

Working Together to Build Healthy Communities

Canadian Cancer Society Health Promotion Volunteer Handbook



April 2007 edition

TABLE OF CONTENTS

Chapter 1: Welcome!	3
Chapter 2: What Makes us Healthy?	4
Chapter 3: Getting Ready	10
Chapter 4: Working in your Communities	14
Chapter 5: Want to Learn More?	36
Chapter 6: Important Words and Ideas	38
Chapter 7: Your Division	43

Chapter 1: Welcome!

Welcome to the Canadian Cancer Society's Health Promotion Program! We are honoured that you have joined us in the battle against cancer.

This *Health Promotion Volunteer Handbook* has been developed to help you learn how to fight cancer by helping individuals and their communities become healthier. It will provide you with the skills and tools you need to take positive social action that will reduce the harmful effects of cancer.

Canadians view cancer with both fear and hope. The Canadian Cancer Society works across the entire country to raise awareness about cancer and to raise money for cancer research. The Canadian Cancer Society is in a special position to help the public learn about ways they can control cancer through prevention and early detection.

We need to take every action we can to fight cancer:

- ★ Because in 2006, we estimate that there were over 150,000 new cases of cancer and almost 70,400 people died from it.
- ★ Because two in five Canadians will develop cancer during their lifetime and one-half of those diagnosed will become long-term survivors.
- ★ Because if current trends in population growth and aging continue, the incidence of cancer in Canada could increase by as much as 70% over the next 15 years.

It is high time that we all began to work together to act on the importance of health promotion. We know that at least half of cancer cases can be prevented through healthy lifestyles and healthy social change. This *Health Promotion Volunteer Handbook* will help you and your family, your friends, your neighbours and your community do what's necessary to control their risk of developing cancer.

Health promotion program who's who

There are three kinds of participants in the Canadian Cancer Society's Health Promotion Program. All three play key roles in supporting healthier communities.

Health promotion facilitators: Paid staff and/or leadership volunteers work with Canadian Cancer Society health promotion volunteers to coordinate and implement activities that promote healthy lifestyles and cancer risk reduction in their communities. In some Divisions, this role may be filled by both a staff and volunteer.

Health promotion volunteers: Canadian Cancer Society volunteers from various local communities are trained to work with health promotion facilitators and Canadian Cancer Society staff to carry out health promotion activities within their communities.

Community participants: People from various local communities learn about cancer risk reduction from Canadian Cancer Society health promotion volunteers.

How to use the *Health Promotion Volunteer Handbook*

This *Health Promotion Volunteer Handbook* contains information you need to learn about how to work with the Canadian Cancer Society to deliver health promotion messages in your community. The *Health Promotion Volunteer Handbook* will also help you understand the "how to's" of health promotion programs; for example, how to make health promotion matter in your community, how to build partnerships and how to get your message out. The *Health Promotion Volunteer Handbook* will also provide you with the names and locations of additional resources that can help.

Note 1: This *Health Promotion Volunteer Handbook* does not provide specific information about the Canadian Cancer Society's key health messages such as tobacco reduction, healthy food choices, early detection of breast and cervical cancer, Sunsense, etc. It provides basic information about these issues and identifies more detailed sources of information that you can use if you choose to work on these issues.

Note 2: A separate *Canadian Cancer Society Health Promotion Facilitators' Guide* is available for health promotion facilitators.

Chapter 2: What Makes Us Healthy?

Purpose:

The purpose of this chapter is to help you understand the factors that make people healthy and how we can control cancer through healthy action.

Key topics:

This chapter provides information about the following topics:

- ✓ The meaning of health promotion
- ✓ The factors that make us healthy
- ✓ What causes cancer
- ✓ Cancer risk factors
- ✓ The Cancer Society's risk reduction messages

This chapter contains material that is geared toward Canadian Cancer Society health promotion volunteers. A separate *Health Promotion Facilitators Guide* is available for health promotion facilitators.

Understanding health promotion

To achieve our goals, we need resources. We need an income and the support of our friends and family. One of our most important resources is good health. Maintaining our health now and into the future is very important if we are to live the rich and full life we expect.

Unfortunately, many of us become so busy with our daily lives and the lives of our families that we don't take the time to think about how we can maintain our health now and stay healthy as we get older. In order to be healthy now and into the future, we must take actions today. For example, we need to eat nutritious low-fat foods, get sufficient exercise and maintain a healthy body weight. We need to lower our risk of future health problems such as cancer and heart disease.

While it is important that we take responsibility for our own health, we also need the support of our communities. It is in this connection between the individual and society that health promotion comes into play.

A definition of health promotion

Health promotion is the process of enabling people to increase control over and to improve their health.¹

¹ The Ottawa Charter of Health Promotion, 1986. http://www.who.int/hpr/NPH/docs/ottawa_charter_hp.pdf

Health promotion action

Health promotion is a dynamic, action oriented process. Its ultimate goal is to achieve improved health and well-being for individuals, families and communities. In order to achieve this goal, there are many activities we can take which will help to enable people and communities to take charge of their health. Some of these activities are:

- ★ Passing laws such as no-smoking bylaws, budgeting for parks and recreational facilities and helping educate people about a healthy diet.
- ★ Creating a community that helps people become healthy such as building good walking trails so people can walk for exercise.
- ★ Helping communities take ownership and control of their own destinies. For example, individuals within communities need support to come together to lobby their government to take action such as passing a no-pesticide bylaw or planting more shade trees.
- ★ Developing personal skills by teaching people about healthy choices such as eating less fatty food, increasing physical activity and not smoking.

What makes us healthy?

There are a number of factors that have an enormous impact on our health and life expectancy. These factors include conditions such as our income and employment level, whether our childhood was healthy, our risk factors for disease and even our sense of belonging to various communities.

By influencing these factors in our own lives we can make a tremendous difference on our own health. *But, more importantly, by influencing these factors as a society, we can improve and advance the health of our communities as a whole.*

What causes cancer?

It seems as though every day we hear about a new breakthrough in cancer control. The media tells us about new medications and treatments, possible causes of cancer and how cancer is affecting more and more people. Have you ever wondered what to believe?

Cancer is a disease that starts in our cells. Our bodies are made up of millions of cells, grouped together to form tissues or organs such as muscles and bones, the lungs, or the liver. Genes inside each cell order it to grow, work, reproduce and die.

Normally, our cells obey these orders and we remain healthy. Sometimes a cell's instructions

get mixed up and it behaves abnormally. After a while, groups of abnormal cells can circulate in the blood or immune system, or they can form lumps or tumours.

Tumours can be either benign (non-cancerous) or malignant (cancerous). Benign tumour cells stay in one place in the body and are not usually life-threatening.

