efficacy (n)</b>
<b>General Training</b>			
Creative Ways to Advocate (CWA)	97	--	92
Creative Ways to Advocate and Action Planning (CWA/AP)	--	--	10
Creating Effective Health Promotion Campaigns (CEHPC)	27	44	44
Creating Effective Health Promotion Campaigns with Youth (CEHPCY)	31	--	--
Influencing Public Policy (IPP)	14	14	14
Meaningful Youth Engagement (MYE)	14	--	--
Smoke-Free Movies (SFM)	41	43	43
Tobacco Industry Denormalization Level 1 (TID)	70	56	56
Tobacco Industry Denormalization/Creative Ways to Advocate (TID/CWA)	--	16	16
<b>Custom Training</b>			
Emerging Issues	14	--	--
Meaningful Youth Engagement (MYE)	38	--	--
Smoke-Free Movies Backgrounder (SFM)	79	--	--
Tobacco Industry Denormalization Level 1 (TID)	18	--	--
<b>Overall</b>	<b>443</b>	<b>173</b>	<b>275</b>

### **Youth Participant Satisfaction – General Trainings**

Three types of client satisfaction surveys for youth general trainings were conducted in 2015-2016: 1) surveys administered before Health Promotion Resource Centre (HPRC) performance indicator recommendations<sup>ii</sup>; 2) surveys administered after HPRC performance indicator recommendations; and 3) custom training client satisfaction surveys. HPRC performance indicator recommendations included changes to questions about content and motivation, as well as changes to the scale used for the overall score. Generally, participants were asked to rate the degree to which they agreed or disagreed with statements relating to training on a **4-point Likert scale**. However, some post-HPRC recommendations include a scale ranging from 1 to 5 (very low to very high). These changes are noted in table footnotes.

Table 4 describes characteristics of youth participants who completed all three types of satisfaction surveys. The average age of respondents was 18 years and the majority were female (64%). Respondents most frequently noted working at school (33%) or the Public Health Unit (PHU) (29%). The average time involved in health related activities was 27 months and the majority (68%) attended the YATI training for the first time. As noted above, there is variation in survey questions asked before and after HPRC indicator recommendations. Type of organization was asked both pre- and post-HPRC indicator recommendations, but not in the custom training surveys. Further, time involved in health related activities was only asked pre-HPRC indicator recommendations; and the number of YATI training programs attended was only asked post-HPRC indicator recommendations.

Tables 5 to 9 show client satisfaction scores for each of the categories for surveys administered pre-HPRC and post-HPRC recommendations, and custom training surveys. Generally, respondents indicated satisfaction with these training activities, content, facilitation and motivation. Comparison between the pre- and post-HPRC surveys was conducted and no significant difference was found in mean scores for activities, content, motivation and facilitators.

Of note, the relatively low satisfaction score on the following statement from the Youth Custom Training TID (Tobacco Industry Denormalization) Survey: “I am going to use the information that I learned today” (Table 8; score=2.61 ‘disagree’), indicates an area that may need attention.

<sup>ii</sup> After July 2015, client satisfaction surveys were revised to include performance indicators recommended by the Health Promotion Resource Centre (HPRC) Evaluation Performance Measures Working Group.

**Table 4 Characteristics of Youth Who Completed the Participant Satisfaction Evaluations**

Characteristic	N (%)
<b>Age – mean (SD) (n=424)</b>	18.0 (6.6) years
<b>Gender (n=443)</b>	
Male	144 (32.5)
Female	283 (63.9)
No response	16 (3.6)
<b>Type of Organization (n=294)</b>	
School	97 (33.0)
Public Health Unit	86 (29.3)
Community	66 (22.5)
Other	23 (7.8)
No response	22 (7.5)
<b>Time Involved in Health Related Activities – Mean (SD) (n=75)</b>	26.6 (47.0) months
<b>No. YATI training programs attended (n=219)</b>	
First time	149 (68.0)
1-4	47 (21.5)
5-10	9 (4.1)
>10	7 (3.2)
No response	7 (3.2)

**Table 5 Youth Participant Satisfaction Results, Pre-HPRC Recommendations**

Survey Statement	Mean (SD)
<b>ACTIVITIES</b>	<b>(n=74)</b>
The activities were interesting/creative	3.45 (0.53)
The activities helped me better understand the topic	3.72 (0.48)
The activity gave me a chance to work with and meet others	3.69 (0.47)
<b>Activities (overall)</b>	<b>3.62 (0.40)</b>
<b>CONTENT</b>	
I learned some new information	3.62 (0.54)
The information was relevant to my activities in health (e.g. volunteering, projects, campaigns)	3.51 (0.50)
I learned most of what I wanted to	3.36 (0.59)
I have the skills and knowledge to take action about tobacco use	3.40 (0.49)
<b>Content (overall)</b>	<b>3.48 (0.38)</b>
<b>MOTIVATION</b>	
I feel less likely to start smoking or motivated to try to stop	3.67 (0.62)
I feel motivated to prevent people from starting smoking or help people quit	3.65 (0.48)
I feel confident that I can talk to others about smoking prevention	3.38 (0.54)
<b>Motivation (overall)</b>	<b>3.57 (0.43)</b>
<b>FACILITATORS</b>	

The trainers were knowledgeable about this topic	3.74 (0.47)
The trainers were helpful and responsive to the group	3.76 (0.46)
The trainers made me feel that I could share my opinions openly with the group	3.78 (0.41)
<b>Facilitators (overall)</b>	<b>3.76 (0.38)</b>
<b>OVERALL</b>	
Overall, I would rate this training as:	<b>3.51 (0.50)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree, while 1=very poor, 4=very good for the overall score

**Table 6 Youth Participant Satisfaction Results, Post-HPRC Recommendations**

Survey Statement	Mean (SD)
<b>ACTIVITIES</b>	
	(n=218)
The activities were interesting/creative	3.51 (0.51)
The activity gave me a chance to work with and meet others	3.53 (0.59)
<b>Activities (overall)</b>	<b>3.52 (0.47)</b>
<b>CONTENT</b>	
I found this training useful	3.53 (0.53)
This training will improve my activities in health (e.g. volunteering, projects, campaigns)	3.45 (0.58)
I learned most of what I wanted to	3.32 (0.61)
I have the skills and knowledge to take action about tobacco use	3.37 (0.68)
I am more aware of this topic	3.58 (0.57)
<b>Content (overall)</b>	<b>3.45 (0.45)</b>
<b>MOTIVATION</b>	
I am going to use the information learned today	3.47 (0.59)
I would tell other people to go this training	3.44 (0.61)
<b>Motivation (overall)</b>	<b>3.46 (0.52)</b>
<b>FACILITATORS</b>	
The trainers were knowledgeable about this topic	3.72 (0.50)
The trainers were helpful and responsive to the group	3.74 (0.45)
The trainers made me feel that I could share my opinions openly with the group	3.69 (0.56)
<b>Facilitators (overall)</b>	<b>3.72 (0.45)</b>
<b>OVERALL</b>	
Overall, I would rate this training as:	<b>4.16 (0.69)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree for all items, except for the overall score that was rated on a 5-point Likert scale: 1=very low, 5=very high.

**Table 7 Youth Participant Satisfaction Results, Youth Custom Training – Meaningful Youth Engagement and Smoke Free Movies Surveys**

Survey Statement	MYE (n=38)	SFM (n=79)	All (n=117)
	Mean (SD)		
I learned something new from this presentation	3.68 (0.47)	3.71 (0.46)	3.70 (0.46)
I think the presentation was interesting and fund	3.86 (0.35)	3.63 (0.58)	3.70 (0.53)
I found this session useful	3.76 (0.43)	3.73 (0.44)	3.74 (0.44)
I would recommend this session to others	3.76 (0.43)	3.59 (0.54)	3.71 (0.49)
I am going to use the information learned today	3.71 (0.46)	3.71 (0.51)	3.65 (0.51)
The facilitators were knowledgeable about the subject matter	3.89 (0.31)	3.89 (0.32)	3.89 (0.32)
To what extent will this session enhance your practice?	4.21 (0.58)	4.04 (0.71)	4.09 (0.67)
Overall, how would you rate the quality of this session	4.45 (0.64)	4.44 (0.67)	4.44 (0.66)

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree for all items, except for the extent to which the session enhanced practice (1=not at all, 2=slightly, 3=somewhat, 4=quite a bit, and 5=a great deal) and overall scores (1=very low, 5=very high) that were rated on a 5-point Likert scale.

\*MYE=Meaningful Youth Engagement; SFM= Smoke Free Movies

**Table 8 Youth Participant Satisfaction Results, Youth Custom Training – Tobacco Industry Denormalization (TID) Survey**

Survey Statement	Mean (SD) (n=18)
The activities were interesting/creative/fun	3.06 (0.24)
The presentation helped me better understand the topic	3.56 (0.62)
I learned something new from this presentation	3.39 (0.50)
I learned most of what I wanted to	3.12 (0.70)
I have the skills and knowledge to take action about tobacco use	3.11 (0.68)
I am going to use the information that I learned today	2.61 (0.98)
The facilitators were knowledgeable about the subject matter	3.78 (0.43)

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

**Table 9 Youth Participant Satisfaction Results, Youth Custom Training – Emerging Issues Survey**

Survey Statement	Mean (SD) (n=14)
After this training I feel like I've learnt new info on tobacco issues	4.00 (0.00)
After this training I felt like I can talk to others about tobacco issues )	3.71 (0.47)
This training met my needs )	3.79 (0.43)
This training was fun and gave me a chance to work with others	4.00 (0.00)
The YATI presenters were helpful and knowledgeable	4.00 (0.00)
Overall, how you rate the training	3.79 (0.43)

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

### **Youth Knowledge and Self Efficacy – General Trainings**

Youth training participants were asked to complete surveys that assessed knowledge gained and changes in self-efficacy pre and post training. A summary and comparison of the reported change in knowledge and self-efficacy is shown in Tables 10 and 11 respectively. Overall, there was a statistically significant increase in respondents' knowledge scores. On average, participants increased their knowledge by approximately 28% from pre to post training.

