



THE ONTARIO TOBACCO RESEARCH UNIT  
UNITÉ DE RECHERCHE SUR LE TABAC DE L'ONTARIO

*Generating knowledge for public health*

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

## **2014-2015**

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## Table of Contents

Acknowledgements.....	iii
Table of Contents .....	iv
List of Tables .....	v
Introduction.....	1
Description of Youth Advocacy Training Institute (YATI) .....	1
Description of Partnership Projects, Special Projects and Special Events .....	1
Evaluation Methods .....	4
Key Evaluation Questions.....	4
Evaluation Data Collection Tools.....	4
Participant Satisfaction Surveys .....	4
Pre and Post Knowledge and Self-Efficacy Surveys .....	5
YATI Follow-up Survey .....	5
Evaluation of Partnership Programs and Special Events .....	6
Findings.....	7
Findings from General Youth Training .....	7
Description of the Sample.....	7
Youth Participant Satisfaction – General Trainings .....	8
Youth Knowledge and Self Efficacy – Regular Trainings .....	9
Findings from Youth Training Follow-up Survey .....	10
Characteristics of Survey Respondents.....	10
Types of Training Attended.....	11
Key Messages Retained .....	11
Youth Involvement in Tobacco Prevention Activities.....	12
Youth Involvement in Community Health Activities.....	14
Perceived Benefits of Attending YATI Trainings .....	15
Youth Trainings: Strengths and Opportunities for Improvement .....	15
Perceived Reach of Tobacco Prevention Activities of Youth Training Attendees.....	17
Findings from General Adult Training .....	17
Description of the Sample.....	17
Adult Participant Satisfaction – Regular Trainings .....	18
Findings from Adult Training Follow-up Survey.....	19
Characteristics of Survey Respondents.....	19
Types of Training Attended.....	20
Key Messages Retained .....	21
Perceived Benefits of Attending Adult YATI Trainings .....	23
Adult Trainings: Strengths and Opportunities for Improvement.....	23
Perceived Reach of Tobacco Prevention Activities of Adult Training Attendees.....	23
Partnership Projects, Special Projects and Special Events .....	25
Special Events- Adult Network and Knowledge Exchange .....	30
Special Events – Student Healthy Youth .....	31
Special Events- Youth Speakers Bureau.....	32
Conclusions.....	33
References.....	34

## List of Tables

Table 1 YATI Outreach 2014-2015 .....	1
Table 2 Tools used to evaluate each of the trainings, projects and special events .....	6
Table 3 Youth Attendance and Evaluation by YATI Training Program .....	7
Table 4 Characteristics of Youth Who Completed the Participant Satisfaction Evaluations .....	8
Table 5 Youth Participant Satisfaction Results .....	8
Table 6 Pre and Post Knowledge Scores for Youth Training Programs.....	9
Table 7 Pre and Post Self Efficacy Scores for Youth Training Programs .....	10
Table 8 Characteristics of follow-up survey respondents, youth training, 2014-2015 .....	10
Table 9 Types of youth training sessions attended by follow-up survey respondents, 2014-2015 .....	11
Table 10 Tobacco prevention activities in which youth participated as a result of YATI trainings .....	13
Table 11 How YATI trainings helped youth take action on community health issues .....	14
Table 12 Perceived benefits of attending YATI youth trainings .....	15
Table 13 Perceived number of people reached by tobacco prevention efforts, youth training respondents, n=151 .....	17
Table 14 Adult Attendance and Evaluation by YATI Training Program .....	18
Table 15 Characteristics of Adults Who Completed the Participant Satisfaction Evaluations ....	18
Table 16 Adult Participant Satisfaction Results .....	19
Table 17 Characteristics of follow-up survey respondents, adult training, 2014-2015 .....	20
Table 18 Types of training sessions attended by follow-up survey respondents, adult training, 2014-2015 .....	20
Table 19 Tobacco prevention activities in which adults participated as a result of YATI trainings .....	22
Table 20 How YATI trainings helped adults take action on community health issues.....	22
Table 21 Perceived number of people reached by evaluation participants' tobacco prevention efforts, adult training respondents, n=35 .....	24
Table 22 Partnership Program Participant Satisfaction Results .....	26
Table 23 Special Projects Participant Satisfaction Results.....	27
Table 24 Special Projects Participant Satisfaction Results.....	28
Table 25 Average Pre and Post Knowledge Scores for Partnership Training, Special Projects and Events.....	29
Table 26 Average Pre and Post Self-Efficacy Scores for Partnership Training, Special Projects and Events.....	30
Table 27 Special Events – Adult Network and Knowledge Exchange Client Satisfaction Results .....	31
Table 28 Special Events – Student Healthy Youth Client Satisfaction Results .....	31
Table 29 Special Events – Youth Speakers Bureau Participant Satisfaction Results.....	32

## Introduction

### Description of 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 and adults through providing customized training programs, conferences and educational materials based on need and interest. These activities promote youth and adult understanding of how they can positively affect their community through promoting tobacco free and healthy lifestyles through education, partnership building, and advocacy.

In 2014-2015, YATI programming reached approximately 4000 youth and adults (YATI, 2015). Table 1 describes the outreach of YATI's General Training, Partnership Training and Special Projects and Events, which are the focus of this evaluation. Youth received training on a variety of topics including: advocacy, health promotion, media literacy, smoke-free movies and targeting the tobacco industry. Adult training focused on youth engagement and development, and supporting youth in the creation of health promotion campaigns.

**Table 1 YATI Outreach 2014-2015**

Type of Program	# of Trainings, Special Projects and Events	# Reached (Participants)
General Training	38	508 youth 305 adults
Partnership Training	35	789 youth 150 adults
Special Projects and Events	10	1508 youth
TOTAL	83	2,805 youth 455 adults

### Description of Partnership Projects, Special Projects and Special Events

Partnership projects were an important component of YATI's 2014-2015 services. These partnerships support YATI in reaching more priority populations, as well as a wider reach of youth and adults working in Tobacco Control, Health Promotion, and Advocacy and Public Policy. Each year YATI broadens its audience and extends its services to diverse groups of youth and adults in a variety of settings, including recreation programs, community centres, Aboriginal groups, neighbourhood associations and school groups, among others. In 2014-2015, YATI continued its partnerships and special events with the following programs:

## **Partnership Projects**

### *Lil NHL Project – Cancer Care Ontario (CCO)*

YATI and Cancer Care Ontario's (CCO) Aboriginal Tobacco Program (ATP) partnered for the annual Tobacco-Wise Aboriginal Youth Project. This year the project focused its efforts in the Southern Region. In total 18 youth were engaged in training and delivery of a health promotion campaign and 5 adults supported the initiative. The project saw 100% participation from all youth over the four days the project occurred.

### *Ontario Federation of Indian Friendship Centres (OFIFC)*

Continuing the relationships established over the past two years with partners from the Ontario Federation of Indigenous Friendship Centres (OFIFC), the 2014-2105 project applied an enhanced peer to peer model. Through early consultation and co-facilitation planning meetings with an aboriginal facilitator, this year's training was infused with culturally relevant content and delivery throughout.

### *Ontario Physical Health Education Association (OPHEA) School-Based Tobacco Prevention Project*

YATI continued to support the School Based Prevention Pilot Program reaching 398 youth and 89 adults through trainings this fiscal year. Together YATI and OPHEA developed, implemented and evaluated orientation sessions for teachers, public health, and other related professionals who were participating in the school-based project. Additionally, YATI continued to play a key role in the 'in-school' training sessions that were launched in early November 2012.

## **Special Projects**

### *YATI Trainer Orientation Day*

On February 7<sup>th</sup> 2014 YATI hosted the 3<sup>rd</sup> Annual Trainer Orientation and Professional Development Day. The day brought together 25 of 31 trainers with an additional two trainers attending via Google Hangout to introduce themselves to the team over lunch. New Young Adult trainers hired in the fall attended the Trainer Orientation Day as well as existing trainers. This year the agenda covered an overview of YATI for new trainers, policies and procedures, facilitation tips and tricks, and provided updates on curriculum based on their feedback. This year YATI also included new technology platforms. Padlet and Today's Meet were introduced to help facilitate trainer participation and contribution.

### *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. Twelve young people from across Ontario attended the retreat. In addition to learning about tobacco prevention, they 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*

This past year, YATI concluded Phase II of piloting the American Lung Association's (ALA) NOT on Tobacco-Youth Smoking Cessation Program reaching 30 young tobacco users. The ALA's NOT program is a voluntary school-based program for teens who want to quit smoking. The NOT program occurs over 10 sessions and aims to assist youth in understanding why they smoke and assist them in developing the skills, confidence and support needed to quit.

### *Freeze Summit*

In June of 2014 YATI, in partnership with the East TCAN, Central West TCAN and South West TCAN began planning the 3<sup>rd</sup> annual provincial youth summit with a Freeze the Industry and Tobacco Industry Denormalization theme. The Freeze Summit was held in Niagara Falls at the Great Wolf Lodge on November 7-9<sup>th</sup> 2014 with 206 youth, young adults and adults in attendance.

