

Program Training and Consultation Centre

Thanks for participating in today's webinar:
Evaluation of the Smoke-Free Ontario Strategy

This webinar will begin at 10:30 AM [EST]

For audio, call **(647)723-3984**
(if you are located within the GTA)

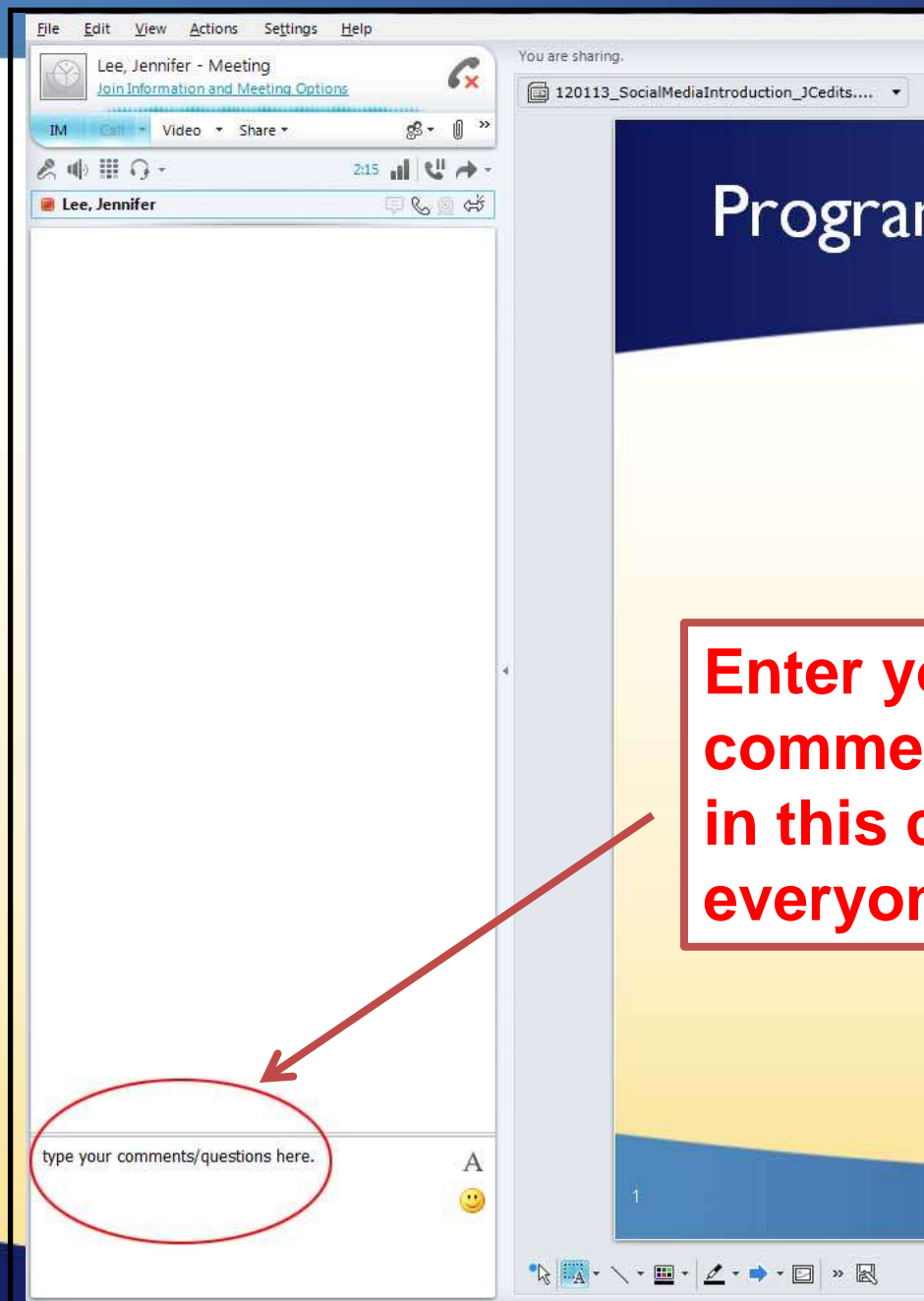
or call **+1(866)365-4406** (toll-free)

Enter the access code: **2781387#** when prompted.

