



THE ONTARIO
TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Generating knowledge for public health

Smoke-Free Ontario Strategy Monitoring Report

Ontario Tobacco Research Unit

March 2017

Suggested Citation: Ontario Tobacco Research Unit. *Smoke-Free Ontario Strategy Monitoring Report*. Toronto: Ontario Tobacco Research Unit, Special Report, March 2017.

Acknowledgements

Many people were involved in the preparation of this report. Key authors are Robert Schwartz, Shawn O'Connor and Jolene Dubray.

Rita Luk conducted statistical analyses. Bo Zhang, Emily Taylor, Michael Chaiton and Pam Kaufman reviewed final drafts of chapters.

Sonja Johnston provided production assistance.

Chapter 1: Introduction

Report Structure	1-4
Methodological Approach.....	1-5
References	1-8

Chapter 2: Tobacco and Alternative Products

Introduction	2-4
Overall Tobacco Use	2-6
Use of Other Alternative Products.....	2-11
Patterns of Cigarette Use.....	2-16
Risk Factors and Social Determinants of Health.....	2-24
MPOWER Comparison with Ontario: Tobacco Use	2-29
Scientific Advisory Committee: Overview of Tobacco Use Goals and Recommendations	2-29
Visual Summary of Key Tobacco Use and Alternative Products Indicators.....	2-33
Appendix: Data Tables	2-33
References	2-44

Chapter 3: Youth Prevention

Prevention: Smoke-Free Ontario Strategy Components	3-5
Prevention Infrastructure	3-7
Prevention Interventions.....	3-12
Prevention Outcomes: Population Level	3-24
MPOWER Comparison with Ontario: Prevention.....	3-41
Scientific Advisory Committee: Overview of Prevention Goals and Recommendations	3-42
Chapter Summary	3-46
Visual Summary of Key Prevention Indicators.....	3-48
Appendix: Data Tables	3-49
References	3-65

Chapter 4: Smoking Cessation

Cessation: Smoke-Free Ontario Strategy Components	4-5
Cessation Infrastructure	4-7
Cessation Interventions	4-15
Cessation Outcomes: Population-Level	4-41
MPOWER Comparison with Ontario: Cessation	4-49
Scientific Advisory Committee: Overview of Cessation Goals and Recommendations	4-50

Chapter Summary	4-54
Visual Summary of Key Cessation Indicators.....	4-56
Appendix: Data Tables	4-57
References	4-64

Chapter 5: Protection

Protection: Smoke-Free Ontario Strategy Components.....	5-5
Protection Infrastructure	5-7
Protection Interventions.....	5-10
Protection Outcomes: Population Level.....	5-16
MPOWER Comparison with Ontario: Protection.....	5-26
Scientific Advisory Committee: Overview of Protection Goals and Recommendations.....	5-26
Chapter Summary	5-30
Visual Summary of Key Protection Indicators	5-31
Appendix: Data Tables	5-32
References	5-46

Chapter 6: Concluding Note

Concluding Note.....	6-3
Prevention.....	6-4
Cessation.....	6-5
Protection	6-5
References	6-7

Appendix

Technical Information about Population Surveys	A-2
Data Sources	A-2
Data Analysis.....	A-4
Strengths and Weaknesses of Surveys	A-6
Estimating Population Parameters	A-6
References	A-8

List of Acronyms and Abbreviations

AHAC	Aboriginal Health Access Centre
ATP	Aboriginal Tobacco Program
CAMH	Centre for Addiction and Mental Health
CCHS	Canadian Community Health Survey
CHC	Community Health Centre
CTADS	Canadian Tobacco, Alcohol and Drugs Survey
CTUMS	Canadian Tobacco Use Monitoring Survey
<i>ECA</i>	<i>Electronic Cigarettes Act</i>
FHT	Family Health Team
FNIM	First Nations, Inuit and Métis
FTI-PSP	Freeze the Industry-Plain and Standardized Packaging
FWCC	First Week Challenge Contest
LML	Love My Life
LTPB	Leave The Pack Behind
NGO	Non-Governmental Organization
MPOWER	Six indicators that include monitoring (prevalence data; M), smoke-free policies (P), cessation programs (O), health warnings on cigarette packages and anti-tobacco mass media campaigns (W), advertising bans (E), and taxation (R).
MOHLTC	Ministry of Health and Long-Term Care
NPLC	Nurse Practitioner-Led Clinic
NRT	Nicotine Replacement Therapy
ODB	Ontario Drug Benefit
OMSC	Ottawa Model for Smoking Cessation
OSDUHS	Ontario Student Drug Use and Health Survey
OTRU	Ontario Tobacco Research Unit
PHU	Public Health Unit
PTCC	Program Training and Consultation Centre
RNAO	Registered Nurses' Association of Ontario
SAC	Scientific Advisory Committee
SFO	Smoke-Free Ontario
<i>SFOA</i>	<i>Smoke-Free Ontario Act</i>
SHAF	Smoking and Health Action Foundation
SHL	Smokers' Helpline
SHL TXT	Smokers' Helpline Text Messaging
SHO	Smokers' Helpline Online
SHS	Secondhand Smoke
STOP	Smoking Treatment for Ontario Patients
TCAN	Tobacco Control Area Network
TEACH	Training Enhancement in Applied Cessation Counselling and Health
TIMS	Tobacco Informatics Monitoring System
YATI	Youth Advocacy Training Institute
YCMIH	You Can Make It Happen