### *Regional TCAN Summits*

YATI developed and delivered full weekend training for the North East Regional Youth Coalition Youth Summit. YATI also worked with the North West TCAN to develop their spring summit for their regular volunteers and new partners with the goal of attracting partners to the Regional Youth Coalition as well as provide youth participants with transferable skills training. Overall, 39 participants attended the two summits.

### *Smoke-Free Movies*

YATI hosted three Smoke-free Movies partnership events/activities. This included the Toronto International Film Festival, Director's Cut event; the International Week of Action, Niagara Falls event; and engaging with smoke-free movie youth reviewers.

## **Special Events**

### *Youth Speakers Bureau*

This fiscal year YATI delivered eight Youth Speakers Bureau presentations to a total of 1410 youth and adult participants. Speakers Bureau presentations are shorter presentations designed to reach a larger audience at once. They are often delivered by a YATI Young Adult Trainer.

### *Adult Network & Knowledge Exchange*

The 2015 Tobacco Prevention Networking and Knowledge Exchange event was held in Toronto January 22-23<sup>rd</sup> hosted by YATI. This unique opportunity to gather in-person attracted 63 Public Health Professionals working in youth tobacco prevention, representing all seven Tobacco Control Area Networks in Ontario.

### *Student Healthy Youth Forum*

On November 24-25<sup>th</sup>, the Students' Commission hosted a youth forum to support the Smoke Free Ontario School-based Tobacco Prevention Pilot Program in collaboration with OPHEA and



YATI. The forum brought 35 youth and 15 adults from across the 22 participating schools to network, share tobacco prevention project ideas and enhance leadership skills.

## **Evaluation Methods**

In collaboration with evaluation consultants, YATI developed an evaluation framework (including data collection tools) to refine, update, and adjust activities to meet the changing needs of clients. YATI engaged the Ontario Tobacco Research Unit (OTRU) to conduct the analysis of the 2014-15 evaluation data.

## **Key Evaluation Questions**

The evaluation of the programs offered through YATI during the 2014-2015 fiscal year 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 both youth and adults, evaluations were 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 SPSS v18.0, 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 the 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, open-ended, 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 sessions were also 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 sessions. 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.

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  $\alpha = .05$ .

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

A follow-up survey was created by evaluation consultants and YATI. The survey was administered online via Key Survey, an online survey tool, between May 20<sup>th</sup> and May 27<sup>th</sup>, 2015. A link to the survey was sent to 1,147 youth 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 \$10.00 gift card to either Loblaws or Tim Hortons and were entered into a draw to win one of two \$50 Visa gift cards.

Answers to qualitative questions were reviewed by OTRU evaluation staff to identify common themes in responses. 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
<b><i>Partnership Projects, Special Projects and Events</i></b>			
Cancer Care Ontario Partnership	X	X	X
Ontario Federation Of Indian Friendship Centres	X	X	X
Ontario Physical Health Ed. Association – School Based Pilot Prevention Project	X	X	X
YATI Trainer Orientation Day	X	X	X
Youth Tobacco Champions Leadership Retreat	X	X	X
<b>Not On Tobacco (NOT) Training</b>			
Participants	X		
Adult – Train the Trainers	X	X	X
Quality Assurance (Facilitator)	X		
Freeze Summit		X	X
NE TCAN Summit	X	X	X
Smoke-Free Movies	X	X	X
Youth Speakers Bureau	X		
Adult Network & Knowledge Exchange	X		
Student Healthy Youth Forum	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, and Partnership Projects, Special Projects and Special Events.

### Findings from General Youth Training

#### *Description of the Sample*

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. YATI provided trainings to a number of stakeholders including public health and other community youth-serving organizations to address these topics, and support in the creation of campaigns, policy change and awareness raising activities related to the topics identified in the training summary.

Overall, 303 participants who attended the general youth trainings completed satisfaction surveys; 345 completed knowledge surveys, and 345 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-posts 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.

**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>			
Advocacy for Health Jump Into Action	35	39	39
Creative Ways to Advocate	43	NA	NA
Creating Effective Health Promotion Campaigns	89	119	119
Industry Marketing and Media Literacy	10	15	15
Social Media	10	NA	NA
Special Summit	40	NA	NA
Tobacco Industry Denormalization Level 1	76	126	126
Tobacco Industry Denormalization Level 2	0	26	26
YSI & Health Promotion	NA	20	20
<b>Overall</b>	<b>303</b>	<b>345</b>	<b>345</b>

**Youth Participant Satisfaction – General Trainings**

Table 4 describes respondent characteristics of youth participants who completed a satisfaction survey. The average age of respondents was 19.6 (SD 8 years) and the majority were female (68%). Respondents most frequently noted working at school (35%) or the Public Health Unit (PHU) (30%). The average time involved in health related activities was 22 months (SD 49.6).

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

Characteristic	N (%) (n=279)
<b>Age – mean (SD)</b>	19.6 (8.0) years
<b>Gender</b>	
Male	80 (28.7)
Female	189 (67.7)
No response	10 (3.6)
<b>Type of Organization</b>	
School	97 (34.8)
Public Health Unit	83 (29.8)
Community	48 (17.2)
Other	14 (5.0)
No response	37 (13.3)
<b>Time Involved in Health Related Activities</b>	22.0 (49.6) months

Participants were asked to rate the degree in which they agreed or disagreed with statements relating to training activities, content, motivation and facilitators on a **4-point likert scale**. Table 5 shows the mean (M) and standard deviation (SD) for each of the categories. Generally, respondents agreed with the statements below, indicating satisfaction with these training characteristics. Equally, respondents agreed that they felt less likely to start smoking or were motivated to stop smoking, and they felt motivated and confident to engage others in tobacco prevention and cessation activities locally.

**Table 5 Youth Participant Satisfaction Results**

ACTIVITIES	Mean (SD)
The activities were interesting/creative	3.50 (0.54)
The activities helped me better understand the topic	3.60 (0.52)
The activity gave me a chance to work with and meet others	3.57 (0.59)
<b>Activities (overall) (n=293)</b>	<b>3.56 (0.44)</b>
<b>CONTENT</b>	
I learned some new information	3.66 (0.52)
The information was relevant to my activities in health (e.g. volunteering, projects, campaigns)	3.54 (0.57)
I learned most of what I wanted to	3.41 (0.58)

I have the skills and knowledge to take action about tobacco use	3.55 (0.55)
<b>Content (overall) (n=293)</b>	<b>3.54 (0.42)</b>
<b>MOTIVATION</b>	
I feel less likely to start smoking or motivated to try to stop	3.58 (0.67)
I feel motivated to prevent people from starting smoking or help people quit	3.59 (0.58)
I feel confident that I can talk to others about smoking prevention	3.52 (0.59)
<b>Motivation (overall) (n=292)</b>	<b>3.56 (0.49)</b>
<b>FACILITATORS</b>	
The trainers were knowledgeable about this topic	3.84 (0.40)
The trainers were helpful and responsive to the group	3.81 (0.41)
The trainers made me feel that I could share my opinions openly with the group	3.78 (0.45)
<b>Facilitators (overall) (n=288)</b>	<b>3.81 (0.37)</b>
<b>OVERALL (n=279)</b>	
Overall, I would rate this training as:	<b>3.58 (0.52)</b>

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

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

Youth 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 6 and 7 respectively. Overall, there was a statistically significant increase in respondents' knowledge scores. On average, participants increased their knowledge by approximately 26% from pre to post.

Similarly, Table 7 shows that youth self-efficacy significantly increased from pre to post training. Overall, participants' ratings of their self-efficacy increased on average +0.79 from before to after the training program. This suggests that youth have increased confidence in their ability to apply the skills that they learned during the training.

**Table 6 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>
Advocacy for Health Jump Into Action	30	69	69	0
Creative Ways to Advocate	0	----	----	----
Creating Effective Health Promotion Campaigns	119	65	82	25.8***
Industry Marketing and Media Literacy	15	66	81	23.4**
Special Summit	0	----	----	----
Tobacco Industry Denormalization Level 1	122	65	89	36.2***
Tobacco Industry Denormalization Level 2	26	65	78	20.1***
YSI & Health Promotion	20	72	87	20.1**
<b>Average</b>	<b>332</b>	<b>66</b>	<b>83</b>	<b>26.1**</b>

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

**Table 7 Pre and Post Self Efficacy Scores for Youth Training Programs**

Program	N	Pre Score	Post Score	Difference
Advocacy for Health Jump Into Action	33	2.79	3.57	+0.78***
Creative Ways to Advocate	0	----	----	----
Creating Effective Health Promotion Campaigns	119	2.90	3.72	+0.82***
Industry Marketing and Media Literacy	15	2.69	3.70	+1.01***
Special Summit	0	----	----	----
Tobacco Industry Denormalization Level 1	122	2.88	3.63	+0.75***
Tobacco Industry Denormalization Level 2	26	2.76	3.49	+0.73***
YSI & Health Promotion	20	2.90	3.73	+0.83***
<b>Average</b>	<b>335</b>	<b>2.86</b>	<b>3.65</b>	<b>+0.79***</b>

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

## Findings from Youth Training Follow-up Survey

### *Characteristics of Survey Respondents*

A total of 169 youth training attendees responded to the Follow-up Survey. The majority of respondents were less than 18 years old (55%, n=93) and between 19-24 years old (22%, n=37) (Table 8). Most respondents identified as female (82%, n=138). While just under half of survey respondents reported attending one YATI training (44%, n=74), about half had attended more than one training (56%, n=95). Of note, 13 participants who attended a youth training session also attended a Youth Speakers Bureau/Keynote Speaker event.