Similarly, Table 11 shows that youth self-efficacy significantly increased from pre to post training. Overall, participants' ratings of their self-efficacy increased on average +0.66 pre to post training. This suggests that youth have increased confidence in their ability to apply the skills that they learned during the training.

**Table 10 Pre and Post Knowledge Scores for Youth Training Programs**

<b>Program</b>	<b>N</b>	<b>Pre Score (%)</b>	<b>Post Score (%)</b>	<b>Difference (%)</b>
Creating Effective Health Promotion Campaigns	43	66	80	21.6***
Influencing Policy DIY	13	72	83	15.7*
Smoke-Free Movies	42	65	82	25.8***
Tobacco Industry Denormalization Level 1	52	67	89	33.3***
Tobacco Industry Denormalization/Creative Ways to Advocate	16	62	84	34.7***
<b>Average</b>	<b>167</b>	<b>66</b>	<b>84</b>	<b>28.0***</b>

\* p<0.05; \*\* p<0.01; \*\*\* p<0.001.

Note: Knowledge score ranged from 1 to 10 and are presented as percentages.

**Table 11 Pre and Post Self Efficacy Scores for Youth Training Programs**

<b>Program</b>	<b>N</b>	<b>Pre Score</b>	<b>Post Score</b>	<b>Difference</b>
Creating Effective Health Promotion Campaigns	43	2.94	3.58	+0.64***
Influencing Policy DIY	11	2.84	3.46	+0.62***
Smoke-Free Movies	42	2.54	3.41	+0.87***
Tobacco Industry Denormalization Level 1	51	2.95	3.52	+0.57***
Tobacco Industry Denormalization/Creative Ways to Advocate	15	2.63	3.13	+0.51*
<b>Average</b>	<b>164</b>	<b>2.80</b>	<b>3.47</b>	<b>+0.66***</b>

\* p<0.05; \*\* p<0.01; \*\*\* p<0.001.

Note: Self-efficacy scores were rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

The programs, “Creative Ways to Advocate” and “Creative Ways to Advocate and Action Plan” assessed self-efficacy at one time-point only (post trainings) and did not assess knowledge. Tables 12 and 13 show the findings of these surveys. Overall, participants indicated strong confidence in their ability to apply the skills that they learned during the training.

**Table 12 Self Efficacy Scores for Youth Training Program – Creative Ways to Advocate**

<b>Survey Statement</b>	<b>Mean (SD) (n=92)</b>
Understanding of what advocacy is	3.54 (0.54)
Explain to others the ingredients of creative advocacy	3.29 (0.55)
Understand the benefits of using creative tactics such as film, art, social media and street marketing to advocate	3.58 (0.58)
Plan and create a creative advocacy campaign to make change in my community or school	3.17 (0.78)
Feel more likely to use creative techniques in my advocacy campaign	3.39 (0.66)
<b>Overall</b>	<b>3.36 (0.47)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

**Table 13 Self Efficacy Scores for Youth Training Program – Creative Ways to Advocate and Action Plan**

<b>Survey Statement</b>	<b>Mean (SD) (n=10)</b>
<b>ADVOCACY</b>	
Understanding of what advocacy is	3.30 (0.95)
Explain to others the ingredients of creative advocacy	2.90 (1.10)
Understand the benefits of using creative tactics such as film, art, social media and street marketing to advocate	3.50 (0.71)
Plan and create a creative advocacy campaign to make change in my community or school	3.40 (0.70)
Feel more likely to use creative techniques in my advocacy campaign	3.20 (0.79)
<b>ACTION PLAN</b>	
Feel more confident I know what an action plan is	3.40 (0.84)
Can explain to others how to use an action plan	3.30 (0.67)
Confident in my abilities to use an action plan	3.30 (0.67)
More likely to use an action plan for future campaigns	3.30 (0.95)
<b>Overall</b>	<b>3.29 (0.69)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

## Findings from Youth Training Follow-up Survey

### *Characteristics of Survey Respondents*

A total of 89 youth training attendees responded to the Follow-up Survey. About half of respondents were 24 years of age and under (53%, n=47) (Table 14). Most respondents described their gender identity as female (73%, n=65). Approximately half of survey respondents reported having attended one YATI training (54%, n=48); with about a quarter having attended 5 or more trainings (24%, n=21). Of note, 5 participants who attended a youth training session also attended a YATI Talks/Keynote Speaker event.

**Table 14 Characteristics of Follow-up Survey Respondents, Youth Training, 2015-2016**

<b>Characteristics</b>	<b>N=89 N (%)</b>
<b>Age</b>	
Under 18	26 (29)
19-24	21 (23.6)
25-34	18 (20.2)
35-44	12 (13.5)
45+	10 (11.2)
Prefer not to say	2 (2.3)
<b>Gender*</b>	
Female	65 (73)
Male	21 (24)
Straight	2 (1)
Prefer not to say	2 (1)
<b>Number of trainings attended</b>	
1	48 (54)
2	9 (10)
3	5 (5.6)
4	6 (6.7)
5+	21 (23.6)

\* Participants were asked to qualitatively describe their gender.

### **Types of Training Attended**

Survey respondents attended a variety of training sessions with ‘Smoke Free Movies: Seeing through the Smoke’ and ‘Tobacco Industry Denormalization: Level 1’ being the most frequently reported (Table 15).

**Table 15 Types of Youth Training Programs Attended by Follow-up Survey Respondents, 2015-2016**

<b>Types of Trainings</b>	<b>N=89 N (%)</b>
<b>Youth Trainings</b>	
Smoke free movies: Seeing Through the Smoke	35 (40)
Tobacco Industry Denormalization Level 1 Rage Against the Industry	31 (35)
Creating Effective Health Promotion Campaigns: I set up a Booth...Now What?	22 (25)
Action Planning	21 (24)
Creative ways to advocate	19 (21)
Other	17 (19)
Social Media #healthpromotion	15 (17)
TID Level 2: Emerging Issues	13 (15)
Advocating for Change: DIY (Influencing Public Policy)	10 (11)
Advocacy for Health: Jump Into Action	9 (10)
Youth Social Identities	7 (8)
Media Relations: Prep for the Press	3 (3)
Améliorer la Santé dans ta Collectivité	1 (1)

\* Respondents could choose more than one answer, thus totals do not sum to 100.

Some participants (56%, n=48) attended their youth training(s) as part of a Partnership Program or Summit. These included:

- Regional Summit (n=23)
- YATI Youth Champion Tobacco Leadership Retreat (n=7)
- Other (n=7)
- Tobacco Interventions for Youth and Young Adults (n=5)
- NOT Tobacco Cessation Project (n=5)
- OPHEA Healthy Schools Project (n=4)
- Ontario Federation of Indigenous Friendship Centres (n=3)

Six respondents also reported attending a YATI Talks/Key Note Speaker, including:

- Tobacco Industry Denormalization (n=4)
- Social Media (n=2)
- Tobacco Industry and the World (n=2)
- Creating Effective Health Promotion Campaigns (n=2)
- Activists and Advocates (n=1)

The majority of respondents (68%, n=58) took their training through a Public Health Unit, followed by a Community Organization (22%, n=19), a School (12%, n=10) and 'Other' (4%, n=4).

### ***Key Messages Retained***

Evaluation participants were asked to describe the key messages they remembered from the training session(s) they had attended.

The strongest themes reflected in the data were around the importance of meaningful youth engagement and knowledge and skills gained around implementing health promotion campaigns and disseminating messages effectively (Table 16). Messaging around tobacco industry denormalization, in particular how the industry targets youth and the importance of shifting the blame from the smoker to the industry, was also noted frequently, as was the relationship between exposure to smoking in movies and youth uptake.

**Table 16 Key Messages Retained from Youth Training Programs, Youth Training Attendees, 2015-2016**

Theme	Respondent Quotes
<p><b>Meaningful Youth Engagement</b></p>	<p><i>“I learned how Youth need to connect with a shared sense of purpose. It’s very important to pay attention to the issues and activities that are relevant to both youth and adults. Adults often think their way is the right way. We learn a lot from youth. Companies must allow for youth input if they want to survive since they are our future. I also learned all the many different ways individuals learn. These need to be kept in mind to keep people engaged.”</i></p> <p><i>“How to speak to and engage youth effectively (sitting instead of standing, using their language, etc.). Engaging youth in the decision-making process vs. dictating rules. Some kind of ladder activity (Hart’s Ladder, I think it was?), and an activity with megablocks! Drawbacks of Adulthood.”</i></p>
<p><b>Health Promotion</b></p>	<p><i>“We learned effective ways to carry out different event plans and ways in which we can display our messages to the public.”</i></p> <p><i>“That it’s important to phrase and present your messages in several different ways to reach different audiences.”</i></p> <p><i>“How to effectively capture attention of audiences through different media sources.”</i></p>
<p><b>Tobacco Industry Denormalization</b></p>	<p><i>“They taught us about the tobacco industry and how they target youth the most to buy their products.”</i></p> <p><i>“I learned that the blame must not be put on the smoker, but on the tobacco industry. I also learned that YATI aims to tackle the tobacco industry, and denormalize the use of tobacco, through several initiatives such as smoke-free movie reviews, presentations and events.”</i></p>
<p><b>Smoke Free Movies</b></p>	<p><i>“Smoke free movies training helped my understanding of the importance of eradicating smoking in youth rated movies. 86% of top grossing movies that have smoking are youth rated. When kids see smoking in movies they are more likely to start smoking themselves.”</i></p> <p><i>“There is more smoking now than there was back 75 years ago, so no, smoking in movies isn’t there to be “accurate to the time period”. Smoking doesn’t advance character.”</i></p>

**Youth Involvement in Tobacco Prevention Activities**

Evaluation participants were asked to describe the specific tobacco prevention activities they were involved in as a result of participating in YATI trainings. While responses were diverse, they generally centered upon school-based health promotion initiatives and smoke free movies events (Table 17).

