



OTRU Knowledge and Evaluation Support Team Update

Welcome to the first of four 2014-2015 updates from OTRU's Knowledge and Evaluation Support Team! We are excited to be sharing information about our activities and progress this year.

Who We Are

Dr. Robert Schwartz and Dr. Shawn O'Connor are the 2014-2015 project leads for OTRU's Knowledge and Evaluation Support Project. The work is supported by a team of qualitative and quantitative research officers who have experience in cessation, prevention and protection. This group can also call on the expertise of the full OTRU team of scientists and research officers.

What We Do

OTRU's Knowledge and Evaluation Support Team responds to the knowledge needs, evaluation and research requests from Ontario's Public Health Units (PHUs), Tobacco Control Area Networks (TCANs), and other tobacco Transfer Payment Agencies (TPAs). We provide services to our stakeholders by:

- Supporting TCAN and PHU planning activities, including providing input on prioritizing evaluation and measurement needs
- Responding to questions about general research and evaluation approaches (e.g., giving suggestions for evaluating innovative initiatives, narrowing research questions, providing advice about design, sample, data collection methods)
- Reviewing and providing feedback on research plans and protocols
- Supporting development of data collection tools (e.g., survey questions, interview and focus group discussion guides)
- Conducting literature reviews and syntheses
- Assisting in data collection, analysis and interpretation
- Providing feedback on ethics protocols and applications

In addition to supporting individual projects, we also help in identifying and facilitating collaborative opportunities among PHUs, TCANs and other tobacco TPAs to further improve coordination of tobacco control evaluation and knowledge generation efforts occurring throughout the province.



Current Projects

Since April 1, 2014, OTRU has received 48 evaluation and knowledge needs requests from across the province (see Table 1): 24 new requests and 24 requests continued from the previous fiscal year. Thirty-three requests have been from TCANs or PHUs, eight requests have come from other stakeholders, and seven requests have come through OTRU's Knowledge Exchange Advisory Group. Discussions are underway with many other stakeholders about their evaluation needs and we expect to confirm these requests soon.

Table 1: Requests by Geographical Location

TCAN	PHU	# of Requests
Provincial	All TCANs	3
South West	TCAN Wide	6
	Windsor-Essex	1
Central West	TCAN wide	2
	Niagara	1
Central East	TCAN wide	3
	Peel	2
	Peterborough	1
	York	1
Toronto	Toronto	3
East	TCAN Wide	4
	Ottawa	1
North East	TCAN wide	2
North West	TCAN wide	1
	Thunder Bay	2

The Evaluation Support team classifies requests by their complexity and the amount of time taken to complete them. Since April 1, 2013, we have received 13 brief requests, 23 moderate requests and 12 intensive requests that can take a month or more to complete.

Types of Requests

OTRU's Knowledge and Evaluation Support Team receives requests across all three pillars in tobacco control. Table 2 provides more details about some of the types of evaluation requests that we have received so far this year. Please note that many of the requests received by the Knowledge and Evaluation Support Team have multiple components.



Table 2: Examples of Types of Knowledge and Evaluation Support Requests

Pillar	Key theme/topic	Type of Support
Cessation	Dental Health Professional Practices	Development of a survey instrument, survey administration, data analysis and reporting
	Smoking cessation interventions for prenatal and postpartum women	Review of survey instrument, data collection and analysis
	Standard Cessation Indicators	Presentation about the development of standard/common intake and follow-up protocol tools for use across cessation programs
	Youth Cessation	Literature review of best practices on smoking cessation interventions targeted to youth
Prevention	Smoke-Free Movies	Provision of literature/research updates about smoking in the movies; analysis of provincial data about public support for tobacco-free movies; program specific evaluation design, instrument development, data collection, analysis
	Tobacco Industry Denormalization	Evaluation design, instrument development, data collection, analysis and report
	Youth knowledge and attitudes about tobacco use (health promotion)	Evaluation design, instrument development, data collection, analysis and report
Protection	Smoke-Free Outdoor Spaces	Evaluation design, review or development of instruments, data analysis and reporting
	Smoke-Free Workplaces	Evaluation design, review and development of instruments, data analysis
	Smoke-Free Multi-Unit Dwellings (MUDs)	Analysis of population survey data on exposure to second hand smoke in MUDs; evaluation design and review of a street intercept interview guide about young adults opinions on smoke-free multi-unit dwellings

Planning to evaluate some of your work plan activities?