**Table 8 Characteristics of follow-up survey respondents, youth training, 2014-2015**

Characteristics	N=169 N (%)
<b>Age</b>	
Under 18	93 ( 55)
19-24	37 ( 22)
25-34	21 ( 12)
35-44	9 ( 5)
45+	7 ( 4)
Prefer not to say	2 ( 1)
<b>Gender</b>	
Male	30 (18)
Female	138(82)
Prefer not to say	1 (1)
<b>Number of trainings attended</b>	
1	74 ( 44)
2	37 ( 22)
3	19 ( 11)
4	8 ( 5)
5+	31 ( 18)

**Types of Training Attended**

Survey respondents attended a variety of training sessions with ‘Tobacco Industry Denormalization’ being the most frequently reported (56%, n=94) (Table 9).

**Table 9 Types of youth training sessions attended by follow-up survey respondents, 2014-2015**

Types of Trainings	N=169 N (%)
<b>Youth Trainings</b>	
Advocacy for health	40 (24)
Creating effective health promotion campaigns	51 (30)
Creative ways to advocate	50 (30)
Media literacy	20 (12)
Smoke free movies	55 (33)
Social media and health promotion	18 (11)
Tobacco 101	57 (34)
Tobacco industry denormalization	94 (56)
Youth social identities	16 (10)
Other	6 (4)

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

Many respondents also reported attending a youth training session as part of a Partnership Program or Summit. These included:

- Freeze the Industry (n=43)
- OPHEA Healthy Schools Project (n=21)
- YATI Youth Champion Tobacco Leadership Retreat (n=18)
- Other (n=18)
- Regional Summit (n=11)
- Lil NHL Project with Cancer Care Ontario (n=2)
- NOT Tobacco Cessation Project (n=1)
- Tobacco-Wise Ontario Federation of Indian Friendship Centres (n=1)
- Why You Puffin Project? (n=1)

**Key Messages Retained**

Evaluation participants were asked to describe the key messages they remembered from the training session(s) they had attended. The strongest theme reflected in the data was Tobacco Industry Denormalization. Participants most frequently noted that the tobacco industry is actively, yet covertly recruiting youth to use their product and the importance of refocusing blame placed on smokers upon the tobacco industry.

*I remember a lot about tobacco denormalization. The topic was new to me so I took a lot out of that training. I learned about what I can do to denormalize tobacco, and that it's important to target the industry, not the person.*

- Youth training attendee



*I remember learning that as an anti-tobacco group, we are against the industry, NOT the smoker. The session I attended put a lot of focus on this and I think that was a good idea, I hadn't had that perspective before. I also remember learning about the different ways that that tobacco industries try to capture the attention of youth.*

- Youth training attendee

Although emerging less frequently, additional key themes included messages around smoke-free movies, creating effective health promotion campaigns and the health effects of smoking. In particular, respondents noted the relationship between exposure to smoking in movies and youth uptake. The importance of different aspects of health promotion campaigns (i.e., key messages, target audience, social identities approach, define issue, creativity) were also noted.

*I learned many different and educational things from the training. For the Smoke Free Movies training, I grasped the shocking effects of smoking in movies and how we are influenced even without us realizing it. Shocking facts about the number of youth exposed to smoking in movies and its deathly consequences kept everybody interested. Rather than talking only about the effects of smoking in movies, the trainer went on to talk about the solutions to it too. The 5 asks - solutions to smoking in movies were very relevant and effective movements against smoking in movies.*

- Youth training attendee

*We learned about effective ways to create campaigns and the key goal for an effective campaign is to hit your target audience.*

- Youth training attendee

Knowledge around flavoured tobacco, effective communication (“elevator pitch”, “talking to the media”) and the importance of effective advocacy were also noted. Importantly, some youth learning reflected a sense of confidence and motivation to take action against the industry.

*“I learned that age does not matter when it comes to standing for something you believe is right. The only thing that is needed is courage and the right people to support you.”*

*“That even one group can make a difference.”*

*“That us teens have a voice against tobacco industry's and we need to speak up.”*

- Youth training attendees

### **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 varied greatly, participants generally described advocacy activities and noted campaigns and/or events in which they participated or helped organize. Tobacco industry denormalization (TID), smoke-free movies, Freeze the Industry (i.e., flavoured tobacco) and smoke-free parks and recreation were generally the focus of advocacy activities, campaigns and events. Advocacy activities included

raising awareness, collecting signatures for petitions, creating press releases, involvement in social media, flash mobs and chalk attacks; speaking to the local Board of Health or to municipal parties, and researching facts about tobacco. Examples of campaigns and events included smoke-free movie nights/coffee houses, school-based health fairs, smoke-free carnivals, Relay for Life, Colour Em' Bad, Cigarette Butts Cleanup, Know What's in Your Mouth, Ambush the Arts, Bad Ways to be Nice, 91 Reasons, Turn the Falls Teal, Uprise and Big Tobacco Lies. Peer health education was also a key theme reflected in the data. This generally included formally and informally speaking to one's peers at school, in the community, or one's direct social circles about the health effects of tobacco. Participants also described helping others to quit using tobacco (i.e., family members, youth, and friends), public speaking and either starting or continuing to volunteer in local tobacco control activities.

**Table 10 Tobacco prevention activities in which youth participated as a result of YATI trainings**

<b>Youth Perspectives</b>
<p><i>"After I took the Tobacco Wise training, I set up an information booth at a social in (Name of City). I created trivia type games about what I was discussing with the people. First I would talk to them about what I researched and what I learned from YATI and at the end of our discussion I would asked them questions, if they got it right they would win a small prize such as gift cards to Tim Horton's, Wal-Mart, or Dollarama. I mostly took action with my family who are smokers and told them what I learned to lead them to quitting smoking."</i></p>
<p><i>"Since the YATI training, I have gained more knowledge on the effects of smoking. Therefore, I was able to educate my peers on why they shouldn't start a smoking habit. I have participated in activities such as the Smoke Free Movies campaign and the "Smoking Selfie."</i></p>
<p><i>"The YATI training has helped me take action in preventing people from using tobacco in the public speaking training. I feel like during the YATI training, it helped me to build more confidence in speaking with the general public and youth about tobacco use and the tobacco industry. I have been involved in delivering a class presentation on the campaign Freeze the Industry, and speaking to people in person during community outreach about tobacco use and the tobacco industry."</i></p>
<p><i>"YATI trainings have improved my speaking skills with the media as well [as] encouraged me to recruit more people for events like our social media blast."</i></p>
<p><i>"I am able to talk in front of groups of people and tell them what they can do to make sure they don't get in the habit of smoking."</i></p>
<p><i>"I have not been involved in specific activities, however the training has helped me to convince my loved ones to quit smoking."</i></p>
<p><i>"YATI taught us about how to be an awesome advocate. I've also been part of a health fair at my school in support of Freeze the Industry."</i></p>
<p><i>"Participated in a cigarette butt clean up at a sports park in March. We released a press release and were also on the front page of (Name of newspaper), promoting the new SFOA legislation. As well, I informed some of my friends about the marketing tactics the tobacco industry uses to gain profit in efforts to help them realize."</i></p>
<p><i>"I have participated in our own smoke free movie campaign where we did a presentation on the issues of tobacco in society. I also participated in a Freeze the Industry campaign at (Name of City) city Hall"</i></p>

*where we talked to people about branding and what tobacco industries try to do [to] get more customers.”*

*“Our school is involved in various campaigns throughout the year spreading the message of how tobacco is harmful and we work to provide students with resources they can utilize to stay safe and healthy. We have school activities where we give prizes and engage dialogue with the students. We try to make the atmosphere safe for speaking and give them details of how they can use other coping methods to reduce stress rather than turning to smoking.”*

*“I’ve been involved with Colour Em Bad with the (TCAN region), city wide summits, flash mobs and have helped run interactive Booths at different events throughout the city.”*

**Youth Involvement in Community Health Activities**

Evaluation participants were also asked to describe how YATI trainings helped them take action on other issues related to the health of their communities. Skills developed through YATI trainings, particularly advocacy and communication skills (i.e., public speaking, talking to youth) and campaign planning, were considered transferable to other areas. Greater motivation to become engaged in one’s community and increased confidence in one’s ability to take action were also ways in which YATI trainings helped participants take action on community health issues. While many participants highlighted the tobacco-related activities in which they participated locally, some noted working on mental health and substance use (i.e., marijuana, alcohol) issues. Additional topic areas that emerged less frequently included healthy eating, sexual health and physical activity.