Malignant tumour cells are able to invade the tissues around them and spread to other parts of the body. The spread of cancerous cells to other parts of the body is called metastasis. The first sign that a malignant tumour has spread is often swelling of nearby lymph nodes, but cancer can metastasize to almost any part of the body. It is important to find malignant tumours early and treat them.

Cancers are named after the part of the body where they start. For example, cancer that starts in the colon but spreads to the liver is called "colon cancer with liver metastases."

Scientists have been working for many years to solve the mystery of cancer. One thing we do know is that cancer is actually many different diseases and there is no one cure that will end it forever.

What are cancer risk factors?

Risk factors are anything that might increase our chance of developing a disease such as cancer. Cancer is not a single disease, but a large group of diseases. Most cancers develop as a result of gene mutations that develop in the cells during a person's lifetime.

Cancer develops gradually as a result of a complex mix of risk factors related to:

- lifestyle (smoking, diet, exposure to sunlight)
- the environment
- heredity
- chance
- age
- gender

Some risk factors can be avoided, for example, we can choose not to smoke. Some risk factors cannot, for example we cannot choose the genes that we inherit through birth.

Many people who develop cancer have no known risk factors. Even if a person has one or more risk factors, it is impossible to know exactly how much they may contribute to developing cancer later in life.

We cannot stop the Canadian population from expanding and growing older. But we can control our risks for developing cancer. We can help Canadians adopt healthy behaviours that may reduce their risk and help them detect cancer early, when their chances for successful treatment are higher. For example, by helping each other avoid tobacco and

second-hand smoke, eat well, exercise regularly and protecting ourselves from the sun we can have a huge impact on reducing cancer rates.

The Canadian Cancer Society's key messages about risk reduction

The more we know about the factors that increase or lower our odds of developing cancer, the easier it will be to avoid or adopt them. But it's important to remember that this will not guarantee that you won't get cancer. We don't know for certain why one person gets cancer and another does not.

Note: This section contains basic information. For the most up-to-date information about the Society's key messages, visit our website: www.cancer.ca.

STEP 1: MAKE HEALTHY CHOICES

Be a non-smoker. Smoking causes about 30% of all cancers in Canada. Each year, thousands of Canadians die as a result of smoking-related cancers. Choosing to be a non-smoker is an important health decision. Not smoking not only lowers cancer risk, but also lowers the chance of heart attack, stroke, asthma, emphysema and other diseases. It's never too late to quit smoking.

Avoid second-hand smoke. Canadians are exposed to second-hand smoke at home, at school, in public places, in restaurants and at work. Non-smokers exposed to second-hand smoke are also at higher risk of getting cancer and other lung diseases. Health Canada estimates that more than 300 non-smokers die from lung cancer each year because of second-hand smoke.

Eat well, be active. Research shows that up to 35% of all cancers can be prevented by eating well, being active and maintaining a healthy weight. Vegetables and fruit play a key role in a healthy diet and weight control. Choose five to ten servings of vegetables and fruit every day.

Physical activity is important for Canadians of all ages. Research has shown that regular activity can help protect against certain types of cancer such as breast and colon cancer. Physical activity is also one of the best ways to keep your weight down. If you are overweight you are at greater risk for cancer and other health problems such as diabetes, heart disease and stroke.

Limit your alcohol use. While some studies have shown that moderate alcohol intake might protect against heart disease, excessive drinking can greatly increase your chance of developing certain cancers. Excessive alcohol, when combined with tobacco use, can further increase your risk of developing these cancers.

Protect yourself and your family from the sun, particularly between 11 a.m. and 4 p.m. when the sun's rays are at their strongest, or any time of the day when the UV Index is 3 or more. Sunlight contains ultraviolet (UV) rays that can harm your skin and

eyes. Ultraviolet (UV) radiation is a known human carcinogen. In Canada, sunlight is strong enough to cause premature aging of the skin and skin cancer. UV rays can get through clouds, fog and haze. They can also pass through water when you are swimming. In fact, a tan is evidence of skin damage from exposure to UV radiation. UV damage whether from the sun or artificial tanning equipment doesn't go away - it is cumulative over the course of a lifetime.

STEP 2: LOWER YOUR RISK

Follow health and safety instructions at home and at work. Take care to follow safety instructions when using, storing and disposing of household pesticides or any other chemicals.

Be aware of infectious agents. The connection between infections and cancer is an important one. In developed countries, 5% of all cancer deaths are thought to be the result of viral and other infections. Several of the cancers associated with viral infections have clearly identifiable non-cancerous conditions (precursors) before developing into cancer. Screening tests can help identify these signs and if they are treated successfully cancer may be avoided. For example, screening for signs of cervical cancer using the Pap test has successfully reduced the incidence of cervical cancer.

Eliminate or reduce your risk of exposure to environmental carcinogens. The Canadian Cancer Society uses the best available scientific evidence to develop our health messages. When the body of scientific evidence suggests that exposure to an environmental contaminant may increase cancer risk, but has not fully established the nature or magnitude of that risk, the Canadian Cancer Society believes that measures should be taken to protect human health. As a result, the precautionary principle is also considered in the development of our health messages. This principle states that "When an activity raises threats of harm to human health or the environment, precautionary measures should be taken even if some cause-and-effect relationships are not fully established scientifically." A simple way of saying this is: "Better safe than sorry."

Current scientific evidence suggests that a small percentage of cancers are related to exposure to cancer-causing substances in the environment. While the exact percentage of cancers associated with this type of exposure is a matter of some debate, it does suggest that people, who are continually exposed to known or probable environmental carcinogens, may have a higher risk of developing cancers.

Protect yourself from cancer-causing agents at work. The Canadian Cancer Society believes that governments must ensure that appropriate regulation and legislation is in place to protect workers. It is the employer's responsibility to ensure that their employees are not exposed to known or probable cancer-causing agents during the course of their work. Employers must inform their workers about the name, chemical composition and potential toxicities of all substances they work with and provide personal protective equipment where

indicated. Work environments must be designed to prevent any exposure to toxic substances.

The Canadian Cancer Society believes that as community members, workers and consumers, we all have the right:

- to know about the environmental and occupational risks that we are being exposed to
- to make informed decisions affecting our health

Report any changes in your health

The Canadian Cancer Society advises people to have the following warning signs checked by a doctor:

- a new or unusual lump or swelling in the breast, testicles or any other part of the body
- any gland that remains swollen for more than 3 weeks
- any sore that does not heal anywhere on the body or in the mouth
- obvious change in the shape, size or colour of a mole or wart
- a nagging cough or hoarseness that lasts more than 4 weeks
- difficulty swallowing that lasts more than 4 weeks
- blood in the urine, stool or phlegm
- unusual bleeding or discharge of any sort from the nipple or vagina
- change in bladder habits, such as pain or difficulty urinating
- any change in bowel habits (constipation or diarrhea) that continues for more than a few days
- persistent indigestion
- unexplained weight loss, fever or fatigue
- unexplained aches and pains that go on for more than 4 weeks
- any new growth on the skin, or patches of skin that bleed, itch or become red

Chapter 3: Getting Ready

Purpose:

The purpose of this chapter is to help you prepare to be a successful health promotion volunteer.