- Invite OTRU to your next TCAN or PHU meeting
- Contact OTRU to have your work plan reviewed for evaluation possibilities

We have already helped TCANs to identify many opportunities, including evaluations of:

- Smoke-Free Workplace Toolkits
- Smoke-Free Movie Activities
- Dental Professionals & Tobacco Cessation & Prevention Initiatives
- Other protection, prevention and cessation initiatives



Recent Reports and Activities

Exposure to Onscreen Tobacco in Movies among Ontario Youth, 2004-2013

Last year, OTRU was approached by Ontario's Smoke-Free Movie Coalition to complete a report about onscreen tobacco exposure in movies. Smoking in movies is a cause of smoking initiation and progression to regular smoking among youth. Higher exposure to onscreen tobacco increases the uptake of smoking among youth and undermines tobacco prevention efforts. In May 2014, OTRU released a report that examines the extent of onscreen tobacco exposure in movies among Ontario youth and estimates the impact of exposure to onscreen tobacco in movies on youth smoking.

It is estimated that 92,000 current smokers in Ontario aged 12-17 were recruited to smoking because of watching smoking in movies. Twenty-nine thousand of these smokers are projected to die prematurely as a result of tobacco imagery in movies. Ontario is very far behind the United States in restricting movies that depict tobacco use to adult viewers.

To find out more and to access the full report, please visit: <http://otru.org/exposure-onscreen-tobacco-movies-among-ontario-youth-2004-2013/>.

Smoke-Free Housing Ontario Coalition Needs Assessment: Survey Results

The Smoking and Health Action Foundation (SHAF), with assistance from the Ontario Tobacco Research Unit (OTRU) and the Program Training and Consultation Centre (PTCC) conducted a needs assessment survey to inform and support the work of Smoke-Free Housing Ontario Coalition (SFHO).

When the SFHO Strategic Plan was created, building capacity to advance smoke-free housing within Ontario public health units (PHUs), tobacco control area networks (TCANs) and other public health organizations was identified as a priority. An important first step was to undertake this needs assessment.

The needs assessment survey was conducted from April 14 to May 5, 2014. A total of 37 of the 48 eligible organizations who are either members of the SFHO Coalition or Tobacco Control Area Network (TCANs) Coordinators completed the survey resulting in a 77% response rate.

Key findings:

- 70% of responding organizations reported currently working in the area of smoke-free multi-unit housing
- 54% of organizations are proactively engaging in activities related to smoke-free multi-unit housing; 54% of organizations are reactively engaging in activities related to smoke-free multi-unit housing
- 54% of organizations reported that their work is in the stage of early planning/developing a strategy



EVALUATION NEWS

- Most respondents currently work with or plan to work with social/non-profit housing providers (74%) or tenants (63%)
- Respondents also identified the need for additional resources to help work on smoke-free multi-unit housing. The need for public education campaign materials to use locally was noted most frequently (77%)

Please contact Pippa Beck for more information at: pbeck@nsra-adnf.ca.

South West TCAN: Survey of Communities of Practice

Tobacco cessation interventions by healthcare providers have been shown to significantly increase cessation rates. Evidence-based clinical practice guidelines have been developed to support the delivery of tobacco cessation interventions by a variety of healthcare providers. These guidelines particularly recommend the use of the 5As (Ask, Advise, Assess, Assist and Arrange) model for tobacco cessation intervention to maximize the likelihood of successful quitting for tobacco users.

The South West Tobacco Control Area Network (SW TCAN) in partnership with the Ontario Tobacco Research Unit (OTRU) conducted an environmental scan of public health and health care organizations to explore the current state of tobacco cessation practices and services across the South West Ontario region. The environmental scan was conducted from September 1, 2013 to March 31, 2014.

Please contact Donna Kosmack for more information at: Donna.Kosmack@mlhu.on.ca.

Looking for Help?

If you would like to discuss your research and evaluation needs further, please complete our [Evaluation Request Form](#) online or contact our team members:



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