**Table 11 How YATI trainings helped youth take action on community health issues**

<b>Youth Perspectives</b>
<p><i>“It has given me the necessary information to be able to work with others to advocate against the industry in my community. It has also helped me start researching how tobacco affects mental health.”</i></p> <p><i>“The training has provided me with a strong understanding of health campaigns and how to advocate”</i></p> <p><i>“The YATI training helped me realize how important advocacy really is and how much you can learn from doing these types of training. In terms of advocacy, I recently was a part of a nutrition/healthy eating event at a local high school to raise awareness around mental health wellness.”</i></p> <p><i>“It has taught us how to communicate with other peers and how to spread the message appropriately.”</i></p> <p><i>“Given me ways to approach people, confidence.”</i></p> <p><i>“It interested me to learn more about tobacco and drugs and made me want to help people who have these addictions.”</i></p> <p><i>“YATI has opened up my eyes to the environmental impact that smoking causes and I am very passionate about the environment.”</i></p> <p><i>“It assisted in energizing me to take action immediately, to save our youth.”</i></p>

**Perceived Benefits of Attending YATI Trainings**

The primary benefit to attending YATI trainings identified by evaluation participants was gaining new knowledge or enhancing existing knowledge about tobacco-related issues. Similarly, the opportunity for youth to share and learn about theirs’ and/or others’ local health promotion and advocacy experiences was a noted benefit. In addition to knowledge and knowledge exchange, the opportunity to network and develop friendships with other youth who have the common goal of improving young people’s health was strongly reflected in the data. Participants also described skill development as a benefit of YATI trainings. In particular, leadership, communication, teamwork, advocacy, campaign development and social media skills were identified. Additionally, participants indicated that they valued trainings that were fun, positive, interactive, motivating and youth-driven.

**Table 12 Perceived benefits of attending YATI youth trainings**

<b>Youth Perspectives</b>
<i>“YATI is full of like-minded youth that aim on educating others on the importance of healthy living and because they aim on helping others, it increases my efforts of wanting to help others and make a positive change in the lives of others.”</i>
<i>“The benefits from attending training was that I met new friends and I also met a good friend who is helping me quitting smoking myself.”</i>
<i>“Fun, meet people, good food, learn a TON of information in a short period of time, learn more leadership skills and group skills, etc.”</i>
<i>“Learn more, meet new people, spread your message, ability to raise your voice and state your opinions, help youth to fight big tobacco companies!”</i>
<i>“It was packed with new information, fun, and we got to talk with others who share the same vision as us.”</i>
<i>“You get to meet great people, you get to learn how you can make your voice heard, and it gives you skills for everyday life.”</i>
<i>“Some of the benefits of attending a YATI training is that it is very inclusive, non-judgmental, active, and engaging. There are many activities/tasks and icebreakers to be involved in to maintain a high energy level, which I like. I also like that the speakers are well informed, and they make their presentations interactive and exciting. Lastly, I find the YATI training very informative and useful for me because I can use the knowledge I gain from the training and implement it in my volunteer work, and when speaking to others about what I learned.”</i>
<i>“Team building, learning new skills, hearing stories about what others are doing.”</i>

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

When asked to describe the one thing they liked best about YATI trainings, evaluation participants overwhelmingly described the interactive training approach adopted by YATI

facilitators. Many noted that this approach made learning fun and promoted interaction and discussion among youth attendees.

*They are very interactive and well planned out. For some, it may be easier to learn while doing and not just sitting and listening to someone speak the entire time.*

- Youth training attendee

Related to this theme, a few participants also benefited from the hands-on learning approach of the trainings they attended. The opportunity to network and discuss issues with other youth was also an aspect of YATI trainings that participants valued. In addition to the interactive nature of the sessions, participants most frequently highlighted YATI facilitators as an important aspect of the trainings. Participants described facilitators as friendly, enthusiastic, outgoing, positive, passionate, knowledgeable, nice, funny, helpful and amazing and credited them for the inclusive, friendly, safe and fun atmosphere of the trainings (all of which were also highlighted as aspects participants valued about the training). A few participants also highlighted that they liked the guest speakers, due to their relatable nature and the local information they shared.

*I really enjoy the enthusiasm, positivity, and passion I feel coming from the YATI speakers. It really makes me feel more motivated to participate in youth health advocacy, and be more involved in creating public health development changes.*

- Youth training attendee

Evaluation participants were also asked to provide one suggestion to improve YATI trainings. While responses were diverse (likely reflecting the different types of trainings attended), participants most frequently recommended having shorter training sessions. Similarly, participants suggested having a larger room for trainings to accommodate the large number of attendees, or having smaller training sessions. In terms of content, suggestions included:

- More multimedia components, like videos or other audiovisuals
- Receiving electronic documents prior to training to help prepare and reduce printing waste
- A summary document with key messages
- Ensuring facts in resources and facts presented during the day are consistent
- More available resources
- More concrete direction on how to take action and examples of local level action
- Incorporating more physical activities into the trainings to reduce the sedentary nature of the day and to alleviate boredom

Some also noted the need for training tailored to specific subgroups such as more experienced youth advocates who have attended multiple YATI trainings and specific age groups. Finally, reducing repetition between training sessions and being more inclusive of more introverted personalities were recommended by a few participants.

*Maybe creating a more strict age limit because I did notice some young people that seemed intimidated to speak when there was others who were in college. I am not saying*

*cut the younger ages, but split them up so that their ideas are not over shadowed by people who are older.*

- Youth training attendee

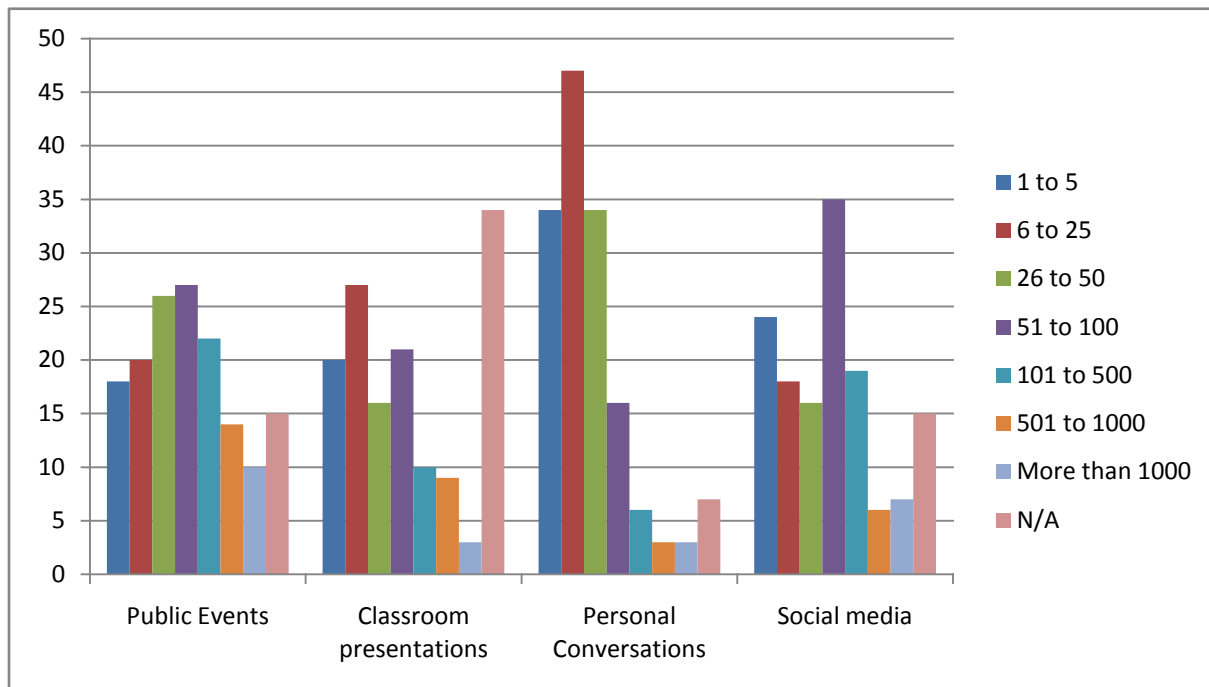
*When planning or preparing training make sure to consider introverts. YATI trainings I attended seemed to be tailored to extroverted personalities. E.g. there is a lot of pressure put on participants to speak in a large group. I think it is okay if not everyone speaks in a large group setting. Some participants may feel better about participating during the small group activities or in other ways.*

- Youth training attendee

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

The following Table shows that evaluation participants who attended a youth training report reaching a large number of people in their tobacco prevention efforts.