Key topics:

- ✓ How to integrate healthy habits into your life and your family's life
- ✓ Background about health promotion volunteers
- ✓ Understanding your role as a volunteer health educator

This chapter contains material that is geared toward Canadian Cancer Society health promotion volunteers. A separate *Health Promotion Facilitators Guide* is available for health promotion facilitators.

Living healthy

As a Canadian Cancer Society Health Promotion volunteer it only makes sense that you first integrate healthy habits into your own life before you set out to persuade your family, friends and your community.

Your life is made up of many vital areas including your health, your family, your finances, your recreational life and romantic life as well as the intellectual, social, and spiritual aspects of your life. If you neglect any one area, you will eventually find that your life is out of balance. For instance, if you don't take care of your health, your family and social life will suffer. If you put too much time into your work, your personal relationships and self care will suffer.

Follow these tips to bring balance to your everyday life:

- ✓ Focus on your priorities. Spend most of your time and energy on your personal and professional priorities. Be willing to say "no" when you need to.
- ✓ Get organized. Plan ahead and anticipate your needs and have a back up plan if things go wrong.
- ✓ Be flexible. Forgive yourself when things don't get done and remember there is always tomorrow.
- ✓ Create daily routines. Instil healthy habits into your daily life. Find ways to relax, relieve tension, and minimize stress. Give yourself a break every once in awhile throughout the day
- ✓ Establish support networks. Be willing to ask for help and receive it. Enlist family, friends, neighbours, professionals and others to help you as needed.

Keep your mind and body healthy

Eat well: Maintaining good physical and mental health requires good nutrition. A nutritious low fat diet will help keep you healthy at any age. It enables your body to function properly and helps prevent illnesses. It can also help you manage chronic conditions such as cancer, diabetes and heart disease.

Participate in physical activity: Physical activity is a big part of staying healthy. Physical activity is one of the most important things you can do to maintain your physical and mental health and quality of life. Walking, stretching, and keeping your muscles in good condition will help you to maintain your independence.

Participate in social activities: Mental activity is just as important to health as physical activity. The key to sound mental health is staying involved and keeping a positive mental attitude.

Health promotion volunteers: An important resource

Throughout history, people have turned to their family, friends and neighbours for health information. Long before trained doctors and nurses, there were people in communities who learned about health matters from their elders and acted as health advisors.

In Canada, the use of health promotion volunteers has become more popular during the last ten years. For example, in the York Region of Ontario, a volunteer health educator program increased the awareness of Chinese women about the importance of breast health. Trained health promotion volunteers provided breast health presentations to groups of Chinese women. The program was very popular and the participants said they had increased their awareness about breast health and the benefits of screening programs. They were grateful that information was provided in their own language and in a safe and comfortable environment that respected their culture.²

Benefits of health promotion volunteers:

- ✓ Live in the communities where they work
- ✓ Understand what is meaningful to the communities where they work
- ✓ Communicate in the language of the people
- ✓ Understand local cultural identity, spiritual coping, and traditional health practices
- ✓ Reduce health care and personal costs of health care
- ✓ Improve health

Key functions of health promotion volunteers:

- ✓ Work within their communities to deliver health messages
- ✓ Strengthen community networks

² York Region Breast and Cervical Health Coalition. (2002) *A Lay Health Educator Program to Promote Breast Screening Among Chinese Women in York Region*.

- ✓ Build partnerships
- ✓ Connect people with the services they need
- ✓ Provide informal counselling and social support
- ✓ Advocate for individuals who need special services
- ✓ Stimulate social action
- ✓ Educate providers about communities' health needs
- ✓ Educate providers about the unique cultural aspects of communities

Your role as a health promotion volunteer

Note: The following responsibilities and skills may vary among each Division of the Canadian Cancer Society.

Some of your key responsibilities may include:

- ✓ Identify issues in communities and opportunities related to healthy lifestyles and cancer risk reduction.
- ✓ Plan and organize activities and presentations within their communities that raise awareness about healthy lifestyles and cancer risk reduction.
- ✓ Provide up-to-date information that accurately reflects the Canadian Cancer Society's position on a variety of health promotion issues through activities such as displays, events and presentations.
- ✓ Respond to requests for health promotion information from various communities.
- ✓ Identify and contact organizations that promote healthy lifestyles and work with them in partnership.
- ✓ Reach out to diverse and hard-to-reach audiences.
- ✓ Engage the public at events using appropriate displays and resource materials.
- ✓ Attend training sessions and keep up-to-date on current issues related to healthy lifestyles and cancer risk reduction.
- ✓ Ensure questions or issues raised at events are answered at the event or referred to the *Cancer Information Service*.
- ✓ Work with other Canadian Cancer Society program areas (such as fundraising) when possible
- ✓ Communicate with Canadian Cancer Society staff and leadership volunteers as necessary.
- ✓ Report on activities.

There are a wide range of activities that you may be asked to carry out as a health promotion volunteer. These may include:

- ★ Working with a group of rural high school students to band together with teachers and nutritionists to replace unhealthy snacks with healthy choices in school vending machines and school cafeterias.
- ★ Working in urban centres with low income, single mothers to help them plan low-cost nutritional meals for their children.

- ★ Working with cancer survivors, their families and health professionals in various communities to advocate for eliminating the sale of commercial tobacco products to young people.
- ★ Working with members of a local native community in the Northwest Territories to help Aboriginal teens understand the difference between the traditional use of tobacco and smoking commercial tobacco.
- ★ Working with local lifeguards to promote the use of sunscreen and shade on local beaches.
- ★ Working with local parents to help them convince the city to pass a bylaw that limits the use of pesticides.
- ★ Working with a local public health unit to recruit women from within the Asian community to raise awareness about cancer risk factors.
- ★ Working with members of the Farsi (Iranian) speaking community to participate in a community health fair to raise awareness and reduce cultural barriers to breast and cervical health.

Your health promotion activities will be most successful when they are specially tailored to meet the needs of the people you are reaching (your target group). For example, if you are organizing a presentation about tobacco to a group of high school students, you will need to make sure that your materials and presentation style make sense to them. On the other hand, if you are organizing a display for a specific cultural group or at a senior's centre, you will need to consider how your message will appeal to them.

Most of the time, you will work with Canadian Cancer Society staff and leadership volunteers (health promotion facilitators) who will let you know ahead of time exactly what activity you will be asked to do. In that case, you should follow their instructions carefully and don't hesitate to ask them questions as you need to.

However, there may also be times when you will be asked to think about how to reach a specific target group with a health promotion message. For example, you may be asked to think about how to deliver a message about sun safety to a local woman's group. Your local CCS staff can help you prepare for this.