School-based health promotion included hosting a tobacco-free athletes meeting; classroom presentations and discussions with a focus on the health effects of commercial tobacco and/or tobacco industry denormalization; lunch hour health sessions (i.e., *Don’t Puff-Do Stuff*) and

health promotion booths; school-based policy work; offering the NOT program; and helping to create a *Tobacco Toolkit*.

Smoke free movies activities included being involved with smoke free movie nights, class presentations on the effects of smoking in movies, an MTV movie awards event, smoke free movie reviews and campaign planning.

Participants also described helping others to quit using tobacco (i.e., family members, other youth, and friends); taking part in community-based health promotion (i.e., at libraries, wellness fairs); environmental focused activities (Earth Week Campaign, cigarette-butt cleanup); and planning a fundraising event and World No Tobacco Day activities. Approximately 10 participants had not participated in tobacco prevention activities as of yet.

**Table 17 Tobacco Prevention Activities in which Youth Participated as a Result of YATI Trainings, 2015-2016**  
**Perspectives: Youth Training Attendees**

<p><i>"I have been a part of the smoke free movie nights in Niagara several times and have done some planning for WNTD."</i></p> <p><i>"I have done a smoke-free movie review and volunteered at several YATI events. At these events, we did things such as hand out brochures, talk to people about lung health, run activities and etc."</i></p> <p><i>"Our school held a Tobacco-Free Athletes meeting where all athletes in the school could pledge not to use Tobacco."</i></p> <p><i>"I helped Public Health create a Tobacco Toolkit provided to schools in Niagara to help teachers prevent students from using tobacco products."</i></p> <p><i>"Facilitation of the NOT program at a local high school."</i></p> <p><i>"School booths and in-class workshops, booths at public events at community centres and popular events (ie. Name of Event)."</i></p> <p><i>"I have been having lunch time booths with our Youth Engagement Specialist. I find the kids engage best when it is their idea to come to us instead of it being poured down their throat. It is my job to wheel them in (usually swag works)."</i></p>
---

**Youth Involvement in Community Health Activities**

Evaluation participants were also asked to describe how YATI trainings helped them take action on other issues (beyond tobacco) related to the health of their communities.

Participants’ responses most frequently centred upon their own improved confidence to take action on issues, which was facilitated by a variety of factors such as improved knowledge; leadership, health promotion and public speaking skills; and availability of tools/resources. Improved motivation to act on issues locally, greater engagement with one’s community (volunteer, connecting with NGOs), applying youth engagement knowledge across program planning and implementation and improved advocacy skills were also noted.

While some participants highlighted the tobacco-related activities in which they participated locally, a few noted interest in other issues such as sexual health, LGBTQ issues, nutrition, food industry denormalization and diabetes-related activities. One participant indicated that they are now inspired to study public health in postsecondary education, while another described a fellow volunteer’s campaign to encourage young women to enter the computer science field.

**Perceived Benefits of Attending YATI Trainings**

Evaluation participants identified new knowledge and being able to meet new people who have a shared passion for improving community health as primary benefits to attending YATI trainings. Similarly, the interactivity of YATI trainings was considered important to facilitate knowledge uptake and networking with others. A few participants also described skill development as a benefit of YATI trainings, in particular, communication, leadership, advocacy and social media skills. Having a fun time and motivation were also perceived benefits (Table 18).

**Table 18 Perceived Benefits of Attending YATI Youth Trainings, Youth Training Attendees, 2015-2016**

Perspectives: Youth Training Attendees
<i>“They are super fun and very educational!”</i>
<i>“Full understanding of the topics through interesting information and interactive activities.”</i>
<i>“Learn to properly advocate to the public in an appropriate manner...a lot of education around topics of advocacy....properly informs the attendee about health concerns [in Neighbourhood] and what is needed to change.”</i>
<i>“Receiving updates on the tobacco industry’s tactics. Gain motivation and inspiration!!! Receive knowledge and/or reminders of key campaigns and key messages (ex; emerging tobacco products, SFM campaigns, TID campaigns, FTI...)”</i>
<i>“It opens your eyes to more ways to pass along an important message and also allows you to connect with other like-minded people.”</i>
<i>“You meet other passionate people, learn a lot of valuable information, and are given materials/skills to use the information in the future.”</i>

**Youth Trainings: Strengths and Opportunities for Improvement**

When asked to describe what they liked best about YATI trainings, youth training respondents overwhelmingly described the interactive approach, the dynamic, positive, friendly atmosphere and the YATI staff, who were credited with facilitating the interactivity and the positive atmosphere (Table 19).

**Table 19 What Youth Training Respondents Liked Best about YATI trainings, 2015-2016**

Perspectives: Youth Training Attendees
<i>"I really liked the two trainers' abilities of how they interacted with each other and with us. Some of their sayings and neat little ways of getting the larger group to break up into smaller groups, etc..."</i>
<i>"The energy and the engagement the staff had with the group."</i>
<i>"Friendly environment...open to opinions...welcoming."</i>
<i>"The interactive aspect of the training. Role playing or being involved rather than just listening to a presentation."</i>
<i>"It was very engaging while most trainings are more dull."</i>
<i>"I enjoyed the laid back approach to the training days, felt easy to participate."</i>

Evaluation participants were also asked to provide suggestions to improve YATI trainings. Responses were diverse and very few themes emerged in the data. Many noted that they were satisfied with the training received, and offered no suggestions for improvement.

A few participants recommended better time management in order to maintain attendee interest and ensure adequate time for all activities. Training on health promotion issues beyond tobacco, more visual learning and more time for health promotion planning and working on "next steps" were also recommended.

*"Large blocks of time to work on our health promotion campaigns."*

- Youth Training Attendee

*"Less background info and interactive activities and more concrete steps and examples."*

- Youth Training Attendee

*"Manage time a little better at times we ran out of time to complete an activity."*

- Youth Training Attendee

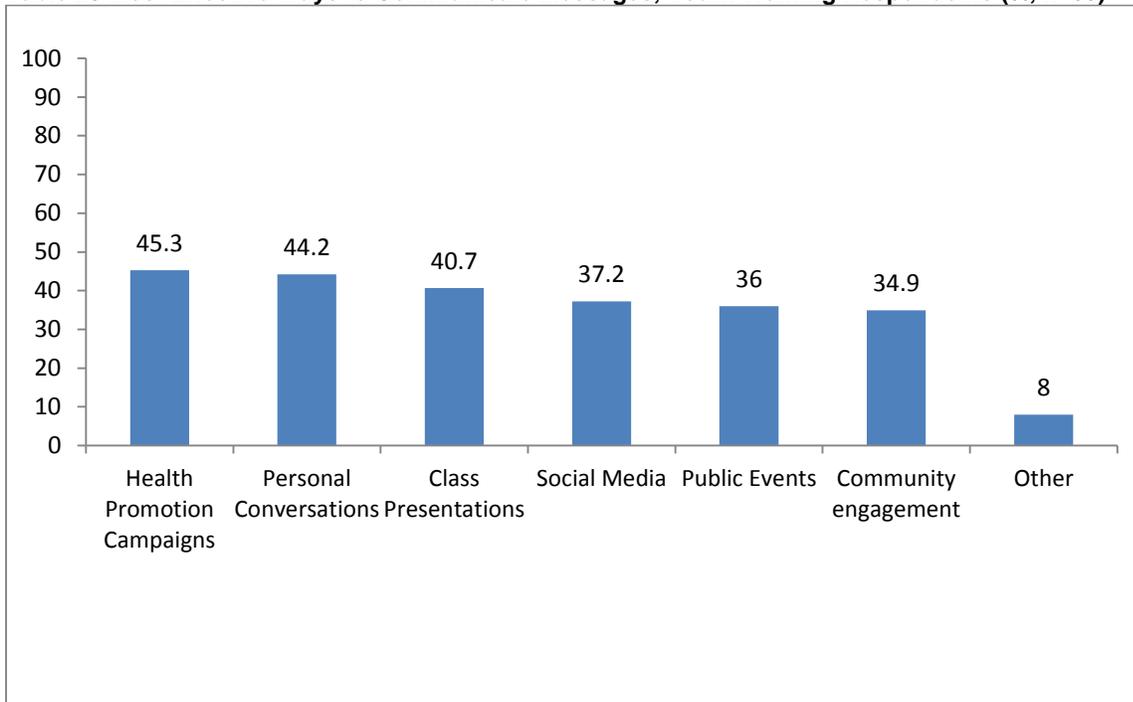
### ***Perceived Reach of Tobacco Prevention Activities of Youth Training Attendees***

When asked to provide an estimate of the number of people reached through their messaging, responses ranged greatly. Sixty-five respondents provided numeric estimates, with most ranging between 2-50 people (n=37) and 100-500 people (n=35). The total number of people reached across all respondents was 169,799 (range 2-60,000). A few respondents described qualitatively how they reached large numbers of people with their messaging through their city or region by creating a Smoke-free Toolkit for schools to influence policy.

Ten respondents said they did not know how many people they had reached or they were not able to provide an estimate at the time of the survey.

When asked to select the most effective ways used by respondents or their organizations to communicate their messages, the importance of different mechanisms appeared to be consistent across categories. “Health Promotion Campaigns” (45%, n=39), “Personal Conversations” (44%, n=38) and “Class Presentations” (41%, n=35) were the most frequently selected mechanisms (Table 20).

**Table 20 Most Effective Ways to Communicate Messages, Youth Training Respondents (% , n=89)**



## Findings from General Adult Trainings

### *Description of the Sample*

Overall, 227 General Adult Training participants completed the client satisfaction questionnaire; 203 completed both the knowledge questionnaire and the self-efficacy questionnaire (Table 21).