**Table 13 Perceived number of people reached by tobacco prevention efforts, youth training respondents, n=151**



**Findings from General Adult Training**

**Description of the Sample**

The purpose of YATI’s general adult training is 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. Overall, 205 participants completed the satisfaction questionnaire; 198 completed the knowledge questionnaire; and 192 completed the self-efficacy questionnaire.

**Table 14 Adult Attendance and Evaluation by YATI Training Program**

<b>Program</b>	<b>Satisfaction (n)</b>	<b>Knowledge (n)</b>	<b>Self-Efficacy (n)</b>
Engage 2.0	161	151	149
Evaluating Youth Led Initiatives	7	7	7
Creating Effective Health Promotion Campaigns with Youth	28	31	27
Youth Social Identities	9	9	9
<b>Total</b>	<b>205</b>	<b>198</b>	<b>192</b>

**Adult Participant Satisfaction – Regular Trainings**

A total of 205 participant satisfaction surveys were received from participants who attended adult general training programs, of which 200 were included in analyses. Table 15 describes the characteristics of the respondents. Most (76.5%) of the respondents were female and they worked in a variety of organizations, the most common being public health. The average age of respondents was 33.6 (SD 10.5) and the average time involved in health related activities was 61 months (SD 70.2 months).

Participants were also asked to rate the degree in which they agreed or disagreed with statements relating to the training activities, content, motivation and facilitation on a 4-point Likert scale. Table 16 shows the mean (M) and Standard Deviation (SD) for each of the categories. Generally, respondents agreed with the statements, indicating satisfaction with training activities, content, facilitation and motivation.

**Table 15 Characteristics of Adults Who Completed the Participant Satisfaction Evaluations**

<b>Characteristic</b>	<b>N (%) (n=200)</b>
<b>Age – mean (SD)</b>	33.6 (10.5) years
<b>Gender</b>	
Male	37 (18.5)
Female	153 (76.5)
No response	10 (5.0)
<b>Type of Organization</b>	
Public Health Staff	77 (38.5)
Community Youth Worker	29 (14.5)
Health Professional	11 (5.5)
Tobacco Control Manager	10 (5.0)

Youth Development Specialist	8 (4.0)
Other	47 (23.5)
No response	18 (9.0)
<b>Time Involved in Health Related Activities</b>	<b>61.3 (70.2) months</b>

**Table 16 Adult Participant Satisfaction Results**

<b>ACTIVITIES</b>	<b>Mean (SD)</b>
The activities were interesting/creative	3.63 (0.54)
The activities helped me better understand the topic	3.57 (0.55)
The activity gave me a chance to work with and meet others	3.74 (0.45)
<b>Activities (overall) (n=205)</b>	<b>3.65 (0.44)</b>
<b>CONTENT</b>	
I learned some new information	3.62 (0.61)
The information was relevant to my activities in health (e.g. volunteering, projects, campaigns)	3.55 (0.67)
I learned most of what I wanted to	3.37 (0.63)
I have learned strategies to engage youth in a meaningful way	3.47 (0.59)
I have the skills and knowledge to take action about tobacco use	3.36 (0.62)
<b>Content (overall) (n=205)</b>	<b>3.47 (0.50)</b>
<b>MOTIVATION</b>	
I feel motivated to prevent people from starting smoking or help people quit	3.31 (0.71)
I feel confident that I can talk to others about smoking prevention	3.41 (0.62)
<b>Motivation (overall) (n=203)</b>	<b>3.36 (0.61)</b>
<b>FACILITATION</b>	
The trainers were knowledgeable about this topic	3.85 (0.40)
The trainers were helpful and responsive to the group	3.84 (0.46)
The trainers made me feel that I could share my opinions openly with the group	3.84 (0.45)
<b>Facilitation (overall) (n=202)</b>	<b>3.84 (0.41)</b>
<b>OVERALL (n=200)</b>	
Overall, I would rate this training as:	<b>3.62 (0.50)</b>

Note: Participant feedback was rated 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 35 adult training attendees responded to the Follow-up Survey. Adult attendees ranged from 19 to over 45 years of age (Table 17). Most respondents identified as female (n=29) and had attended more than one training (n=27). Of note, 22 survey respondents reported attending



both a YATI Adult Training and a Youth Training, and three had attended both an Adult and Youth Training and a Youth Speakers Bureau/Keynote Speaker Event.

**Table 17 Characteristics of follow-up survey respondents, adult training, 2014-2015**

Characteristics	N=35 N
<b>Age</b>	
19-24	8
25-34	16
35-44	7
45+	3
Prefer not to say	1
<b>Gender</b>	
Male	5
Female	29
Prefer not to say	1
<b>Number of trainings attended</b>	
1	8
2	6
3	7
4	2
5+	12

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

Survey respondents attended a variety of adult training with ‘Engage 2.0’ being the most frequently reported (Table 18). Youth trainings most frequently attended included Freeze the Industry Summit and Tobacco Industry Denormalization.

**Table 18 Types of training sessions attended by follow-up survey respondents, adult training, 2014-2015**

Types of Trainings	N=35 N
<b>Adult trainings</b>	
Engage 2.0	18
YATI public health knowledge exchange	15
Other	10
Creating effective health promotion campaigns with youth	8
Evaluating youth-led initiatives	7
<b>Youth Trainings</b>	
Freeze the Industry Summit	17
Tobacco industry denormalization	11
Creating effective health promotion campaigns	9
Smoke free movies	8
Advocacy for health	7
Creative ways to advocate	5
Tobacco 101	5
OPHEA healthy schools project	6
Other	6
Youth social identities	4
Media literacy	4
NOT tobacco	3

Tobacco Wise	1
Lil' NHL Project with CCO Aboriginal Tobacco Program	1
Why you puffin?	2
YATI youth tobacco champions	2
Regional Summit	2

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

Some respondents also reported attending training sessions as part of a Partnership Program or Summit. These included:

- Freeze The Industry (n=17)
- OPHEA Healthy Schools Project (n=6)
- Other (n=4)
- NOT Tobacco (n=3)
- Why you Puffin? (n=2)
- YATI Youth Champions Leadership Retreat (n=1)
- Lil' NHL Project with CCO' Aboriginal Tobacco Program (n=1)

### **Key Messages Retained**

When participants were asked to describe key messages that they took away from trainings, the most frequently recalled messaging was around the principles of youth engagement.

*The realization that meaningful youth engagement doesn't have to mean youth lead everything. More importantly, it means working together as partners...When I first started in youth engagement/tobacco control (2014), I was fortunate to attend a couple of YATI trainings pretty quickly. They offered me practical strategies, background in tobacco control and an understanding of youth engagement theories and principles.*

- Adult training attendee

An additional messaging theme described by participants was tobacco industry denormalization. In particular, participants highlighted the importance of redirecting blame from tobacco users back onto the tobacco industry, and the importance of targeting subcultures of youth through communication campaigns.

### **Adult 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 (Table 19). Participants generally noted incorporating youth engagement principles into their daily practice. A few participants mentioned that they do not work in tobacco control, but apply the principles of youth engagement in their work on other community health issues. Others noted that YATI trainings have helped them to effectively support youth in local advocacy activities, campaign development and events. Two participants noted that they have done more youth cessation work as a result of attending YATI trainings.

**Table 19 Tobacco prevention activities in which adults participated as a result of YATI trainings**

<b>Adult Perspectives</b>
<p><i>“Designing programs better suited to engaging youth - Considering holding a NOT session.”</i></p> <p><i>“The YATI training I participated in did not directly result in activities, but rather informed my practice and improved my skills when doing activities so I am more effective when working with youth.”</i></p> <p><i>“YATI training helps guide my everyday work as a Youth Engagement Coordinator.”</i></p> <p><i>“I worked with an elementary school and high school to help students develop projects aimed at promoting health and decreasing tobacco use.”</i></p> <p><i>“Supported youth volunteers with resources and materials to speak about TID to other youth groups. Youth group then developed TID event.”</i></p> <p><i>“We have trained the youth to give messages on tobacco industry denormalization and flavouring to do school and community events.”</i></p> <p><i>“The most recent knowledge exchange has supported me in doing more youth cessation work in my local area.”</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, some described the different health activities outside of tobacco to which they applied youth engagement principles (i.e., falls prevention, substance misuse including alcohol, general health, school health, active transport and healthy eating). A few participants also noted that the advocacy skills youth developed were transferable to other issues upon which young people could act on. YATI training to help build capacity for meaningful youth engagement within respective organizations was also noted by a few participants. Similarly, one participant noted working towards achieving a youth friendly designation for their city. (Table 20)

**Table 20 How YATI trainings helped adults take action on community health issues**

<b>Adult Perspectives</b>
<p><i>“By learning about advocacy using other examples as part of the training, allowed my youth to put other health issues into context and apply them to community events. With the tobacco focus we generally do not stray too much from that topic area, but by exploring and learning more about advocacy the youth are able to provide others in the community with ideas on things they can do in the area of healthy active living and other policies.”</i></p> <p><i>“Many of the strategies from the Youth Development Certificate program as well as Engage 2.0 were transferable to other health topics. I have used this to advocate at our public health unit to involve youth in other program areas. I have used some of my learning to remind myself to stay flexible and try to keep issues relevant for youth which has led to us working on campaigns that not only focus on tobacco but also other industry “de-norm”, mental health, substance abuse, etc.”</i></p>

*“Ensure YE principles followed. Pass on YE principles to other staff.”*

### **Perceived Benefits of Attending Adult YATI Trainings**

Networking and the opportunity for knowledge exchange with other professionals and youth across the province were primary benefits noted by evaluation participants. Leaving with new ideas, strategies and information (i.e., facilitation techniques, ice breakers, youth activities, tobacco industry denormalization, evaluation) were also identified as perceived benefits.