Chapter 4: Working in your Communities

Purpose:

The purpose of this chapter is to help you learn how to work in your communities to improve health and reduce the risk of cancer.

Key topics:

- ✓ The importance of community action for health
- ✓ How to identify and plan for health issues in your communities
- ✓ How to work with other community members to improve health

This chapter contains material that is geared toward Canadian Cancer Society health promotion volunteers. A separate *Health Promotion Facilitators Guide* is available for health promotion facilitators.

Community action for health

Community action is all about working with your friends, your family and your neighbours to make your communities a better place to live and work. Community members can work together on all sorts of things such as building new parks and sports centres, making it easier for people to buy and eat nutritious food, limiting exposure to harmful pesticides and chemicals and passing no-smoking bylaws.

Community actions will be different in each community and will involve a different mix of people such as private citizens, non-profit groups, government agencies, schools, businesses, neighbourhoods, ethnic/cultural groups, cities/towns, faith groups, etc. These groups may or may not share common values, interests and beliefs.

Community action is a process you have to experience. The more involved you become, the more you will learn.

The joy of community action

Communities who work together experience some important benefits:

- ✓ Community members feel a stronger sense of belonging and commitment.
- ✓ The individual health of community members improves and results in healthier communities.

How to identify and plan for action on health issues in your communities

Step 1: Do your homework

Use internal resources (Canadian Cancer Society volunteers and staff), intranet, as well as the Internet, community newspapers/media to determine:

- What are other organizations doing, what health promotion initiatives are already being done your communities? Develop a local list of media, religious organizations, associations and other organizations for future reference.
- Are there any health-related statistics for specific communities and the unique groups who live within them?
- Knowledge about the community and its members. Is there anything you should be aware of in terms of protocol, histories, do's & don'ts?
- Is there any history (positive or negative) within the Canadian Cancer Society - in your region or another region?

If you are going to reach diverse groups, demographics are key. Look at census information; go to your local health department or city hall. Learn about the history of particular communities; their traditions, ways of working and any history with the Canadian Cancer Society. For example, Aboriginal communities have extensive traditions that include aspects such as ceremonies, role of elders, sacred medicines and protocol.

Remember, communities are made up of numerous sub groups (with different beliefs/attitudes etc) on a number of issues. Don't make generalizations based on the responses you receive.

Step 2: Talk about it!

Communities find out about issues when people come together and talk about them. When people connect, they share their concerns and build relationships. It is important to ensure that communities who may not have always fit in are also included, for example, Francophone, Aboriginal, other minority religious and cultural groups, individuals with different sexual orientation, etc.

You can help your communities identify health issues. To be successful, you will need help from facilitators to ensure that they bring together a lot of different types of people and groups with different backgrounds, beliefs, interests and concerns.

For example:

- ✓ Voluntary and non profit groups
- ✓ Boards of directors and staff of community agencies
- ✓ Youth groups
- ✓ Social clubs
- ✓ Government representatives
- ✓ Businesses such as stores and restaurants
- ✓ Women's groups and men's groups

- ✓ Faith groups
- ✓ Various and diverse cultural groups
- ✓ Sports and fitness clubs
- ✓ Hobby clubs
- ✓ Health groups
- ✓ Schools
- ✓ Media
- ✓ People with different sexual orientation, i.e. Lesbian, Gay, Bisexual, Transgender, Transsexual, Two-Spirit, Questioning (LGBTQQ)

There are many different ways that people can come together to talk about issues:

- ❖ Community hall meetings
- ❖ Cultural gatherings
- ❖ Places of worship
- ❖ Religious events
- ❖ School forums
- ❖ Potluck suppers
- ❖ Community celebrations and fairs
- ❖ Coffee parties
- ❖ Workshops
- ❖ Health fairs that target diverse communities

During this early phase it will be extremely important to listen to the voices of different groups and understand how they communicate. Different groups have different terms they use to describe their bodies and/or health issues. The most obvious example is teens and youth who may use various slang terms for parts of their body, their sexuality, etc.

Step 3: Define it!

People within communities usually come together because they are already concerned about an issue or problem such as environmental hazards, second-hand smoke or access to healthcare. Even if the community has already identified a concern, they will still need to focus their efforts.

No one knows communities better than their members. It will be important to let all members be heard in the discussion including groups that may not traditionally fit in such as people with disabilities, people from different cultures and people with different sexual orientation.

To help communities focus, they will need to answer the following questions:

- What exactly is the issue/problem?
- Who is affected?
- What evidence do we have that about the issue?
- How important is the issue?

- Is the community ready to take action?
- What are the steps we need to take to solve the problem?

Prioritize - we can't do it all. Build on connections already made and choose one or two demographically significant issues and/or communities who haven't been reached/involved in the past

Hands-on! Tip: Use the "Community Issue Summary" form provided at the end of this chapter to further define your issues.

Step 4: Recruit a team!

It will be important to decide what members of communities are willing to work more intensively together on the issue. It will also be important for them to decide if these people need further information and training.

Other groups in the area with similar goals should be contacted. For example, if the message is about smoking and second-hand smoke, consider involving the Lung Association, the Heart and Stroke Foundation or local health authorities.

Other community members that may want to participate in the event such as other volunteers, agency staff or professionals with an interest in the subject should be included.

Hands-on! Tip: Use the "Coming Together" form provided at the end of this chapter to ensure you recruit the help you need.

Step 5: Select an activity!

Once the issue has been defined and a team has been recruited to work on it, you will need to decide exactly what you want to do. Here are some activity ideas based on a number of different issues and potential target groups. It is interesting to note that many of these activities don't require a large group of people, some of them you can even do on your own.

Need inspiration? Here are 30 ways to take action as a team or on your own.

1. Work with sports groups, nutritionists and teachers to promote healthy eating and active living in school aged children and youth.
2. Form a coalition of local cultural, spiritual or social groups who want to help people make healthier lifestyle choices.
3. Observe special theme months to raise awareness of healthy living in your communities and schools. (For example March is Nutrition Month.)
4. Work with schools to start up a healthy breakfast, snack or lunch program. Remember to consider the unique dietary practices of the communities involved.
5. Implement an active living challenge where community members keep track of how much physical activity they do in a day.
6. In urban areas, encourage a neighborhood "walk to school group". Available adults can take turns walking a group of children to school instead of driving

them. In rural or northern communities consider a "walking school bus" where children are occasionally let off the bus a bit further away and participate in a supervised walk to school.