**Table 21 Adult Attendance and Evaluation by YATI Training Program**

<b>Program</b>	<b>Satisfaction (n)</b>	<b>Knowledge (n)</b>	<b>Self-Efficacy (n)</b>
Creating Effective Health Promotion Campaigns with Youth	37	37	37
Engage 2.0	94	97	97
Meaningful Youth Engagement	18	37	37
Principles and Practices of Meaningful Youth Engagement	18	--	--
Social Media	25	32	32
Social Media and Health Promotion	35	--	--
<b>Total</b>	<b>227</b>	<b>203</b>	<b>203</b>

### **Adult Participant Satisfaction – General Trainings**

Similar to the youth general training programs, there were two versions of client satisfaction surveys: pre-HPRC performance indicator recommendations and post-HPRC performance indicator recommendations. Overall, 227 participants completed the client satisfaction surveys (90 pre-HPRC recommendations and 137 post-HPRC recommendations). Table 22 describes the characteristics of the respondents from both surveys combined.

The average age of respondents was 37 years. Most (85%) were female and they worked in a variety of organizations, the most common being Public Health (50%). The average time involved in health related activities was 93 months and the majority (62%) attended the YATI training for the first time.

**Table 22 Characteristics of Adults Who Completed the Participant Satisfaction Evaluations**

<b>Characteristic</b>	<b>N (%)</b>
<b>Age – mean (SD) (n=207)</b>	37.3 (11.4) years
<b>Gender</b>	
Male	24 (10.6)
Female	192 (84.6)
No response	11 (4.9)
<b>Type of Organization (n=227)</b>	
Public Health Staff	113 (49.8)
Health Care	17 (7.5)
Health Professional	16 (7.1)
Social Services	12 (5.3)
Community Youth Worker	11 (4.9)
NGO	8 (3.5)
Youth Development Specialist	7 (3.1)
Education	3 (0.9)
Tobacco Control Manager	2 (0.9)
Other	20 (8.8)
No response	18 (7.9)
<b>Time Involved in Health Related Activities – mean (SD) (n=90)</b>	92.5 (91.1) months
<b>No. YATI training programs attended (n=137)</b>	
First time	85 (62.0)
1-4	40 (29.2)
5-10	5 (3.7)
>10	3 (2.2)
No response	4 (2.9)

Participants were also asked to rate the degree to which they agreed or disagreed with statements relating to the training activities, content, motivation and facilitation on a 4-point Likert scale. Enhancement and overall scores post-HPRC performance indicator recommendations used a 5-point Likert scale. Tables 23-24 show the satisfaction scores for each of these categories for both pre- and post-HPRC recommendations. Generally, respondents indicated satisfaction with training activities, content, facilitation and motivation, as well as enhancement of practice (post-HPRC recommendations). Comparison of satisfaction scores on activities, content, motivation and facilitation between the two survey versions was conducted and no significant difference was found.

**Table 23 Adult Participant Satisfaction Results, Pre-HPRC Recommendations**

<b>ACTIVITIES</b>	<b>Mean (SD)</b>
The activities were interesting/creative	3.61 (0.49)
The activities helped me better understand the topic	3.57 (0.52)
The activity gave me a chance to work with and meet others	3.56 (0.50)
<b>Activities (overall) (n=89)</b>	<b>3.58 (0.43)</b>
<b>CONTENT</b>	
I learned some new information	3.60 (0.49)
The information was relevant to my activities in health (e.g. volunteering, projects, campaigns)	3.58 (0.52)
I learned most of what I wanted to	3.40 (0.58)
I have the knowledge to engage youth in a meaningful way	3.43 (0.52)
I have the skills to engage youth in a meaningful way (n=52)	3.40 (0.50)
<b>Content (overall) (n=89)</b>	<b>3.48 (0.38)</b>
<b>MOTIVATION</b>	
I feel confident that I can talk to colleagues about meaningful youth engagement (n=52)	3.46 (0.58)
<b>Motivation (overall)</b>	
<b>FACILITATION</b>	
The trainers were knowledgeable about this topic	3.75 (0.46)
The trainers were helpful and responsive to the group	3.73 (0.52)
The trainers made me feel that I could share my opinions openly with the group	3.84 (0.36)
<b>Facilitation (overall) (n=89)</b>	<b>3.78 (0.41)</b>
<b>OVERALL (n=88)</b>	
Overall, I would rate this training as:	<b>3.61 (0.58)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree, while the score for overall was 1=very poor, 4=very good.

**Table 24 Adult Participant Satisfaction Results, Post-HPRC Recommendations**

<b>ACTIVITIES</b>	<b>Mean (SD)</b>
The activities were interesting/creative	3.65 (0.51)
The activity gave me a chance to work with and meet others	3.67 (0.49)
<b>Activities (overall) (n=136)</b>	<b>3.66 (0.45)</b>
<b>CONTENT</b>	
I found this training useful	3.59 (0.55)
This training met my needs	3.47 (0.62)
I am more aware of this topic	3.65 (0.49)
I have learned strategies to engage youth in a meaningful way	3.58 (0.63)
I have the skills and knowledge to support youth with tobacco prevention/cessation activities	3.29 (0.63)
<b>Content (overall) (n=136)</b>	<b>3.52 (0.49)</b>
<b>MOTIVATION</b>	
I am going to use the information learned today	3.54 (0.58)
I would recommend this training to others	3.61 (0.56)
<b>Motivation (overall) (n=136)</b>	<b>3.58 (0.54)</b>
<b>FACILITATION</b>	
The trainers were knowledgeable about this topic	3.84 (0.39)
The trainers were helpful and responsive to the group	3.87 (0.34)
The trainers made me feel that I could share my opinions openly with the group	3.83 (0.40)
<b>Facilitation (overall) (n=137)</b>	<b>3.85 (0.35)</b>
<b>ENHANCEMENT</b>	
To what extent will this training enhance your practice? (n=131)	4.07 (0.89)
<b>OVERALL (n=133)</b>	
Overall, I would rate this training as:	<b>4.33 (0.76)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree for all items, except for enhancement (5-point Likert scale: 1=not at all, 2=slightly, 3=somewhat, 4=quite a bit, and 5=a great deal) and overall (5-point Likert scale: 1=very low, 5=very high)

### ***Adult Knowledge and Self Efficacy – General Trainings***

Adult training attendees were asked to complete surveys that assessed knowledge gained and changes in self-efficacy pre and post training. A summary and comparison of the reported change in knowledge and self-efficacy is shown in Tables 25 and 26 respectively. On average, there was a significant increase in participant knowledge (approximately 19%) from pre to post (Table 25).

Similarly, Table 26 shows that adult self-efficacy increased from pre to post training. Overall, participants' ratings of their self-efficacy increased on average +0.83 from before to after the training program. This suggests that adults have increased confidence in their ability to apply the skills that they learned during the training.

**Table 25 Pre and Post Knowledge Scores for Adult Training Programs**

Program	N	Pre Score (%)	Post Score (%)	Difference (%)
Engage 2.0	88	76	86	13.1**
Meaningful Youth Engagement	30	58	70	20.7*
Creating Effective Health Promotion Campaigns with Youth	37	55	74	34.3**
Social Media	26	65	80	23.7**
<b>Overall average</b>	<b>181</b>	<b>67</b>	<b>80</b>	<b>19.2**</b>

\* p<0.05; \*\* p<0.001. Note: Knowledge score ranging from 1 to 10 and presented as percentages.

**Table 26 Pre and Post Self Efficacy Scores for Adult Training Programs**

Program	N	Pre Score	Post Score	Difference
Engage 2.0	88	2.57	3.47	+0.90**
Meaningful Youth Engagement	28	3.14	3.66	+0.52**
Creating Effective Health Promotion Campaigns with Youth	37	2.51	3.50	+0.99**
Social Media	26	2.19	2.93	+0.74**
<b>Overall average</b>	<b>179</b>	<b>2.60</b>	<b>3.43</b>	<b>+0.83**</b>

\* p<0.01; \*\* p<0.001. Note: Self-efficacy scores were rated based on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

## Findings from Adult Training Follow-up Survey

### *Characteristics of Survey Respondents*

A total of 59 adult training attendees responded to the Follow-up Survey.

Almost half of respondents were between 25-34 years old (42%, n=25) (Table 27) and most reported their gender identity as Female (90%, n=53). Over half of the sample had attended one training event (54%, n=32). Of note, 11 survey respondents also reported attending a Youth Training, and three reported attending a YATI Talks/Keynote Speaker Event.

**Table 27 Characteristics of Follow-up Survey Respondents, Adult Training, 2015-2016**

Characteristics	N=59 N (%)
<b>Age</b>	
19-24	8 (13.5)
25-34	25 (42.4)
35-44	13 (22)
45+	13 (22)
<b>Gender*</b>	
Female	53 (90)
Male	4 (6.8)
Heterosexual	1 (1.6)
Prefer not to say	1 (1.6)
<b>Number of trainings attended</b>	
1	32 (54.2)
2	3 (5.1)
3	13 (22)
4	2 (3.4)
5+	9 (15.3)

\* Respondents were asked to qualitatively describe their gender.

### ***Types of Training Attended***

Survey respondents attended a variety of adult training with ‘Engage 2.0’ being the most frequently reported (Table 28). Among the 11 adults who attended youth trainings, the majority had attended ‘Tobacco Industry Denormalization Level 1’.

Some participants (47%, n=27) also noted participating in trainings as part of a Partnership Program or Summit. These included:

- Regional Summit (n=10)
- N-O-T on Tobacco Youth Smoking Cessation Program (n=8)
- Other (Unfiltered Facts, Boys and Girls Club, Garden River Trust) (n=5)
- Ontario Federation of Indigenous Friendship Centres (n=4)
- Tobacco Interventions for Youth and Young Adults CAMH-TEACH) (n=2)
- OPHEA Healthy Schools Project (n=1)

Three respondents had also attended a YATI Talks/Keynote Presentation (Social Media, Tobacco Industry Denormalization and a session customized to a local organization).