*Ideas for activities that focus on prevention with youth. Trains adults on how to advocate on behalf of youth and to increase support for the hiring of youth within an agency. Great interactions with other youth across the region as well as networking with other health units.*

- Adult training attendee

*Networking! I love how intentional YATI is with all of their trainings. I always write down all the icebreakers and the evaluation tools that are used so I can re-use them in the future. It is amazing to get those little practical pieces from a training.*

- Adult training attendee

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

When asked to describe the one thing they liked best about YATI trainings, evaluation participants frequently highlighted YATI’s training approach, which they described as “hands-on”, “creative”, “flexible” and “inclusive”. Participants also valued the YATI facilitators for their positive energy, enthusiasm, engaging nature, passion and knowledge. Finally the opportunity for knowledge exchange and group discussions were aspects participants liked best.

*I really like the YATI staff. Everyone is always so passionate and educated about the topics. They never make you [work] below them, but work with you as a team. Very easy to reach out to them whenever I need any help!*

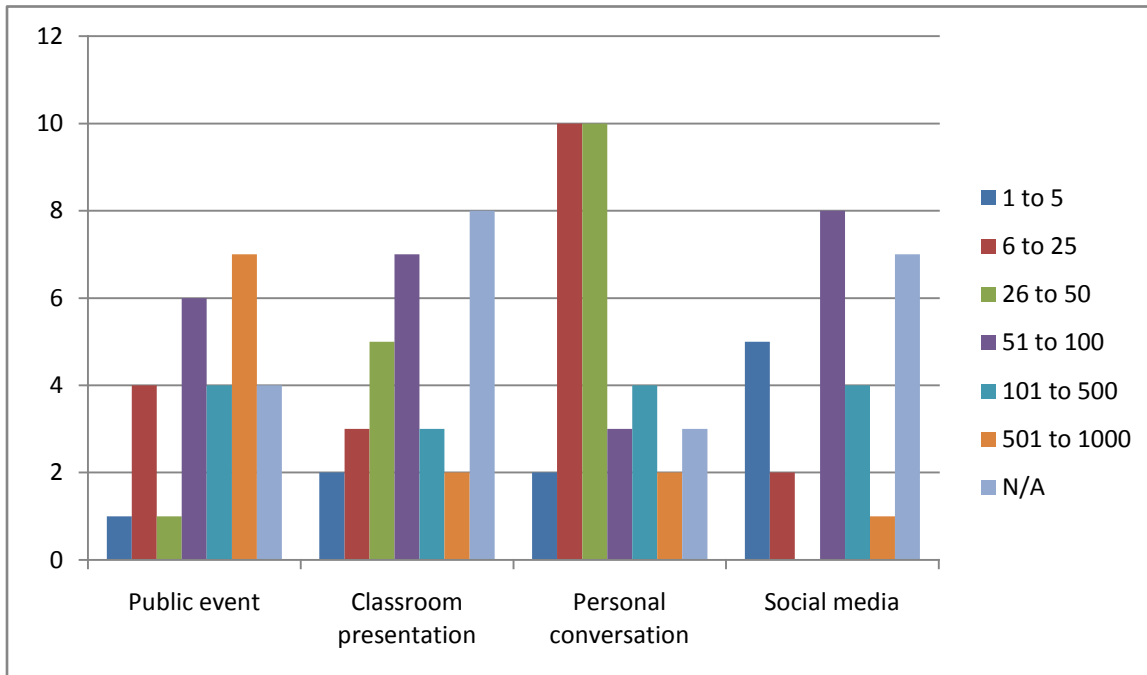
- Adult training attendee

Evaluation participants were also asked to provide one suggestion to improve YATI trainings. Responses were diverse and common themes did not emerge in the data. A few participants provided feedback on handouts, noting the need to better explain handouts as well as the need for them to be better organized and more visually appealing. A few participants also recommended having shorter training sessions.

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

Table 21 demonstrates that adult training participants reported reaching a large number of people through their tobacco prevention efforts. These efforts included public events, classroom presentations, personal conversations and social media.

**Table 21 Perceived number of people reached by evaluation participants' tobacco prevention efforts, adult training respondents, n=35**



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

There were 12 Partnership Programs, Special Projects and Special Events delivered to youth and adults in 2014-15:

### Partnership Projects

- Lil NHL Project – Cancer Care Ontario (CCO)
- Ontario Federation of Indian Friendship Centres (OFIFC)
- Ontario Physical Health Education Association (OPHEA) School-Based Tobacco Prevention Project

### Special Projects

- YATI Trainer Orientation Day
- Youth Tobacco Champions Leadership Retreat Program
- N.O.T. (Not On Tobacco) Training
- Freeze Summit
- NE TCAN Summit
- Smoke-Free Movies

### Special Events

- Youth Speakers Bureau
- Adult Network & Knowledge Exchange
- Student Healthy Youth Forum

As demonstrated in Tables 22, 23 and 24, attendees of Partnership Projects, Special Projects and Special Events 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. Equally, pre and post knowledge data show a statistically significant increase in knowledge (Table 25) and in self-efficacy (Table 26) across the Partnership Programs and Special Projects/Events.

**Table 22 Partnership Program Participant Satisfaction Results**

	CCO	OFIFC	OPHEA	
			Adult	Youth
	Mean (SD)			
<b>ACTIVITIES</b>	(n=20)	(n=17)	(n=20)	(n=336)
The activities/sessions were interesting/creative	3.70 (0.47)	3.65 (0.49)	3.65 (0.41)	3.60 (0.53)
The activities helped me better understand the topic	3.70 (0.47)	3.59 (0.62)	3.65 (0.46)	3.66 (0.45)
The activity gave me a chance to work with and meet others	3.75 (0.44)	3.59 (0.51)	NA	NA
<b>Activities (overall)</b>	<b>3.72 (0.38)</b>	<b>3.61 (0.46)</b>	<b>3.65 (0.42)</b>	<b>3.63 (0.44)</b>
<b>CONTENT</b>	(n=20)	(n=17)	(n=20)	(n=337)
I learned some new information	3.65 (0.59)	3.76 (0.44)	3.68 (0.44)	3.64 (0.44)
The information was relevant to my activities in health (e.g. volunteering, projects, campaigns)	3.55 (0.60)	3.59 (0.62)	3.77 (0.38)	3.69 (0.43)
I learned most of what I wanted to	3.61 (0.61)	3.47 (0.72)	3.53 (0.52)	3.49 (0.52)
I have learned strategies to engage youth in a meaningful way	3.60 (0.50)	NA	3.65 (0.49)	NA
I have the skills and knowledge to take action about tobacco use	3.53 (0.70)	3.76 (0.44)	3.70 (0.47)	3.61 (0.52)
<b>Content (overall)</b>	<b>3.58 (0.46)</b>	<b>3.65 (0.43)</b>	<b>3.67 (0.40)</b>	<b>3.61 (0.39)</b>
<b>MOTIVATION</b>	(n=20)	(n=17)	(n=20)	(n=337)
I feel less likely to start smoking or motivated to try to stop	NA	3.82 (0.39)	NA	3.83 (0.41)
I feel motivated to prevent people from starting smoking or help people quit	3.75 (0.44)	3.69 (0.60)	3.75 (0.44)	3.69 (0.52)
I feel confident that I can talk to youth about smoking prevention	3.47 (0.61)	3.65 (0.61)	3.75 (0.44)	3.59 (0.58)
<b>Motivation (overall)</b>	<b>3.63 (0.46)</b>	<b>3.72 (0.45)</b>	<b>3.75 (0.41)</b>	<b>3.70 (0.41)</b>
<b>FACILITATION</b>	(n=20)	(n=17)	(n=20)	(n=331)
The trainers were knowledgeable about this topic	3.80 (0.41)	3.71 (0.47)	3.95 (0.22)	3.75 (0.45)
The trainers were helpful and responsive to the group	3.70 (0.57)	3.76 (0.44)	3.95 (0.22)	3.75 (0.45)
The trainers made me feel that I could share my opinions openly with the group	3.70 (0.47)	3.71 (0.47)	3.95 (0.22)	3.71 (0.49)
<b>Facilitation (overall)</b>	<b>3.73 (0.41)</b>	<b>3.73 (0.36)</b>	<b>3.95 (0.22)</b>	<b>3.74 (0.40)</b>
<b>OVERALL</b>	(n=19)	(n=16)	(n=20)	(n=314)
Overall, I would rate this training as:	<b>3.68 (0.48)</b>	<b>3.81 (0.40)</b>	<b>3.60 (0.50)</b>	<b>3.59 (0.50)</b>