7. Promote food programs such as community gardens or community kitchens for individuals and families who have trouble getting healthy foods. Again, remember to consider the unique dietary practices of the communities you have involved.
8. Organize and set up SunSense booth at a local pagan or gay pride event.
9. Work with your municipal government to implement a pesticide bylaw.
10. Share success stories that profile the efforts of local schools or community groups that are working to make the environment healthier.
11. Contact a school or teacher to offer a talk about the importance of SunSense and how we can practice SunSense everyday.
12. Work with the local parks and recreation department in communities to raise awareness about SunSense.
13. Organize the distribution of SunSense bookmarks or sunscreen samples at outdoor events or festivals.
14. Organize the distribution of Canadian Cancer Society resources at local spiritual, cultural and social community events and workshops such as quiz sheets, colouring activity books, bookmarks, videos, overhead presentation, etc.
15. Get the messages out about cancer prevention and health promotion by offering a presentation or activity that promotes healthy eating and active living. Remember to target special groups such as Aboriginals, low income families, or spiritual groups.
16. Have a healthy recipe contest or a low fat recipe makeover contest at a school or workplace.
17. Work with local workplaces to organize fruit and vegetable potluck lunches. Include recipes from a variety of cultural groups.
18. Organize a "Five to Ten -A-Day Vegetable and Fruit" challenge at workplaces, schools or various cultural, spiritual and social groups.
19. Challenge families within the community to "Turn off the TV" for a day or a week and discuss the results.
20. Work with organizers of Fall Fairs in rural communities to ensure that healthy food choices are provided.
21. Encourage community members and individual restaurants, malls and other public places to eliminate designated smoking rooms and second-hand smoke
22. Celebrate Weedless Wednesday in January by promoting smoking reduction presentations in schools and various communities.
23. Write letters to support pharmacies that choose not to sell commercial tobacco products.
24. Promote the Smokers HelpLine within Aboriginal communities.
25. Meet with politicians to advocate for smoke-free legislation.
26. Write letters to the editor in support of community initiatives that promote healthy living.
27. Promote a 6-week New Year's Healthy Living Challenge at work or at home. Celebrate successes.

28. Participate in a health fair being organized by a local cultural or religious group.
29. Organize a weekly neighbourhood baseball game.
30. Work with a local health unit to raise awareness among new immigrants and their families about healthy living and early detection.

Hands-on! Tip: Use the "Activity Selection Form" provided at the end of this chapter to plan your activity.

Step 6: Make a plan!

Once your activity has been decided you will need to think ahead about what needs to be done. For example, if you are holding a special event, you will need to take the following steps:

- ✓ Obtain or design a promotional poster or other publicity tool such as a flyer, media release, etc.
- ✓ Reserve the event space, for example local community centre, church, etc.
- ✓ Reserve audio visual equipment.
- ✓ Order refreshments.
- ✓ Get nametags, pens, pencils.
- ✓ Check the room ahead of time.
- ✓ Invite a guest speaker.
- ✓ Hang or distribute posters.
- ✓ Follow up on publicity activities such as media interviews, etc.
- ✓ Assemble materials.

Here are some factors that will help ensure that diverse communities are included:

- ✓ Look for an accessible venue.
- ✓ Consider sign language/multilingual interpreters if needed.
- ✓ Consider food, i.e. kosher, vegetarian.
- ✓ Consider a venue that is seen by the community as a safe and familiar space. Take the message into the community rather than expecting them to come to you. For example if you are reaching out to the gay and lesbian community ensure that your venue is seen as a "positive" space.
- ✓ Recruit representatives of the communities you are reaching out to in your event planning.

Hands-on! Tip: Use the "Activity Work Plan" provided at the end of this chapter to help plan the specific steps of your activity.

Check the work plan and schedule frequently and make sure your group stays on track.

Step 7: Work with the media

In some cases, it will be beneficial to involve the media in the issue or activity. Remember to always work with your health promotion facilitator and the local office of the Canadian Cancer Society.

What to do if you are approached by the media

If you are approached by the media, you should first alert your local or divisional communications staff. If they agree that you should speak, the following tips may help. It is also a good idea to find out from your division staff how you should respond if approached by the media spontaneously. For example, if you were at a display in a mall - how would you respond to a local reporter covering a story?

- Ask the reporter for his/her name and news organization and write it down.
- Ask for the specific reason the interview is needed and how much time it should take.
- Find out how the information will be used.
- Take the interview seriously. Assume that what you say will be read or heard by many people.
- Determine the major points you want to make ahead of time. The key to a good interview is in providing direct answers to questions.
- Try to arrange the interview on your own turf.
- Be clear about your agenda and stick to it. Keep the interview focused on what you want to communicate.
- Provide the background you feel is necessary.
- Convey your facts in a straightforward way.
- Be honest, straightforward and say what you have to say and no more.
- Be proactive, not reactive whenever possible.

Hands-on! Tip: Use the "Media Watch Report Form" provided at the end of this chapter to keep track of how the media is covering cancer risk reduction in your community.

Step 8: Gather resources

The Canadian Cancer Society has a wide variety of written resources that can be used. Local offices can help to decide what resources are needed. Make sure to order them at least two or three weeks ahead of time.

Step 9: Take action!

This may involve holding an event, working with local government, even building a structure. Whatever the activity, remember the following "words from the wise":

- ★ There is usually more than one way to do something.
- ★ Action and change can happen at many levels (within individuals, at home, in schools, through laws and policies).
- ★ Build community's strengths and assets that can contribute to the process.

- ★ Involve young people to bring creative energies that fuel the process.
- ★ Involve individuals and groups from diverse backgrounds.
- ★ Encourage fun and friendship to help stay motivated and engaged.
- ★ Acknowledge everyone's contribution no matter how small.
- ★ Share the load.
- ★ Celebrate successes and victories!

Hands-on! Tip: Use the "Dynamic Displays and Presentations" Activity Tool provided at the end of this chapter to help you deliver effective displays and presentations.

Step 10: Follow-up

It will be important to thank everyone who was involved in the activity such as anyone who helped organize and carry out the activity, guest speakers, etc. You should ask for feedback. What could have been done better next time? Were the resources sufficient? Make note of these for next time.

Hands-on! Tip: Use the "Activity Evaluation Form" provided at the end of this chapter to make note of what worked and what didn't work.

Hands-on! Activity Tool #1: Community issue summary

Type of tool: Planning questionnaire

Approximate time: 30 minutes

Users: This planning tool is intended to be used by health promotion facilitators and volunteers who are involved in identifying issues in their communities. It can also be by leadership volunteers such as Board members to plan health promotion activities.

What is the issue/problem?

Who is affected?

How and why do we know this is a problem? (e.g. statistics, community perspectives, resources)

What are the potential solutions?

Is the community ready to take action? (Remember: This is a long-term process. It's all right to start small where there are opportunities for positive results.)

How important is the issue?

What are the critical success factors?

With whom can we partner? (See Planning Tool #2 for more on forming your Community Dream Team.)

What are our short-term objectives?

What are our long-term objectives?