Evaluation of the Smoke-Free Ontario Strategy

Robert Schwartz & Shawn O'Connor

April 19th, 2012



**Enter your
comments/questions
in this chatbox to share with
everyone in the webinar**

Introductions...



Robert Schwartz

**Executive Director of OTRU and
Associate Professor in the Dalla
Lana School of Public Health
University of Toronto**

Introductions...

Shawn O'Connor

**Senior Research Associate at OTRU,
Dalla Lana School of Public Health
University of Toronto**

The Problem. . .

Tobacco Use



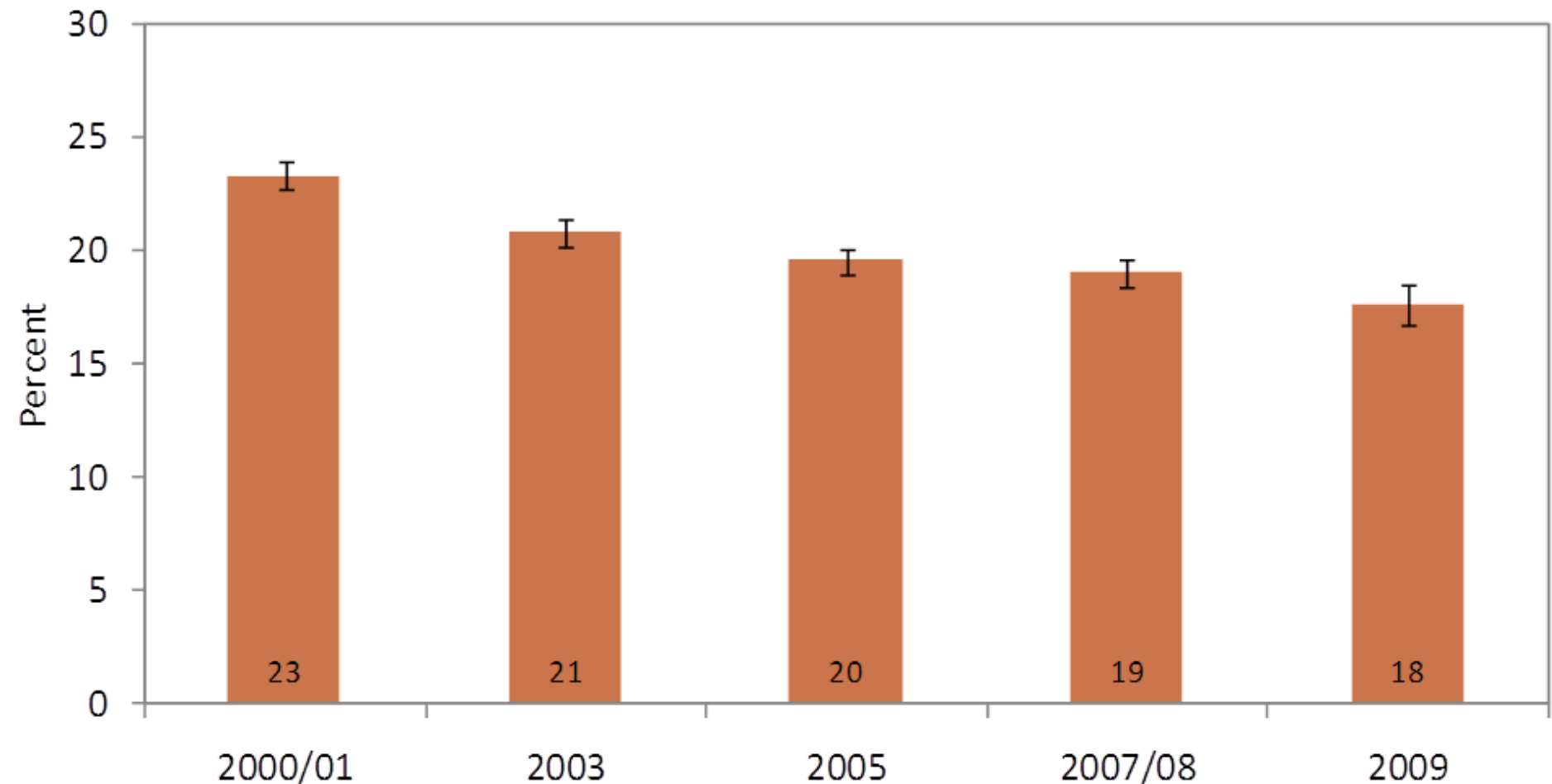
22% of Ontarians have used some form of tobacco in the past month