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

**Table 23 Special Projects Participant Satisfaction Results**

	YATI Trainer Day	Youth Leadership Retreat	Participants	Adult Train the Trainers	N.O.T. Training	Quality Assurance
	Mean (SD)					
<b>ACTIVITIES</b>	(n=25)	(n=11)	(n=13)	(n=8)	(n=6)	
The activities were interesting/ creative/fun	3.72 (0.46)	3.73 (0.47)	3.46 (0.48)	3.78 (0.46)	3.00 (0.00)	
The activities helped me better understand the topic	3.88 (0.33)	3.82 (0.40)	NA	3.75 (0.46)	NA	
The activities gave me a chance to work with and meet others	3.80 (0.41)	4.00 (0.0)	NA	3.88 (0.35)	NA	
I've used the information to help me cut down/quit smoking	NA	NA	3.38 (0.51)	NA	NA	
<b>Activities (overall)</b>	<b>3.80 (0.27)</b>	<b>3.85 (0.23)</b>	<b>3.42 (0.44)</b>	<b>3.79 (0.35)</b>	<b>3.00 (0.00)</b>	
<b>CONTENT</b>	(n=25)	(n=11)	(n=13)	(n=8)	(n=7)	
I learned some new information	3.68 (0.48)	3.64 (0.50)	3.77 (0.44)	3.75 (0.46)	3.29 (0.49)	
The information was relevant to my activities in health	3.88 (0.44)	3.64 (0.50)	NA	3.63 (0.52)	NA	
I learned most of what I wanted to	3.76 (0.52)	NA	NA	3.75 (0.46)	NA	
I have learned strategies to engage youth in a meaningful way	3.76 (0.44)	NA	NA	3.75 (0.46)	NA	
I have the skills and knowledge to take action about tobacco use or in my work	3.80 (0.41)	3.64 (0.50)	NA	3.75 (0.46)	NA	
<b>Content (overall)</b>	<b>3.78 (0.34)</b>	<b>3.64 (0.41)</b>	<b>3.77 (0.44)</b>	<b>3.73 (0.41)</b>	<b>3.29 (0.49)</b>	
<b>MOTIVATION</b>	(n=25)	(n=11)	(n=16)	(n=8)	(n=6)	
I feel less likely to start smoking or motivated to try to stop	NA	3.91 (0.30)	3.69 (0.48)	NA	3.71 (0.95)	
I feel motivated to prevent people from starting smoking or help people quit or to facilitate training programs	3.92 (0.28)	3.73 (0.47)	NA	3.88 (0.35)	NA	
I feel confident that I can talk to youth/others about smoking prevention	3.88 (0.33)	3.64 (0.50)	NA	3.88 (0.35)	NA	
<b>Motivation (overall)</b>	<b>3.90 (0.29)</b>	<b>3.76 (0.37)</b>	<b>3.69 (0.48)</b>	<b>3.88 (0.35)</b>	<b>3.71 (0.95)</b>	
<b>FACILITATION</b>	(n=24)	NA	(n=13)	(n=8)	NA	
The trainers were knowledgeable about this topic	3.96 (0.20)	NA	3.92 (0.28)	3.88 (0.35)	NA	
The trainers were helpful and responsive to the group	4.0 (0.00)	NA	3.85 (0.38)	3.88 (0.35)	NA	
The trainers made me feel that I could share my opinions openly with the group	4.0 (0.00)	NA	3.77 (0.44)	3.88 (0.35)	NA	
<b>Facilitation (overall)</b>	<b>3.99 (0.07)</b>	<b>NA</b>	<b>3.88 (0.28)</b>	<b>3.88 (0.35)</b>	<b>NA</b>	
<b>OVERALL</b>	(n=22)	NA	(n=13)	(n=8)	(n=6)	
Overall, I would rate this training as:	<b>3.82 (0.39)</b>	NA	<b>4.00 (0.00)</b>	<b>4.00 (0.00)</b>	<b>3.67 (0.52)</b>	

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



**Table 24 Special Projects Participant Satisfaction Results**

	Freeze Summit	NE TCAN Summit	Smoke- Free Movies
	Mean (SD)		
<b>ACTIVITIES</b>	NA	(n=26)	(n=20)
The activities were interesting/creative	NA	3.73 (0.45)	3.60 (0.50)
The activities helped me better understand the topic	NA	3.62 (0.50)	3.60 (0.50)
The activity gave me a chance to work with and meet others	NA	3.69 (0.47)	3.65 (0.49)
<b>Activities (overall)</b>	NA	<b>3.68 (0.35)</b>	<b>3.62 (0.39)</b>
<b>CONTENT</b>	NA	(n=26)	(n=20)
I learned some new information	NA	3.73 (0.45)	3.60 (0.50)
The information was relevant to my activities in health (e.g. volunteering, projects, campaigns)	NA	3.54 (0.51)	3.70 (0.47)
I learned most of what I wanted to	NA	3.54 (0.51)	3.55 (0.60)
I have learned strategies to engage youth in a meaningful way	NA	NA	NA
I have the skills and knowledge to take action about tobacco use	NA	3.54(0.51)	3.50 (0.69)
<b>Content (overall)</b>	NA	<b>3.59 (0.38)</b>	<b>3.59 (0.43)</b>
<b>MOTIVATION</b>	NA	(n=26)	(n=20)
I feel less likely to start smoking or motivated to try to stop	NA	3.77 (0.43)	3.80 (0.41)
I feel motivated to prevent people from starting smoking or help people quit	NA	3.65 (0.56)	3.65 (0.59)
I feel confident that I can talk to youth about smoking prevention	NA	3.50 (0.51)	3.65 (0.49)
<b>Motivation (overall)</b>	NA	<b>3.64 (0.38)</b>	<b>3.70 (0.43)</b>
<b>FACILITATION</b>	NA	NA	(n=20)
The trainers were knowledgeable about this topic	NA	NA	3.90 (0.31)
The trainers were helpful and responsive to the group	NA	NA	3.95 (0.22)
The trainers made me feel that I could share my opinions openly with the group	NA	NA	4.00 (0.00)
<b>Facilitation (overall)</b>	NA	NA	<b>3.95 (0.12)</b>
<b>OVERALL</b>	NA	NA	(n=19)
Overall, I would rate this training as:	NA	NA	3.58 (0.51)

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

**Table 25 Average Pre and Post Knowledge Scores for Partnership Training, Special Projects and Events**

<b>Training Program</b>	<b>N</b>	<b>Pre-Test Average Score</b>	<b>Post-Test Average Score</b>	<b>% Change</b>
<b>Partnership</b>				
Lil NHL Project – Cancer Care Ontario (CCO)	20	6.18	8.55	38.5***
Ontario federation of Indian Friendship Centres (OFIFC)	19	6.63	7.56	13.9**
OPHEA School-Based Tobacco Prevention Project				
Adult	23	6.52	7.53	15.4***
Youth	352	6.01	7.55	25.6***
<b>Special Projects and Events</b>				
YATI Trainer Orientation Day	23	8.78	9.24	5.2*
Youth Tobacco Champions Leadership Retreat Program	12	4.00	5.92	47.9*
N.O.T. (Not on Tobacco) Training				
Participants	NA	NA	NA	NA
Adult – Train the Trainers	8	8.38	9.63	14.9*
Quality Assurance	NA	NA	NA	NA
Freeze Summit				
Level 1	37	5.51	7.41	34.4***
Level 2	69	8.25	8.68	5.3*
Level 3	59	7.56	7.96	5.3*
NE TCAN Summit	51	5.98	7.73	29.3***
Smoke-Free Movies	19	6.53	9.00	37.9***
Youth Speakers Bureau	NA	NA	NA	NA
Adult Network & Knowledge Exchange	NA	NA	NA	NA
Student Healthy Youth Forum	NA	NA	NA	NA

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

**Table 26 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>Partnership</b>				
Lil NHL Project – Cancer Care Ontario (CCO)	19	2.77	3.33	20.0**
Ontario federation of Indian Friendship Centres (OFIFC)	19	3.20	3.67	14.5***
OPHEA School-Based Tobacco Prevention Project				
Adult	22	2.96	3.67	24.0***
Youth	337	3.28	3.66	11.7***
<b>Special Events</b>				
YATI Trainer Orientation Day	23	3.55	3.89	9.6***
Youth Tobacco Champions Leadership Retreat Program	12	3.14	3.73	18.8**
N.O.T. (Not on Tobacco) Training				
Participants	NA	NA	NA	NA
Adult – Train the Trainers	8	2.71	3.53	30.4*
Quality Assurance	NA	NA	NA	NA
Freeze Summit				
Level 1	37	3.00	3.77	25.8***
Level 2	69	3.31	3.67	10.9***
Level 3	58	3.00	3.60	20.1***
NE TCAN Summit	51	2.78	3.46	24.4***
Smoke-Free Movies	19	2.67	3.68	38.2***
Youth Speakers Bureau	NA	NA	NA	NA
Adult Network & Knowledge Exchange	NA	NA	NA	NA
Student Healthy Youth Forum	NA	NA	NA	NA

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

Note: Participant feedback was rated on a 5-point Likert scale: 1=no way, 2=kind of disagree, 3=not sure, 4=kind of agree and 5=totally agree.