Hands-on! Activity Tool #2: Forming your community "dream team"

Type of tool: Planning questionnaire

Approximate time: 30 minutes

Users: This planning tool is intended to be used by health promotion facilitators and volunteers who are involved in identifying issues in their unique communities. It can also be by leadership volunteers such as Board members to plan health promotion activities.

Notes: If you are going to be successful you will need to recruit a diverse cross-section of community members with a variety of backgrounds, beliefs, interests and concerns. Consider inviting other volunteers, boards of directors and staff of community agencies and non-profit organizations, municipal staff, government representatives, business leaders, service clubs, women's groups, Francophone and or Aboriginal groups, other cultural groups, gay and lesbian groups, religious groups, (including non-traditional practices such as Buddhism, Paganism, etc.) recreation associations, schools, health practitioners, media, etc.

Which individuals, organizations/agencies and community leaders do you need to include?

Who else needs to be involved? (Consider age, culture/ethnicity, gender, income, rural/urban, occupation, education, health, sexual orientation, life experience, skills, knowledge, expertise, etc.)

Who has a special interest or is interested in community action?

How will you contact them and ensure they will be included?

Will anyone oppose your initiative?

How will you bring people together?

- Coffee get-together
- Community hall meeting
- School forum
- Potluck supper
- Discussion/Planning Workshop
- Other ways _____

How will people be notified?

- Phone
- Community newsletter
- Email
- Personal contact
- Newspaper
- Other ways _____

Hands-on! Activity Tool #3: Activity selection form

Issue: _____

How do we want to take action? What are some of the possible activities we could engage in? (Brainstorm several activities)

Which activities would be the best choice? **Why?** Think about the resources you have available, your timelines, etc.

Who do we want to impact and affect with the actions?

What exactly do we want to achieve with our action? What are the direct outcomes we are looking for?

Why do we want to take action? What is the final outcome we to achieve?

What resources will we require?

Use the Activity Work plan (Hands-On! Program Planning Tool #4) to further define the steps you need to take.

Hands-on! Activity Tool #5: Media Watch Report Form

Type of activity: Local media monitoring by local volunteers

Approximate time: Ongoing

Users: This template is intended to be used by health promotion facilitators and volunteers to monitor local media reports that may be related to Canadian Cancer Society health promotion and risk reduction activities.

Canadian Cancer Society Media watch reporting form:

Date: _____

Volunteer name: _____

Address/telephone: _____

E-mail: _____

Community represented: _____

Name of media event: (i.e. newspaper, magazine, radio show, television show)

Date of publication/broadcast: _____

Name of writer/reporter: _____

Description of story: _____

Hands-on! Activity Tool #6: Dynamic Displays³

Type of activity: Community health promotion displays

Approximate time: Ongoing

Users: This template is intended to be used by health promotion facilitators and volunteers to **organize health promotion displays in their communities.**

TWO TO THREE MONTHS IN ADVANCE

- Identify possible location, date and time for the display. Keep in mind annual local events, Canadian Cancer Society events, etc.
- A display unit may be available from the Canadian Cancer Society office. Confirm that it is available for the desired date.
- Contact the manager of the area in which you would like to set up your display (i.e. mall manager, principle, etc.) to discuss arrangements.
- Find out what you will need for the display, such as tables, chairs, electrical outlets, extension cords, etc.
- Confirm arrangements in writing.

ONE MONTH IN ADVANCE

- Recruit other volunteers from your unit to help staff the display.
- Make up a staffing time schedule and send a copy to the volunteers.
- Familiarize yourself with the material you wish to use.
- **ORDER HAND-OUT MATERIAL.**

TWO WEEKS IN ADVANCE

- Call and confirm the arrangements with your contact person.
- Confirm time commitments with volunteers.
- Gather all materials you will need for the display.

PRESENTATION DAY

- Make sure you arrive early so you will have plenty of time to set up and organize the display.
- Take a picture of the display and send a copy to your division office so they can admire your hard work.

³ This activity is based on Canadian Cancer Society, Nova Scotia Division's "Displays and Presentations"

TIPS FOR A SUCCESSFUL DISPLAY

- Remember to recruit enough volunteers. Allow for two people for a maximum of four hours.
- Good exposure is extremely important. Try to choose areas that will be seen by a lot of people, such as local events, malls, or Canadian Cancer Society events.
- Be familiar with the display beforehand. This will make it easier to set up on the display day.
- Make sure that all your volunteers are familiar with the display materials. If necessary, provide them with copies of the pamphlets and fact sheets a few weeks prior to display day.
- Keep your display area neat and tidy. Boxes and supplies should be kept under the table.
- Smiles are free so give them out! People are more apt to approach you if you look friendly. Please do not read, write letters, do puzzles, etc. while staffing the display. This makes you look disinterested and unapproachable.
- Have a good supply of signs, buttons, and other handouts available for people to take with them.
- Items such as posters, pictures or equipment like a lung machine, attract attention, so make sure they are clearly visible.
- If possible, give presentations at one of the local schools a few weeks prior to your display date. Have the students draw or paint posters with a theme and use them for your display.
- Always remember to leave your display area clean and tidy to help ensure a return visit.

Hands-on! Activity Tool #7: What worked? What didn't work? Activity evaluation form

Type of tool: Evaluation questionnaire

Approximate time: 30 minutes

Users: This planning tool is intended to be used by health promotion facilitators and volunteers who are involved in identifying issues in their communities. It can also be used by leadership volunteers such as Board members to plan health promotion activities.

Notes: Evaluating results is an important way of understanding if health promotion volunteers are on the right track and achieving results. Evaluation does not have to be complex to provide important information. Encourage volunteers to think of evaluation as a tool that helps them stay on track and achieve results.

For more on evaluating an overall health promotion plan, see Module 2 Chapter 6: "Staying on track: Measuring your success."

When planning an evaluation, consider these four basic questions:

1. What worked and why?

2. What did not work and why?

3. What could be done differently? I.e. were there any target groups that we missed?

4. What adjustments and changes are required now?

Chapter 5: Want to Learn More?⁴

Health promotion: General orientation

The OHPE Bulletin (Ontario Health Promotion Electronic Bulletin) website is a good place for general browsing on health promotion issues, resources, programs and fields. The front page of the website <http://www.ohpe.ca> offers an overview of what to expect.

Another good place for an overview of health promotion is the CLICK4HP health promotion listserv - possibly through browsing or searching through the archives first (not just subscribing first off). Try the website at <http://listserv.yorku.ca/archives/click4hp.html>

Health promotion web sites

The following websites provide an overview of health promotion, and links to key documents in the field:

University of Toronto Centre for Health Promotion: <http://www.utoronto.ca/chp/index.html>

"Health Promotion Hotlinks"

http://www.opc.on.ca/english/our_programs/hlth_promo/resources/full/hlth_prom_ht_inks.htm - annotated bookmarks and favorites of Canadian and international organizations and online documents related to the field of health promotion.