18% of Ontarians (12+) are
past-30 day current smokers



Source: CCHS 2009/10

Current Smoking (Past 30 Days), Ages 12+



The Problem Cont'd: Overall Gaps

- ❑ Social marketing
- ❑ Cessation system
- ❑ Tax
- ❑ Prevention for high-risk youth
- ❑ Availability
- ❑ Social exposure

OTRU's Perspective

Research and Evaluation @ OTRU

- ❑ Monitor and evaluate programs and activities of SFOS
- ❑ Provide advice on program evaluation and best practices
- ❑ Increase Ontario's capacity to conduct research, monitoring & evaluation
- ❑ Exercise leadership in design & conduct of research

The Ontario Tobacco Research Unit's
ONLINE COURSE

Tobacco and Public Health: From Theory to Practice



OTRU Glossary of Tobacco Control

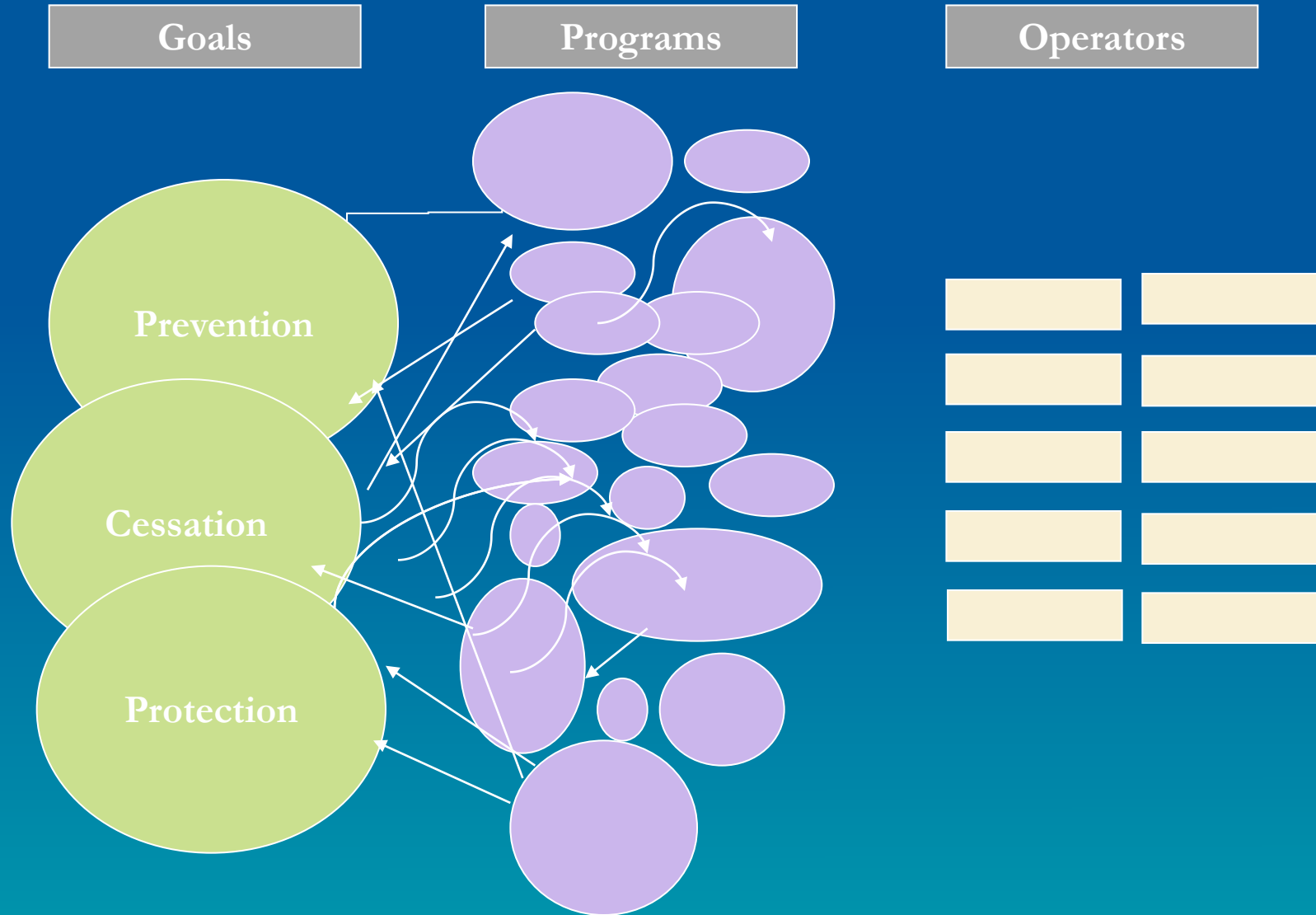
A screenshot of the OTRU directory login page. The page has a teal header with the OTRU logo and navigation links: Home, About OTRU, Research, Evaluation, Training, Funding, Networks. The main content area is white and titled 'otru directory'. It includes a 'Login' section with fields for 'Email' and 'Password', and a 'Log In' button. Below the login fields are three links: 'Need access to the directory? Click here', 'Forgot your password? Click here', and 'Need to be included in the OTRU Directory? Click here'.