### ***Special Events- Adult Network and Knowledge Exchange***

Twenty-seven ( $n=27$ ) attendees of the Adult Network and Knowledge Exchange event completed a satisfaction survey. Among these respondents, there appears to be general agreement that the event helped them to gain skills, access useful resources and new work approaches, network and exchange locally relevant success stories. There appeared to be more variance in agreement about whether or not the event helped attendees to gain theoretical information that broadened their knowledge, access new, locally-relevant project ideas and campaigns, and understand ways to engage young adults in tobacco control.

**Table 27 Special Events – Adult Network and Knowledge Exchange Client Satisfaction Results**

<b>About the Event</b>	<b>Mean (SD) (n=27)</b>
I learned practical skills that can be applied in my job	3.11 (0.58)
I learned useful resources that I can use later	3.30 (0.47)
I gained theoretical information that broadens my knowledge	2.96 (0.65)
I heard success stories and approaches from others which I can use in my work	3.22 (0.58)
I met new colleagues and strengthened previous connections which will enhance my work	3.52 (0.58)
Innovative tools and new approaches to your work	3.33 (0.55)
Project ideas and campaigns you can bring back to your organization	2.89 (0.85)
Engaging young adults in tobacco control	2.56 (0.70)
Overall conference	3.33 (0.48)

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

### **Special Events – Student Healthy Youth**

Thirty-four (n=34) attendees of the Student Healthy Youth event completed a satisfaction survey. There was general agreement among respondents that the event was interesting, led to networking between youth, that the environment was youth-friendly, the youth-adult partnership was valuable and that the information will be useful within attendees' schools. Data also showed that attendees felt confident in their ability to make an impact and become involved at their school as youth.

**Table 28 Special Events – Student Healthy Youth Client Satisfaction Results**

	<b>Mean (SD)</b>
<b>About the Forum (n=34)</b>	
The sessions were interesting/creative/fun	3.38 (0.45)
I met and connected with students from other schools	3.53 (0.51)
I felt safe sharing opinions openly with the group	3.56 (0.56)
I felt that my thoughts and ideas were taken seriously	3.59 (0.56)
The adults listened to what the youth had to say	3.82 (0.39)
Having youth involved seemed like a priority	3.94 (0.24)
Youth and adults working together made the forum better	3.59 (0.56)
The information shared today will contribute to making my school healthier	3.59 (0.50)
<b>After Attending the Forum (n=34)</b>	
I feel like I can have an impact on my school	3.71 (0.46)
I want to become more involved in my school	3.74 (0.45)
I feel like I have just as much to offer to improving the healthy of my school as the adults	3.59 (0.56)
<b>Overall (n=25)</b>	
How you rate the training overall	3.40 (0.71)

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

### **Special Events- Youth Speakers Bureau**

Speakers Bureau presentations are shorter presentations designed to reach a larger audience at once. They are often delivered by a YATI Young Adult Trainer and focus on a variety of topics. As demonstrated in Table 29, presentations that focused on tobacco industry denormalization (TID), industry market and media literacy and creating effective health promotion campaigns had generally neutral satisfaction results. Participants of Activists: The Real Gangsters, report being less satisfied with the presentation. A few survey respondents noted that the presentation did not speak well to the target age group, the presentation was uninteresting and the videos were too long and unengaging.

**Table 29 Special Events – Youth Speakers Bureau Participant Satisfaction Results**

<b>Program</b>	<b>N</b>	<b>Mean (SD)</b>
<b>TID</b>		
I think the presentation was interesting and FUN	34	3.59 (0.70)
This topic is IMPORTANT to me	34	3.32 (0.68)
I learned something NEW from this presentation	33	3.79 (0.42)
The PRESENTER was great in delivering the presentation	33	3.76 (0.56)
I feel motivated to create CHANGE in my school/community after seeing this presentation	34	3.12 (0.73)
I will USE the information I learned today in the future	34	3.41 (0.82)
<b>Overall</b>	<b>34</b>	<b>3.50 (0.44)</b>
<b>Industry Marketing &amp; Media Literacy</b>		
I think the presentation was interesting and FUN	22	3.32 (0.57)
This topic is IMPORTANT to me	22	3.36 (0.66)
I learned something NEW from this presentation	22	3.64 (0.58)
The PRESENTER was great in delivering the presentation	22	3.50 (0.51)
I feel motivated to create CHANGE in my school/community after seeing this presentation	22	3.09 (0.75)
I will USE the information I learned today in the future	22	3.45 (0.51)
<b>Overall</b>	<b>22</b>	<b>3.39 (0.42)</b>
<b>Creating Effective Health Promotion Campaigns</b>		
I think the presentation was interesting and FUN	24	3.33 (0.64)
This topic is IMPORTANT to me	18	3.83 (0.38)
I learned something NEW from this presentation	12	3.83 (0.39)
The PRESENTER was great in delivering the presentation	13	3.85 (0.55)
I feel motivated to create CHANGE in my school/community after seeing this presentation	19	3.47 (0.77)
I will USE the information I learned today in the future	17	3.53 (0.80)
<b>Overall</b>	<b>26</b>	<b>3.68 (0.44)</b>
<b>Activists: The Real Gangstas</b>		
I think the presentation was interesting and FUN	157	2.25 (0.95)
This topic is IMPORTANT to me	155	2.52 (0.94)

I learned something NEW from this presentation	157	2.52 (0.98)
The PRESENTER was great in delivering the presentation	154	2.99 (0.99)
I feel motivated to create CHANGE in my school/community after seeing this presentation	156	2.16 (0.91)
I will USE the information I learned today in the future	154	2.38 (0.93)
<b>Overall</b>	<b>157</b>	<b>2.47 (0.78)</b>
<b>All Programs</b>		
I think the presentation was interesting and FUN	237	2.65 (1.02)
This topic is IMPORTANT to me	229	2.82 (0.96)
I learned something NEW from this presentation	224	2.88 (1.13)
The PRESENTER was great in delivering the presentation	222	3.20 (0.94)
I feel motivated to create CHANGE in my school/community after seeing this presentation	231	2.50 (0.99)
I will USE the information I learned today in the future	227	2.72 (1.00)
<b>Overall</b>	<b>239</b>	<b>2.83 (0.85)</b>

Note: Participant feedback was rated on a 5-point Likert scale: 1=no way, 2=kind of disagree, 3=not sure, 4=kind of agree and 5=totally agree.

## Conclusions

In 2014-2015, YATI training programs consistently led to increased knowledge among training attendees as well as increased self-reported confidence in skills or ability to engage in health promotion and advocacy work locally. In particular, understanding the tobacco industry's role in youth smoking initiation and developing or enhancing leadership, communication, advocacy, campaign development and social media skills were noted by evaluation participants. Equally, adults reported improved knowledge and adoption of youth engagement principles into their work. The opportunity to network and exchange knowledge with youth and adults from around the Province was another positive and important aspect of YATI trainings.

Logistically, attendees appeared to be very satisfied with training activities, content, and facilitators, with the interactive, hands-on nature of trainings being highly valued by evaluation participants. Participants also reported being motivated to engage in tobacco prevention and cessation activities locally as a result of YATI trainings, and highlighted many tobacco use prevention activities in which they were involved locally. These included a variety of advocacy activities, campaigns and events that centered upon tobacco industry denormalization and, more specifically, the influence of smoking in movies and flavoured tobacco on youth smoking uptake. Importantly, relative to general trainings, there was less satisfaction with Youth Speakers Bureau events. Qualitative data from one Speakers Bureau event note the importance of ensuring that presentations, including content, are appropriate and relevant to the target audience. While overall suggestions for improvement were minimal, ensuring that sessions are appropriate length (i.e., not too long) appears to be important to participants. Further, tailoring of YATI trainings could be an area for future development.

## References

Youth Advocacy Trainings Institute. 2014-2015 Final Activity Report. Toronto, ON. May, 2015.