1974 A new Perspective on the Health of Canadians (Lalonde report) <http://www.hc-sc.gc.ca/hppb/phdd/pube/perintrod.htm>

The World Health Organization (WHO) Background Information on Health Promotion <http://www.who.int/hpr/health.promotion.shtml> with links to the following documents:

1986 Ottawa Charter on Health Promotion (WHO 1st HP conference)
http://www.who.int/hpr/NPH/docs/ottawa_charter_hp.pdf

2005 Bangkok Charter for Health Promotion
http://www.who.int/healthpromotion/conferences/6qchp/bangkok_charter/en/

⁴Based on recommendations from Alison Stirling, Health Promotion Consultant, Ontario Prevention Clearinghouse Available at:
http://www.idmbestpractices.ca/pdf/Health_Promotion_recommended_references_updated_09_04.doc .
Accessed November 9, 2005.

Books about health promotion

These books may be available in your local library:

Health promotion in Canada: provincial, national and international perspectives / Ann P. Pederson, Michel O'Neill and Irving Rootman. - Toronto: W.B. Saunders Canada, 1994. - 401p.

A comprehensive profile of health promotion in Canada is presented in this book, including an historical overview, trends and developments and a look at the future. A section on international perspectives is included.

Health promotion: philosophy, prejudice and practice / David Seedhouse. - New York: Wiley, 1997. -202p.

This book analyses the prejudices and misconceptions of health promotion as outlined by the Ottawa Charter, and outlines ways and means to overcome the "newspeak" of "new public health" and gain control of the promotion of living conditions and lifestyles conducive to health.

People-centred health promotion / J. Raeburn and I. Rootman. - London: Wiley, 1997.

This book presents an approach to health promotion, which is first and foremost people-oriented. It discusses the basic elements of a people-centred approach which includes empowerment, organizational and community development, participation, life quality and evaluation, and presents the application of such an approach in practice as illustrated by a series of real-life projects. It concludes with a vision of a society based on people-centred health promotion principles.

Resources about cancer risk reduction

Canadian Cancer Society/National Cancer Institute of Canada. Canadian Cancer Statistics 2005. Toronto, ON: Canadian Cancer Society, 2005. Available from: http://www.cancer.ca/ccs/internet/standard/0,,3172_14291_langId-en,00.html.

Canadian Strategy for Cancer Control Web site: http://209.217.127.72/home_csc.html

Chronic Disease Prevention Alliance of Canada Web site: <http://www.chronicdiseaseprevention.ca/>

Public Health Agency of Canada. Overview: Integrated strategy on Healthy Living and Chronic Disease [online]. Available from: http://www.phac-aspc.gc.ca/media/nr-rp/2005/2005_37bk1_e.html

BC Healthy Living Alliance. The Winning Legacy: A Plan for Improving the Health of British Columbians by 2010. Available from: <http://www.bccancer.bc.ca/NR/rdonlyres/1BB92690-77C1-412B-95BF-A9E49041194C/10188/TheWinningLegacy1.pdf>

Chapter 6: Important words and ideas

Aboriginal: As defined by the Constitution Act, 1982, Section 35(2), "Aboriginal peoples of Canada" includes the "Indian, Inuit and Metis" peoples of Canada.

www.ccfm.org/ci/gloss_e.html

Advocacy: The basic purpose of advocacy is to influence decision making. An advocate strives to change the way decision-makers view issues and to change their decision making behaviour. Ideally, advocacy takes place at the problem definition stage; at the point when there is a chance to influence how an issue is shaped. When this is not possible, the next step is to influence a process just prior to a decision being made.

Cancer: A general term for more than 200 diseases. Cancer is the uncontrolled, abnormal growth of cells that can invade and destroy healthy tissues. Most cancers can also spread to other parts of the body. *Canadian Cancer Society. Cancer Glossary [online]. Available from: <http://info.cancer.ca/e/glossary/glossary.html>*

Carcinogen: Any substance that causes cancer.

Collaboration: A process where individuals and groups can explore their differences and search for solutions that go beyond their own vision of what is possible. Collaboration involves joint problem solving and decision making among key stakeholders in a problem or issue. Four features are critical to collaboration:

1. the stakeholders are interdependent
2. solutions "emerge" by dealing constructively with differences
3. decisions are jointly owned
4. stakeholders assume collective responsibility for the future direction of the domain.

(Barbara Gray. Collaborating: Finding Common Ground for Multiparty Problems. Jossey-Bass Publishers, London, 1989, 5. Adapted)

Communities: A specific group of people, often living in a defined geographical area, who share a common culture, values and norms and are arranged in a social structure according to relationships which the community has developed over time. Members of a community gain their personal and social identity by sharing common beliefs, values and norms. Community members are usually aware of their identity as a group and share common needs and a commitment to meeting them.

Community mobilization: Private citizens and the business, non-profit and governmental sectors work cooperatively to identify local issues of mutual concern and find solutions to them. They use their expertise and energy in the planning, design, and development of

Canadian Cancer Society -- Health Promotion Volunteer Handbook

healthy community level initiatives and to support the reduction of the factors that work against health (e.g., unsafe physical environments). (*Canadian Public Health Association, 2001 and Health Canada.*)

Culture: a set of learned beliefs, values and behaviours; the way of life shared by the members of a society. www.saa.org/publications/sampler/terms.html

Determinants of health: The range of personal, social, economic and environmental factors which determine the health status of individuals or populations such as income and social status, education, employment and working conditions, access to appropriate health services and physical environments. (*World Health Organization Health Promotion Glossary, 1998*)

Diversity: Diversity is the term used to describe the relative uniqueness of each individual in the population.

Early detection: There are two major components of early detection of cancer: 1) education to promote early diagnosis and 2) screening. Increased awareness of possible warning signs of cancer, among health care providers and the general public, can have a great impact on the disease. Some early signs of cancer include lumps, sores that fail to heal, abnormal bleeding, persistent indigestion and chronic hoarseness. Early diagnosis is particularly relevant for cancers of the breast, cervix, mouth, larynx, colon and rectum and skin. (*World Health Organization. Screening and Early Detection of Cancer [online]. Available from: <http://www.who.int/cancer/detection/en/>*)

Ethnicity: a set of characteristics which result in a distinctive culture, in which a group of people share. Ethnicity is a term that is somewhat flexible in meaning, but generally refers to a subset of the national culture in which people share one or more of the following characteristics: race, nationality, spirituality, ancestry, or language. www.historycentral.com/Civics/E.html

Evaluation: Evaluation is the process we use to assess what we have achieved and how it has been achieved. It means looking critically at our efforts and deciding what was good, what was bad and how the process could be improved. There's more to evaluation than just finding out if we did a good job. It's also important to use our evaluation data to improve our initiatives along the way. This is especially important for health promotion projects. It's essential that the process, as well as the outcome, promotes the health of those who are participating.