The majority of respondents (57%, n=32) took their training through a Public Health Unit, followed by a Community Organization (28%, n=16), a School (10%, n=6) and ‘Other’ (5%, n=3).

**Table 28 Types of Training Programs Attended by Follow-up Survey Respondents, Adult Training, 2015-2016**

<b>Types of Trainings</b>	<b>N (%)</b>
<b>Adult trainings (n=59)</b>	
Engage 2.0: Principles and Practices of Meaningful Youth Engagement	25 (42.4)
Tobacco & Youth Engagement Knowledge Exchange	13 (22)
1 Day Meaningful Youth Engagement	11 (18.6)
N-O-T on Tobacco Train-the-Trainer	11 (18.6)
Creating Effective Health Promotion Campaigns with Youth	6 (10.2)
Other	4 (6.8)
Social Media #healthpromotion	3 (5)
Trainer Orientation and Professional Development Day	2 (3.4)
Youth Social Identities & Health Promotion	2 (3.4)
<b>Youth Trainings (n=11)</b>	
Tobacco Industry Denormalization Level 1: Range Against the Industry	7 (63.6)
TID Level 2: Emerging Issues	5 (45.5)
Smoke Free Movies: Seeing Through the Smoke	4 (36.4)
Action Planning	2 (18.2)
Advocacy for Health: Jump into Action	2 (18.2)
Social Media and #healthpromotion	2 (18.2)
Creative ways to advocate	2 (18.2)
Creating effective health promotion campaigns	1 (9)
Advocating for Change: DIY (Influencing Public Policy)	1 (9)
Media Relations: Prep for the Press	1 (9)
Youth Social Identities for Youth	1 (9)
Other	1 (9)

\* Respondents could chose more than one answer, thus totals do not sum to 100

**Key Messages Retained**

When participants were asked to describe key messages that they took away from trainings, they most frequently recalled messaging around youth engagement, in particular the Principles of Youth Engagement and what constitutes meaningful engagement; Roger Hart’s Ladder; positive allyship and “*Trust the Process*”. A handful of respondents recalled aspects of youth cessation and how the tobacco industry targets youth (Table 29).

**Table 29 Key Messages Retained, Adult Training Attendees, 2015-2016**

Theme	Respondent Quote
<b>Youth Engagement</b>	<p><i>“One of the key things that stuck out for me was the different ways to get youth involved, whether that be in research, social media, campaigns, apps etc...There were several campaigns that were shown and the delivery was explained and some of the ideas were very cost effective for non-profits to host with youth that still provide a strong message.”</i></p> <p><i>“Ask the youth what they want to see done, make the space youth friendly, empower the youth to use their voices to advocate for themselves as well as advocating yourself for them to be heard.”</i></p> <p><i>“The meaning of youth engagement. How to work with youth - it's about the process and not the outcome. New ways to recruit youth and helpful tools for retention.”</i></p>
<b>Youth Cessation</b>	<p><i>“1) That the program is the only one created specifically for youth. 2) That multiple quit attempts are ok and are to be supported. 3) How to engage the youth in the cessation process and appeal to them is a variety of ways.”</i></p> <p><i>“People that smoke usually want to quit. Cigarettes are more addictive than heroine. Successful quits takes 30 or more attempts. Cravings and side effects of quitting are only temporary. Cravings only last 5 minutes. To help quit, the 4Ds are helpful: Distract, delay, drink and deep breathing.”</i></p>
<b>Tobacco Industry</b>	<p><i>“Great examples of how tobacco industry targets youth and specifically through lifestyle and appealing to values-music, fashion, sexual orientation, gender and insidious nature of their marketing practices. Emerging issues- plain and stand. Packaging for tobacco- moving billboards, creative marketing and what we'd achieve if all were in plain packages.”</i></p>

### **Adult Involvement in Tobacco Prevention Activities**

Evaluation participants were asked to describe the specific commercial tobacco reduction activities they were involved in as a result of participating in YATI trainings (Table 30).

Participants most frequently highlighted supporting youth cessation via the N-O-T program in partnership with local schools. Personal conversations with students about commercial tobacco cessation and promoting cessation programs within the community by word of mouth and social media were also noted by these respondents.

After cessation, respondents most frequently noted working on smoke free movie events (supporting youth on campaigns, movie nights, and school booths) and a variety of general health promotion and advocacy activities (school-based anti-smoking education and awareness, petitioning against flavoured tobacco, cigarette butt clean-ups, working on World No Tobacco Day activities and trainings, presentations and discussions on tobacco industry tactics).

A few respondents also noted sharing knowledge about both commercial and Sacred Tobacco in their practice. Some mentioned that they do not work in tobacco prevention/cessation or have not had the time to focus their work on tobacco use.

**Table 30 Commercial Tobacco Reduction Activities in which Adults Participated as a Result of YATI Trainings, 2015-2016**

Perspectives: Adult Training Attendees
<p><i>"I co-facilitated the 10 week program at [name of school] that reached approx. 15 youth. I am also the school nurse here at the high school and have been able to insert some techniques to the youth that I see one on one in my clinic. Specifically encouraging re-attempts and decreasing usage, as well as finding supportive people/network."</i></p> <p><i>"A NOT noon hour group as well as a student activity group to reduce use in our school-Don't Puff Do Stuff."</i></p> <p><i>"Promoting quit programs in the community. Creating awareness with participants who attend programs at our centre. Sharing knowledge of sacred tobacco use vs commercial tobacco use."</i></p> <p><i>"Smoke Free Dances/Family Events. Advertising/Promotion for N-O-T. Personal conversations &amp; one-on-one support for youth. Traditional teachings and focus on sacred tobacco use VS. commercialized."</i></p> <p><i>"Youth working on SFM and P&amp;SP campaigns, WNTD."</i></p> <p><i>"Ran smoke free movie night events; participated in local Pride parade/initiatives; stage for change concert - identifying ways that the tobacco industry targets youth (music) and helping people understand process of addiction and recovery."</i></p> <p><i>"Tobacco industry denormalization discussions and deconstructing examples of marketing."</i></p>

### **Adult Involvement in Community Health Activities**

When evaluation participants were asked to describe how YATI trainings helped them take action on other issues related to the health of their communities, many noted how their strengthened youth engagement practice would result in greater access to meaningful opportunities for youth locally and a greater reflection of a youth voice in community issues.

Some noted the different health promotion topics outside of tobacco to which they applied youth engagement principles (i.e., sexual health, healthy relationships, coping skills, general wellness, cannabis, media literacy). A few also credited YATI training for helping to build capacity for meaningful youth engagement within respective organizations (Table 31).

**Table 31 How YATI Trainings Helped Adults Take Action on Community Health Issues, 2015-2016**

**Perspectives: Adult Training Attendees**

*"I work as a children & youth worker at a women's shelter, so the majority of my work is direct education and counselling with young people who have been affected by domestic abuse. The YATI training has helped me to reconsider the proactive side of my job, where I do public presentations in regards to how youth can help stop the cycle of violence. I have a better perspective as to how to engage the youth in making healthy relationship choices."*

*"Allows me to encourage youth to use their voices to be heard in their schools and community."*

*"YATI training has helped me work with youth in a meaningful way with more confidence. The groups I work with are often tackling issues beyond tobacco use (ie: mental wellness, diversity inclusion, etc)."*

*"Expansion of smoke free movies knowledge into media literacy education - violence/body image/etc. TID - subpopulations targeted by the industry (LGBT & Mental Health)."*

*"It has empowered me to have conversations professionally and personally as well as encourage the youth voice within programming."*

*"Currently working with other youth leaders in my organization on health equity/youth recruitment and retention."*

*"Looking to partner with internal PHU staff around "industry denorm" - i.e. Food, Alcohol, Big Pharma, etc."*

**Perceived Benefits of Attending Adult YATI Trainings**

Networking with likeminded colleagues from across the province and the opportunity to gain knowledge, particularly around youth engagement, were primary benefits noted by evaluation respondents. Leaving with improved capacity and confidence to do meaningful youth engagement in the community were also noted.

*Found it beneficial to have the chance to network with other service providers who were just as interested in getting youth engaged in their community so we have a direct link, versus having to go through the chain of people to find someone who \*may\* be interested.*

- Adult training attendee

*Helps you to understand the different levels of youth engagement...helps to identify tokenism versus true engagement.*

- Adult training attendee

*Seeing the importance of being a dynamic facilitator, including activities, fostering group discussion, allowing participants to discover the learning on their own and draw on personal experience.*

- Adult training attendee

### **Adult Trainings: Strengths and Opportunities for Improvement**

When asked to describe what they liked best about YATI trainings, adult training respondents overwhelmingly highlighted the interactive and engaging learning style.

Participants also liked the general atmosphere of trainings, describing it as “*relaxed*”, “*energetic*”, “*laid back*”, “*positive*”, “*welcoming*”, “*non-judgmental*”, “*fun*” and a “*safe space*”. Participants credited YATI facilitators for creating the atmosphere, and for being “*informed*”, “*helpful*”, “*outgoing*”, “*engaging*” “*flexible*” and “*amazing*”.

*The energy, breakout sessions, ice breakers, activities, and the safe space that was created at the beginning.*

*- Adult training attendee*

*I found the training itself to be one of the most interactive trainings I have done. I also enjoyed that it was a small group and therefore we were all able to share and participate which made me really grasp the concept better and leave the training feeling more confident.*

*- Adult training attendee*

*Engaging instructors- terrific learning using high yield strategies- honestly some of the best PD in my 20+ years of teaching. I would recommend to any other educators!*

*- Adult training attendee*

Evaluation respondents were also asked how YATI could improve trainings. Responses were diverse, likely reflecting the different trainings attended (Table 32). Some participants described aspects of accessibility upon which YATI could improve. This included developing online trainings, better promotions of trainings, offering more training and improving accessibility to community partners. A few participants recommended having more “concrete” examples specific to different trainings, more updated content and ways to continue conversations with other trainees, in particular via social media. A few participants also recommended having more time devoted to trainings and ensuring that the training space was large enough to accommodate the number of participants. Several participants indicated they were satisfied with the trainings and offered no recommendations for improvement.

