



The Indigenous Tobacco Program

Information for First Nations, Inuit, Métis and Urban Indigenous Peoples

The Indigenous Tobacco Program provides commercial tobacco, cannabis and vaping prevention, protection and cessation to First Nations, Inuit, Métis and urban Indigenous peoples, through the Tobacco Wise Leads by:

- Creating strong partnerships with communities and organizations.
- Developing community-led programming that is designed to enhance knowledge, build capacity and empower communities.
- Providing culturally safe, positive and respectful evidence-informed approaches.
- Partnering with communities to support tobacco initiatives.
- Engaging youth and adults to build community champions.

The Indigenous Tobacco Program is continuing to offer virtual support and engagement during the COVID-19 pandemic, including workshops on commercial tobacco, cannabis and vaping cessation and prevention, train the trainer webinars, community newsletters, videos and podcasts.

For more information visit tobacchowise.com

Tobacco Wise Leads work throughout the province

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Covers areas including Erie St. Clair, South West, Waterloo-Wellington, Hamilton Niagara Haldimand Brant, Mississauga Halton Central West, Toronto, Central, Central East, Champlain, Simcoe Muskoka

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It is never too late to quit!