Family: A family is defined as a group of individuals who are related by affection, kinship, dependency or trust. "Extended family" may also include not only those family relationships that exist by birth but also include significant others who are not related by birth. (*Correctional Services of Canada: http://www.csc-scc.gc.ca/text/portals/families/definition_e.shtml*)

Gender: Gender refers to how our culture distinguishes between masculinity and femininity. Individuals are born female or male; however, they become feminine and masculine through complex developmental processes that take years to unfold.

www.sasked.gov.sk.ca/docs/social/psych30/Glossary.htm

Health promotion: Health promotion is an approach to improving health by providing individuals, groups and communities with the tools they need to make informed decisions about their well-being. Health promotion moves beyond the traditional treatment of illness and injury. Its efforts focus on the social, physical, economical and political factors that affect health and include such activities as the promotion of physical fitness, healthy living and good nutrition. Public Health Agency of Canada: <http://www.phac-aspc.gc.ca/vs-sb/voluntarysector/glossary.html>

Healthy public policy: The main aim of healthy public policy is to create a supportive environment to enable people to lead healthy lives. Such a policy makes healthy choices possible or easier for citizens. It makes social and physical environments health enhancing. (*World Health Organization Health Promotion Glossary, 1998*)

LGBTQT: A term used to describe a variety of alternate sexual orientations: Lesbian, Gay, Bisexual, Transgender, Transsexual, Two-Spirit, Questioning

Logic Model: Often used as a guide for program planning and evaluation - describes the flow of inputs to systems, interventions, outputs, as well as short and longer term impacts and outcomes, and other factors that will impact on programs achieving outcomes.

Population Health: This is an approach to health that aims to improve the health of the entire population and to reduce health inequities among population groups. (*Health Canada, Population Health, What is Population Health?*)

Population Health Approach: This approach recognizes that health is a resource rather than a state, a definition which corresponds more to the notion of being able to pursue one's goals, to acquire skills and education and to grow. This broader notion of health recognizes the range of social, economic and physical environmental factors that contribute to health including: safe environments, adequate income, education, shelter, safe and nutritious food, and peace, equity and social justice. (*Canadian Public Health Association and Health Canada, Population Health, What is Population Health?*)

Prevention: Prevention includes actions aimed at eradicating, eliminating or minimizing the impact of disease and disability, or if none of these is possible, retarding the progress of disease and disability. These activities should decrease the probability of specific illnesses in individuals, families and communities. Prevention is the concept of reducing unwanted health outcomes by reducing or eliminating risk factors that might lead to those outcomes.

Primary Prevention: Primary prevention of disease is achieved by measures that avoid the disease from starting in the first place. There are at least three distinct forms of primary prevention of cancer:

- **Removing the cause of cancer.** For example, smoking causes lung cancer and many other forms of cancer. Reducing tobacco addiction is primary prevention. Other examples are healthy nutrition, regular physical activity and healthy public policies.
- **Detecting and treating a condition that can progress to cancer.** For example, both cervical and colorectal screening can detect pre-malignant lesions, in addition to detecting early cancers. They represent primary and secondary prevention.
- **Preventing the development of cancer.** This is called chemoprophylaxis. For example, there is evidence that aspirin can prevent the development of pre-malignant bowel polyps. Chemoprophylaxis is a promising but unproven form of primary prevention of cancer.

Secondary Prevention: Secondary prevention is the early detection of disease at a stage when treatment is easier and more effective to cure disease or to slow its progression, prevent complications, and limit disability when cure is not possible. For example, Pap smears, breast self-examination and mammograms, testicular self-examination, PSA screening tests and digital-rectal examinations are examples of secondary prevention.

Tertiary Prevention: Tertiary prevention consists of measures to reduce impairment, disability and suffering in people with existing disease. It consists of actions to limit the effects of disease and disability for people in the earlier stages of illness, and providing rehabilitation for people who already have residual damage. Surgical tumour removal, chemotherapy, radiation and palliative care are examples of tertiary prevention.

Race: A race is a distinct population of humans distinguished in some way from other humans. The most widely observed races are those based on skin color, facial features, ancestry, and genetics. Conceptions of race, as well as specific racial groupings, are often controversial due to their impact on social identity hence identity politics.

en.wikipedia.org/wiki/Race

Risk: Risk is a person's chance of getting a disease over a certain period of time. A person's risk factors make up a person's risk.

Risk behaviour: Specific forms of behaviour which are proven to be associated with increased susceptibility to a specific disease or ill-health.

Risk factor: Social, economic or biological status, behaviours or environments which are

Canadian Cancer Society -- Health Promotion Volunteer Handbook

associated with or cause increased susceptibility to a specific disease, ill health or injury. Some can be controlled, but not all of them. Risk factors for cancer include: a lifestyle choice, like what a person eats; an environmental exposure, like smoke from other people's cigarettes; genetic make-up or family history; or another disease or medical problem. These things mix together with different effects on different people. Some people are more sensitive to risk factors than others. Just because you have one or even several risk factors does not mean you will definitely get cancer. And avoiding risk factors does not guarantee you will be healthy.

Sacred use of tobacco: Tobacco has been used in Aboriginal communities for thousands of years before contact with Europeans and the rise of recreational smoking. Tobacco was grown and cultivated with other natural herbs such as sweet grass and lavender. Today, many aboriginal groups across Canada use tobacco in a variety of ways as a traditional, sacred part of their culture. http://www.hc-sc.gc.ca/hl-vs/pubs/tobac-tabac/quit-cesser-guide/session-seance_3_e.html

Second-hand smoke: Smoke that comes from burning any commercial tobacco product, including exhaled smoke from the smoker and side-stream smoke from the burning end of a cigarette, pipe or cigar. Second-hand smoke (also known as environmental tobacco smoke) is a confirmed carcinogen. *National Clearinghouse on Tobacco and Health. What is environmental tobacco smoke (ETS)? [online]. Available from:* http://www.ncth.ca/NCTH_new.nsf

Socioeconomic status: The socioeconomic status (income, education, power) of the individual and the group, which signifies among other things, one's degree of success in achieving a standard of living, quality of life and life-style. (*University of Calgary, Psychology Department*)

Sun safety: Practices that protect a person from the harmful effects of exposure to ultraviolet radiation (e.g. reducing time in the sun during peak periods, wearing a hat, sunglasses and other protective clothing, seeking shade when outdoors and using sunscreen).

Target: A desired measurable goal toward which a plan or activity is directed.

Tobacco control: A broad range of planned and coordinated activities (e.g. policy, cessation, marketing, price) directed at various audiences and in different settings designed to reduce commercial tobacco consumption and use.

Chapter 7: Your Division

This chapter should contain specific information that each provincial Divisions may chose to include in the *Health Promotion Volunteer Handbook*.