**Table 32 Suggestions for Improving Trainings, Adult Training Attendees, 2015-2016**

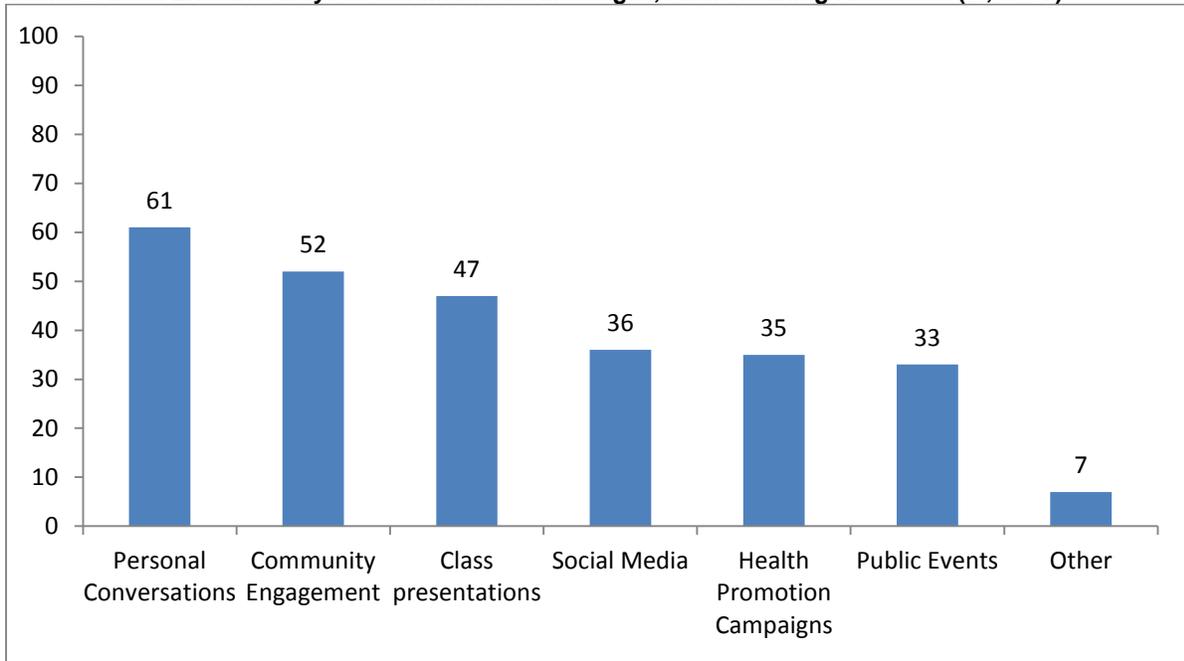
Theme	Respondent quote
<p><b>Accessibility</b></p>	<p><i>“Increase accessibility to partner organizations - we often run regional summits as a TCAN to train youth, but it would be great for other organizations to host YATI trainings (ie; schools; Big brothers/sisters; YWCA; Sal. Army, etc)... so they would have to have more access/build relationships so they are aware of the services.”</i></p> <p><i>“I would love access to parts of workshops online- as I live in [name of northern Ontario region). Also would love to be part of a twitter chat with other NOT leaders.”</i></p>
<p><b>Knowledge and KE</b></p>	<p><i>“More concrete examples of how we can share the learnings in our community at various levels- ex. at a health fair vs recommendations for tying it into the curriculum or using it to inform local policy.”</i></p> <p><i>“I would have liked for all of the participants from our training day to have kept in contact and have had a support network. I am curious to know how well the other groups did, what were their struggles and successes. Did they have anyone successfully quit, etc.”</i></p> <p><i>“Content specific topics and more in-depth actions developed at the training that can be taken away and acted upon immediately.”</i></p>
<p><b>Time</b></p>	<p><i>“More time to implement training (mock campaigns, real-life examples of the process - challenges/opportunities, etc.). Strategies on how to work with dis-engaged youth and how to motivate youth to get involved.”</i></p> <p><i>“Have trainings that go a bit deeper into youth engagement and time to share examples.”</i></p> <p><i>“Specifically about the Engage 2.0 Training, it would be nice if it was an extra day.”</i></p>

**Perceived Reach of Tobacco Prevention Activities of Adult Training Attendees**

When asked to provide an estimate of the number of people reached with their messaging, respondents’ answers ranged greatly. Thirty-nine (n=39) respondents provided numeric estimates with most ranging between 2-65 people (n=26) and 100-200 people (n=11). The total number of people reached across all respondents was 102,706 (range 2-100,000). One respondent qualitatively described reaching “2 municipalities, many youth, community members”. Seven respondents said they did not know how many people had been reached or they were not able to provide an estimate. Three had not reached anyone at the time of the survey.

When asked about the most effective ways respondents or their organizations used to get their messaging out, Personal Conversations was most frequently selected (61.4%, n=35), followed by Community Engagement (52.6%, n=30) and Class Presentations (47.3%, n=27) (Table 22).

**Table 33 Most Effective Ways to Communicate Messages, Adult Training Attendees (% n=57)**



## **Partnership Projects, Special Projects and Special Events**

There were many Partnership Programs, Special Projects and Special Events delivered to youth, young adults and adults in 2015-16. Evaluation data for the following projects are summarized.

### **Partnership Projects**

- Ontario Federation of Indigenous Friendship Centres (OFIFC)
- Parent Action on Drugs (PAD) Partnership

### **Special Projects**

- YATI Trainer Orientation Day
- Youth Tobacco Champions Leadership Retreat Program
- Tobacco and Youth Engagement Knowledge Exchange
- N.O.T. (Not On Tobacco) Training
- CE TCAN Summit
- CW TCAN Summit
- NE TCAN Summit
- SW TCAN Summit

### **Special Events**

- YATI Talks (formerly Youth Speakers Bureau)
- YATI en parle

As demonstrated in Tables 34-39, attendees of Partnership Projects and Special Projects are consistently satisfied with session activities, content and facilitators. Attendees also agreed that they were motivated and confident to engage in prevention and cessation activities with youth.

Of note is the relatively lower satisfaction scores for handbooks (mean=2.84) and journals (mean=2.81) reflected in the N.O.T participant survey (Table 37). Further, only two participants answered the facilitator feedback survey for N.O.T training, thus, no analysis was conducted for this survey. In addition, data analysis was not conducted for the “Not About Me 1 and 2” survey because the survey questions did not address satisfaction, knowledge or efficacy.

Similarly, pre and post data show a statistically significant increase in knowledge (Table 40) and in self-efficacy (Table 41) across the Partnership Programs and Special Projects/Events, with the exception of the knowledge score for the CE TCAN: Creating Effective Health Promotion Campaigns.

The CE TCAN CWA (Creative Ways to Advocate) training survey only asked self-efficacy questions at one point in time (post training). Results from this survey indicated strong efficacy in explaining, planning, and using creative techniques in advocacy campaigns (Table 42).

**Table 34 Partnership Program Participant Satisfaction Results of Ontario Federation of Indigenous Friendship Centres**

<b>Survey Statement</b>	<b>Mean (SD) (n=22)</b>
<b>ACTIVITIES</b>	
The activities/sessions were interesting/creative	3.64 (0.49)
The activities helped me better understand the topic	3.59 (0.50)
The activity gave me a chance to work with and meet others	3.64 (0.49)
<b>Activities (overall)</b>	<b>3.62 (0.40)</b>
<b>CONTENT</b>	
I learned some new information	3.68 (0.57)
The information was relevant to my activities in health (e.g. volunteering, projects, campaigns)	3.45 (0.74)
I learned most of what I wanted to	3.36 (0.58)
I have the skills and knowledge to take action about tobacco use	3.59 (0.50)
<b>Content (overall)</b>	<b>3.52 (0.33)</b>
<b>MOTIVATION</b>	
I feel less likely to start using commercial tobacco or motivated to stop	3.73 (0.46)
I feel motivated to prevent people from starting to use commercial tobacco or motivated to try to stop	3.59 (0.50)
I feel confident that I can talk to others about commercial vs. sacred tobacco	3.50 (0.74)
<b>Motivation (overall)</b>	<b>3.61 (0.42)</b>
<b>FACILITATION</b>	
The trainers were knowledgeable about this topic	3.82 (0.39)
The trainers were helpful and responsive to the group	3.82 (0.39)
The trainers made me feel that I could share my opinions openly with the group	3.82 (0.39)
<b>Facilitation (overall)</b>	<b>3.82 (0.32)</b>
<b>OVERALL</b>	
Overall, I would rate this training as:	<b>3.68 (0.48)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

**Table 35 Special Projects Participant Satisfaction Results of YATI Programs**

	<b>YATI Trainer Orientation Day</b>	<b>Youth Tobacco Champions Retreat</b>	<b>Network and Knowledge Exchange</b>
	Mean (SD)	Mean (SD)	Mean (SD)
<b>Survey Statement</b>	(n=29)	(n=12)	(n=30)
<b>ACTIVITIES</b>			
The activities/conference were/was interesting/ creative/fun	3.79 (0.41)	3.92 (0.29)	3.57 (0.50)
The activities gave me a chance to work with and meet others	3.79 (0.41)	4.00 (0.00)	3.70 (0.47)
<b>Activities (overall)</b>	<b>3.79 (0.37)</b>	<b>3.96 (0.14)</b>	<b>3.63 (0.39)</b>
<b>CONTENT</b>			
I found this training/conference useful	3.79 (0.41)	3.75 (0.45)	3.53 (0.51)
This training/conference met my needs	3.79 (0.41)	NA	3.37 (0.56)
I am more aware of this topic	3.69 (0.47)	3.92 (0.29)	NA
This retreat will improve my activities in health	NA	3.58 (0.51)	NA
I learned most of what I wanted to	NA	3.58 (0.51)	NA
I have learned strategies to engage youth in a meaningful way	3.62 (0.56)	NA	3.20 (0.66)
I have the skills and knowledge required to support youth with tobacco prevention/cessation activities/ to take action about tobacco use	3.69 (0.54)	3.75 (0.45)	3.37 (0.49)
<b>Content (overall)</b>	<b>3.72 (0.36)</b>	<b>3.72 (0.28)</b>	<b>3.37 (0.43)</b>
<b>MOTIVATION</b>			
I am going to use the information learned today	3.83 (0.47)	3.75 (0.45)	3.50 (0.51)
I would recommend this training/conference to others/tell other people to go to this retreat	3.93 (0.26)	3.83 (0.39)	3.50 (0.57)
I feel motivated to volunteer with YATI	NA	3.92 (0.29)	NA
<b>Motivation (overall)</b>	<b>3.88 (0.34)</b>	<b>3.83 (0.30)</b>	<b>3.50 (0.51)</b>
<b>FACILITATION</b>			
The trainers were knowledgeable about this topic	3.97 (0.19)	4.00 (0.00)	NA
The trainers were helpful and responsive to the group	3.90 (0.31)	4.00 (0.00)	NA
The trainers made me feel that I could share my opinions openly with the group	3.93 (0.26)	3.92 (0.29)	NA
<b>Facilitation (overall)</b>	<b>3.93 (0.21)</b>	<b>3.97 (0.10)</b>	NA
<b>ENHANCEMENT</b>			
To what extent will this training/conference enhance your practice?	<b>4.21 (0.73)</b>	<b>NA</b>	<b>4.00 (0.74)</b>
<b>OVERALL</b>			
Overall, I would rate this training as:	<b>4.55 (0.51)</b>	<b>4.67 (0.49)</b>	<b>4.23 (0.71)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree on all statements, except for enhancement of practice (1=not at all, 2=slightly, 3=somewhat, 4=quite a bit, and 5=a great deal) and overall (1=very low and 5=very high).

**Table 36 Special Projects Participant Satisfaction Results of N.O.T Train the Trainer**

Survey Statement	Adult Train the Trainers	
	Pre-HPRC Mean (SD) (n=6)	Post-HPRC Mean (SD) (n=15)
<b>ACTIVITIES</b>		
The activities were interesting/ creative/fun	3.50 (0.55)	3.80 (0.41)
The activities helped me better understand the topic	3.50 (0.55)	NA
The activities gave me a chance to work with and meet others	3.50 (0.55)	3.87 (0.35)
<b>Activities (overall)</b>	<b>3.50 (0.55)</b>	<b>3.83 (0.36)</b>
<b>CONTENT</b>		
I learned some new information	3.50 (0.55)	NA
I found this training useful	NA	3.93 (0.26)
The information was relevant to my activities in health (e.g., volunteering, projects, campaigns)	3.67 (0.52)	NA
This training met my needs	NA	3.93 (0.26)
I learned most of what I wanted to	3.67 (0.52)	NA
I am more aware of this topic	NA	3.60 (0.63)
I have learned strategies to engage youth in a meaningful way	3.33 (0.52)	3.80 (0.41)
I have the skills and knowledge required to support youth with tobacco prevention/cessation activities	3.33 (0.52)	3.63 (0.52)
<b>Content (overall)</b>	<b>3.50 (0.45)</b>	<b>3.76 (0.29)</b>
<b>MOTIVATION</b>		
I feel motivated to prevent youth from starting smoking or helping youth quit	3.50 (0.55)	NA
I am going to use the information learned today	NA	3.80 (0.41)
I feel confident that I can talk to youth about smoking prevention	3.33 (0.52)	NA
I would recommend this training to others	NA	3.93 (0.26)
<b>Motivation (overall)</b>	<b>3.42 (0.49)</b>	<b>3.87 (0.30)</b>
<b>FACILITATION</b>		
The trainers were knowledgeable about this topic	3.67 (0.52)	4.00 (0.00)
The trainers were helpful and responsive to the group	3.67 (0.52)	4.00 (0.00)
The trainers made me feel that I could share my opinions openly with the group	3.67 (0.52)	4.00 (0.00)
<b>Facilitation (overall)</b>	<b>3.67 (0.52)</b>	<b>4.00 (0.00)</b>
<b>ENHANCEMENT</b>		
To what extent will this training/conference enhance your practice?	NA	4.80 (0.41)
<b>OVERALL</b>		
Overall, I would rate this training as:	<b>4.00 (0.00)</b>	<b>4.87 (0.35)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree on all statements, except for enhancement of practice (1=not at all, 2=slightly, 3=somewhat, 4=quite a bit, and 5=a great deal) and overall (1=very low and 5=very high) in the post-HPRC surveys.

**Table 37 Special Projects Participant Satisfaction Results of N.O.T Trainings**

Survey Statement	Participants Mean (SD)
How important was the N.O.T program in helping you quit or reduce smoking? <sup>a</sup> (n=56)	3.61 (1.02)
<b>MATERIALS</b>	
Please rate the quality of handbooks <sup>b</sup> (n=31)	2.84 (0.64)
Please rate the quality of journals <sup>b</sup> (n=31)	2.81 (0.83)
Please rate the quality of discussions <sup>b</sup> (n=32)	3.31 (0.86)
Please rate the quality of activities <sup>b</sup> (n=32)	3.44 (0.88)
Please rate the quality of food <sup>b</sup> (n=33)	3.73 (0.63)
<b>Materials (overall) (n=33)</b>	<b>3.25 (0.56)</b>
<b>ACTIVITIES</b>	
The information was interesting (n=34)	3.53 (0.51)
The activities I participated in were fun (n=34)	3.47 (0.61)
The training flowed well (n=34)	3.50 (0.51)
There was plenty of time for discussion and questions (n=34)	3.53 (0.51)
There were plenty of opportunities for sharing ideas and networking with other participants (n=34)	3.53 (0.56)
<b>Activities (overall) (n=34)</b>	<b>3.51 (0.42)</b>
<b>CONTENT</b>	
I learned new information that I never knew before (n=34)	3.56 (0.61)
<b>MOTIVATION</b>	
I would recommend this program to others (n=34)	3.65 (0.54)
I have used this information to help me cut down/quit smoking (n=34)	3.47 (0.61)
<b>Motivation (overall) (n=34)</b>	<b>3.56 (0.46)</b>
<b>FACILITATION</b>	
The facilitator was knowledgeable about this topic (n=32)	3.50 (0.57)
The facilitator was helpful and answered my questions (n=32)	3.59 (0.50)
The facilitator was a good listener (n=32)	3.69 (0.47)
The facilitator was youth-friendly (n=32)	3.72 (0.46)
The facilitator created a comfortable environment where I felt I could share my opinions openly with the group (n=31)	3.74 (0.44)
<b>Facilitation (overall) (n=32)</b>	<b>3.64 (0.41)</b>
<b>PROGRAM ORGANIZATION</b>	
Do you think the number of participants in this program was: <sup>c</sup> (n=31)	1.94 (0.36)
How do you feel about the length of this program: <sup>d</sup> (n=29)	1.86 (0.44)
<b>Program organization (overall) (n=31)</b>	<b>1.90 (0.27)</b>
<b>OVERALL (n=29)</b>	
Overall, I would rate this training as:	<b>3.72 (0.45)</b>

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree on all statements, except for items indicated otherwise.

<sup>a</sup> 1=not at all important, 5=extremely important.

<sup>b</sup> 1=very poor, 4=very good.

<sup>c</sup> 1=too few, 2=just right, 3=too many.

<sup>d</sup> 1=too short, 2=just right, 3=too long.

**Table 38 Special Summits Participant Satisfaction Results of CW TCAN – U7**

<b>Survey Statement</b>	<b>Mean (SD) (n=56)</b>
I feel more confident in understanding how the region will work together in the upcoming year	3.59 (0.53)
I feel more confident in my abilities to explain to others how they can support our local events	3.46 (0.57)
I understand more clearly how to support others' local events	3.46 (0.50)
I feel more confident in my abilities to create a plan to work with other regions on upcoming events	3.58 (0.51)
I feel more likely to use the tools used today to plan upcoming events	3.70 (0.50)

Note: Participant feedback was rated on a 4-point Likert scale: 1=no way, 4=totally agree.

**Table 39 Special Summits Participant Satisfaction Results of CE and NE TCANs**

<b>Survey Statement</b>	<b>CE TCAN (Post-HPRC) (n=28)</b>	<b>NE TCAN (n=21)</b>
<b>ACTIVITIES</b>		
The activities were interesting/ creative/fun	3.61 (0.50)	3.81 (0.40)
The activities helped me better understand the topic	NA	3.62 (0.50)
The activities gave me a chance to work with and meet others	3.68 (0.48)	4.00 (0.00)
<b>Activities (overall)</b>	<b>3.64 (0.43)</b>	<b>3.81 (0.25)</b>
<b>CONTENT</b>		
I found this training useful	3.64 (0.49)	NA
I learned some new information	NA	3.86 (0.36)
This training will improve my activities in health (e.g., volunteering, projects, campaigns)	3.69 (0.48)	NA
The information was relevant to my activities in health (e.g., volunteering, projects, campaigns)	NA	3.62 (0.48)
I learned most of what I wanted to	3.44 (0.58)	3.67 (0.48)
I am more aware of this topic	3.54 (0.51)	NA
I have the skills and knowledge to take action about tobacco use	3.54 (0.51)	3.67 (0.48)
<b>Content (overall)</b>	<b>3.57 (0.45)</b>	<b>3.70 (0.28)</b>
<b>MOTIVATION</b>		
I am going to use the information learned today	3.54 (0.51)	NA
I feel less likely to start smoking or motivated to try to stop	NA	3.86 (0.48)
I would tell other people to go to this training	3.54 (0.58)	NA
I feel motivated to prevent people from starting smoking or help people quit	NA	3.71 (0.46)
I feel confident that I can talk to others about smoking prevention	NA	3.71 (0.46)
<b>Motivation (overall)</b>	<b>3.54 (0.47)</b>	
<b>FACILITATION</b>		
The trainers were knowledgeable about this topic	3.64 (0.49)	4.00 (0.00)
The trainers were helpful and responsive to the group	3.68 (0.48)	4.00 (0.00)
The trainers made me feel that I could share my opinions openly with the group	3.71 (0.45)	3.95 (0.22)
<b>Facilitation (overall)</b>	<b>3.68 (0.44)</b>	<b>3.98 (0.07)</b>

**OVERALL**

Overall, I would rate this training as: **4.29 (0.53) 3.78 (0.38)**

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree on all statements, except for overall (1=very low and 5=very high) in the survey for CE TCAN (post-HPRC).

**Table 40 Average Pre and Post Knowledge Scores for Partnership Training, Special Projects and Events**

Training Program	N	Pre-Test Average Score	Post-Test Average Score	% Change
<b>Special Projects and Events</b>				
Youth Tobacco Champions Leadership Retreat Program	12	6.21	9.08	46.3***
N.O.T. (Not on Tobacco) Training				
Adult – Train the Trainers	6	7.14	8.83	23.7*
<b>Special Summits</b>				
CE TCAN: Creating Effective Health Promotion Campaigns	12	5.43	5.75	5.9
CE TCAN: Emerging Issues	15	6.00	8.07	34.4***
CW TCAN: Smoke Free Movies	23	6.17	8.96	45.1***
NE TCAN: TID	22	6.94	9.50	36.9***
SW TCAN: Emerging Issues	26	6.87	7.85	14.3**

\* p<0.05; \*\* p<0.01; \*\*\* p<0.001.

Note: knowledge score ranging from 1 to 10.

**Table 41 Average Pre and Post Self-Efficacy Scores for Partnership Training, Special Projects and Events**

Training Program	N	Pre-Test Average Score	Post-Test Average Score	% Change
<b>Special Events</b>				
Youth Tobacco Champions Leadership Retreat Program	12	3.08	3.85	25.0***
N.O.T. (Not on Tobacco) Training				
Adult – Train the Trainers	6	2.38	3.25	36.8*
<b>Special Summits</b>				
CE TCAN: Creating Effective Health Promotion Campaigns	11	3.14	3.56	13.6*
CE TCAN: Emerging Issues	15	3.09	3.70	19.6**
CW TCAN: Smoke Free Movies	20	2.61	3.42	31.1***
NE TCAN: TID	22	3.29	3.67	11.5**
SW TCAN: Emerging Issues	26	3.06	3.58	16.9***

\* p<0.05; \*\* p<0.01; \*\*\* p<0.001.

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, , 4=strongly agree.

**Table 42 Average Self-Efficacy Scores for Special Summits of CE TCAN CWA**

<b>Statement</b>	<b>Mean (SD) (n=13)</b>
Understanding of what advocacy is	3.62 (0.51)
Explain to others the ingredients of creative advocacy	3.54 (0.52)
Understand the benefits of using creative tactics such as film, art, social media and street marketing to advocate	3.69 (0.48)
Plan and create a creative advocacy campaign to make change in my community or school	3.62 (0.51)
Feel more likely to use creative techniques in my advocacy campaign	3.62 (0.51)

Note: Participant feedback was rated on a 4-point Likert scale: 1=strongly disagree, 4=strongly agree.

***Special Events- YATI Talks and YATI en Parle***

YATI Talks (formerly Youth Speakers Bureau) presentations are shorter presentations designed to reach a larger audience at once. They are often delivered by a YATI volunteer or young adult Trainer and focus on a variety of topics. Presentations in 2015-2016 focused on Tobacco Industry Denormalization (TID), Creating Effective Health Promotion Campaigns (CEHPC), Activists & Advocates, Social Media, and Influencing Policy in English; and “Tabac dans un Contexte Mondial” in French. Responses indicate satisfaction with all of these presentations. There was no difference in participant satisfaction among different programs conducted in English (Table 43).

YATI en Parle presentations had relatively lower satisfaction scores, in particular for the statements “J’ai trouvé la présentation intéressante et amusante” (mean score=2.84) and “Cette présentation me donne le gout de provoquer un changement dans mon école ou ma communauté” (mean score=2.81). The mean score of all statements was significantly lower in presentations conducted in French than in English (3.12 vs. 3.63,  $p<0.001$ ). (Table 44)

**Table 43 Special Events – YATI Talks Participant Satisfaction Results in English**

Statement	TID	CEHPC	Activists & Advocates	Social Media	Influencing Policy	All Programs
	(n=36)	(n=25)	(n=20)	(n=37)	(n=23)	(n=23)
	Mean (SD)					
The topic and content is important to me	3.56 (0.50)	3.48 (0.65)	3.55 (0.69)	3.58 (0.50)	3.74 (0.54)	3.58 (0.56)
I learned something new from this presentation	3.86 (0.35)	3.80 (0.50)	3.74 (0.56)	3.74 (0.47)	3.74 (0.45)	3.78 (0.45)
I think the presentation was interesting and fun	3.58 (0.50)	3.52 (0.65)	3.50 (0.61)	3.41 (0.59)	3.26 (0.75)	3.46 (0.61)
I feel motivated to create change in my school/community after seeing this presentation	3.39 (0.55)	3.48 (0.59)	3.60 (0.60)	3.35 (0.65)	3.45 (0.60)	3.44 (0.60)
I will use the information I learned today in the future	3.83 (0.38)	3.84 (0.37)	3.80 (0.52)	3.68 (0.52)	3.61 (0.50)	3.75 (0.46)
The presenter was great in delivering the presentation	3.89 (0.32)	3.84 (0.37)	3.95 (0.22)	3.73 (0.61)	3.56 (0.66)	3.79 (0.49)
Overall	3.69 (0.28)	3.66 (0.34)	3.69 (0.41)	3.58 (0.37)	3.56 (0.44)	3.63 (0.36)

Note: Participant feedback was rated on a 4-point Likert scale: 1=no way, 4=totally agree. Overall was calculated as the mean of all the statements.

**Table 44 Special Events – YATI *en Parle* Participant Satisfaction Results in French**

Statement	Mean (SD) (n=174)
Le sujet et le contenu de cette présentation sont importants pour moi	3.10 (0.87)
Avec cette présentation, j'ai appris quelque chose de nouveau	3.22 (0.89)
J'ai trouvé la présentation intéressante et amusante	2.84 (0.88)
Cette présentation me donne le gout de provoquer un changement dans mon école ou ma communauté	2.81 (0.91)
Je vais utiliser à l'avenir les renseignements obtenus aujourd'hui	3.29 (0.77)
Je pense que la personne qui a fait la présentation était excellente	3.46 (0.67)
Overall	3.12 (0.64)

## Conclusions

In 2015/2016, the majority of YATI youth, young adult and adult training participants were first time service users and identified as female. Consistent with results from 2014/2015, evaluation data show that YATI participants were very satisfied with YATI's training services, and leave training events with increased knowledge and self-reported self-efficacy in skills and/or ability to engage in health promotion and advocacy work in their communities. Strengthening and/or developing new knowledge and skills and networking with likeminded individuals with shared passion were primary benefits of attending YATI trainings. These benefits reportedly contributed to improved self-efficacy as experienced by training participants.

There were only a few instances where evaluation data indicated relatively less satisfaction with aspects of trainings, which may inform future programming, such as some indicators for YATI *en Parle* and N.O.T. training handbooks and journals. The handbooks and journals were developed by the American Lung Association and adopted by YATI for N.O.T. trainings. Moving forward, YATI might consider further investigation of the use, appeal and relevance of N.O.T. training handbooks and journals for their target audience within an Ontario context. YATI *en Parle* was implemented for the first time in the 2015-2016 fiscal year. Continued collaboration with Francophone stakeholders would contribute to understanding and improving satisfaction levels for Francophone service users.

Likely due to already high satisfaction levels, evaluation participants provided little direction about how YATI could strengthen its training services. Adult evaluation participants recommended building on the overall availability and accessibility of YATI's services by offering more frequent trainings, making trainings available online, offering trainings on health promotion topics beyond commercial tobacco and making trainings more accessible to community partners (i.e., beyond PHUs) who would like to host their own training locally. Youth and adult evaluation participants also recommended having dedicated time in trainings to concentrate on concrete next steps and plan local campaign/activities.

Qualitative data with youth and adult training attendees reflect various key learnings retained and applied within communities, in particular around meaningful youth engagement, implementing health promotion campaigns, tobacco industry denormalization and smoking in movies. Youth evaluation participants noted primarily working on school-based health promotion campaigns and smoke free movie events after YATI trainings, while adult evaluation participants reported working on a variety of activities, including youth cessation, smoke free movie events, building organizational capacity in youth engagement and general health promotion and advocacy events. Further, personal conversations and classroom presentations were perceived as the most effective ways to communicate messages by both youth and adult evaluation participants. Youth also perceived health promotion campaigns as central to their communication strategies, while adults also perceived community engagement as an important way to disseminate messaging.

Finally, also consistent with last year's findings, the interactive nature, dynamic facilitators and warm, positive and friendly atmosphere were identified as the most positive aspects of attending YATI trainings. As noted by evaluation participants, these positive aspects reportedly make

YATI trainings unique when compared to other youth, young adult and adult professional development opportunities.

## References

Youth Advocacy Trainings Institute. 2015-2016 Final Activity Report. Toronto, ON. May, 2016.