Search the OTRU Library



The Context. . .

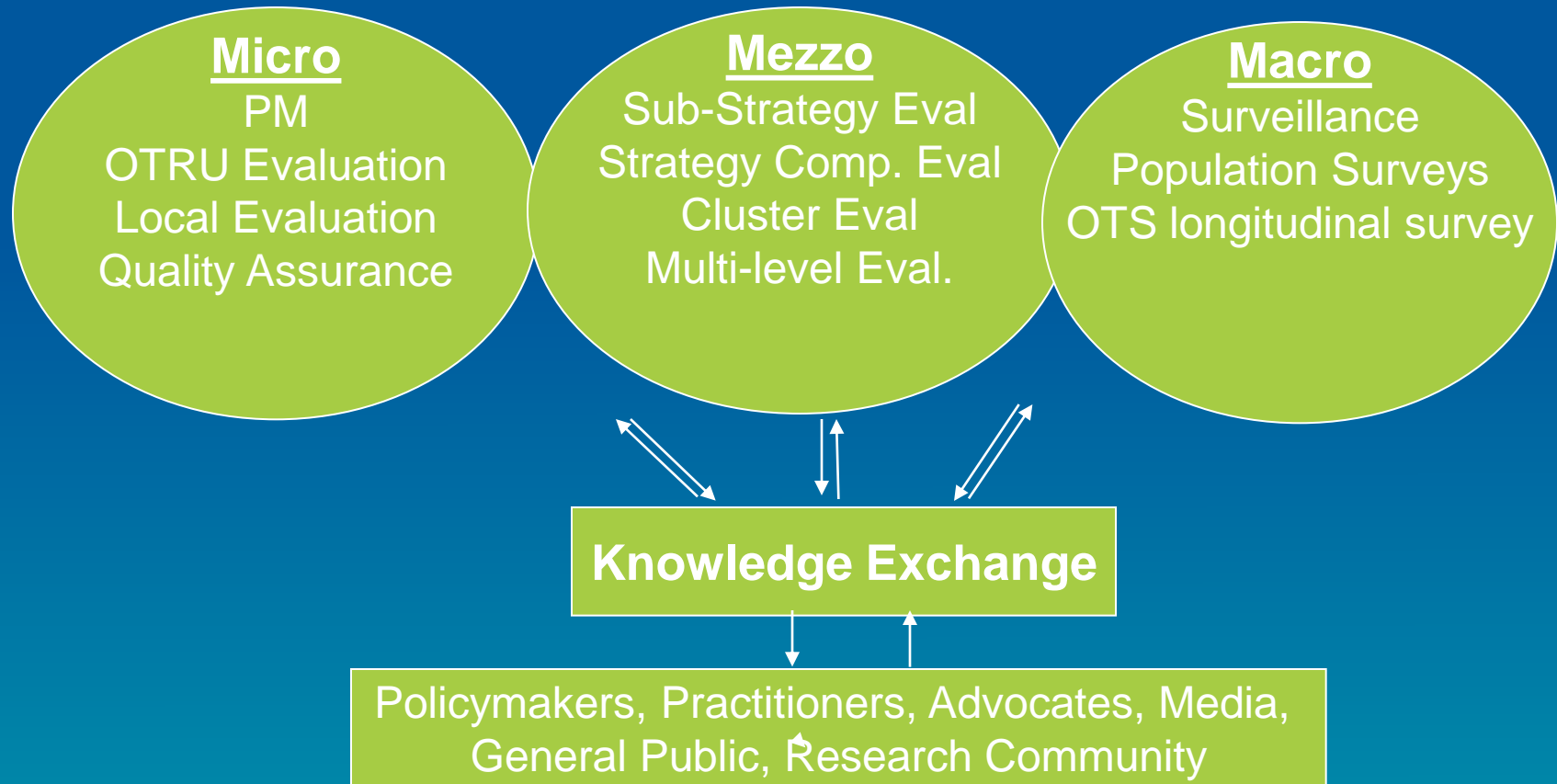
SFOS Complexity



**A comprehensive complex
strategy requires a . . .**

**Comprehensive complex
evaluation**

Evaluating the Smoke-Free Ontario



OTRU Prevention Projects

- ✓ **Youth engagement cluster evaluation**
- ✓ **Tobacco Free Sports and Recreation**
- ✓ **Youth Attitudes to Tobacco Control**
- ✓ **Social Modeling – Cues for Initiation**
- ✓ **Social Modeling – EMA**
- ✓ **Youth Action Week**
- ✓ **Tobacco Vendors – Retail Distribution**

OTRU Cessation Projects

- ✓ **Hospital Cessation**
- ✓ **NRT to Family Health Teams & CHCs**
- ✓ **Health Professional Interventions (Dentists)**
- ✓ **Pregnant & Post-partum Smokers**
- ✓ **OHIP Billing code**
- ✓ **Smokers Helpline Promotion**
- ✓ **Insurance Coverage**
- ✓ **Ontario Tobacco Survey Analyses**

OTRU Protection Projects

- ✓ Risk-based enforcement
- ✓ Smoke-free Homes & Asthma
- ✓ Measuring THS in vehicles
- ✓ THS Expert Panel

Other OTRU Projects

- ✓ Strategy Monitoring
- ✓ Evaluation Support
- ✓ Capacity Building (Studentships, Online Course, University course)
- ✓ Tobacco Informatics Monitoring System (TIMS)
- ✓ Library Services



Smoke-Free Ontario Strategy Evaluation Report

Ontario Tobacco Research Unit

October 2011

TABLE OF CONTENTS

Executive Summary.....	1
Introductory Remarks.....	6
Chapter 1: Tobacco Use.....	10
Chapter 2: Protection.....	18
Chapter 3: Smoking Cessation.....	31
Chapter 4: Youth Prevention.....	63
Chapter 5: Concluding Note.....	94

Objective . . .

What is working?

What is missing?

LEARNING

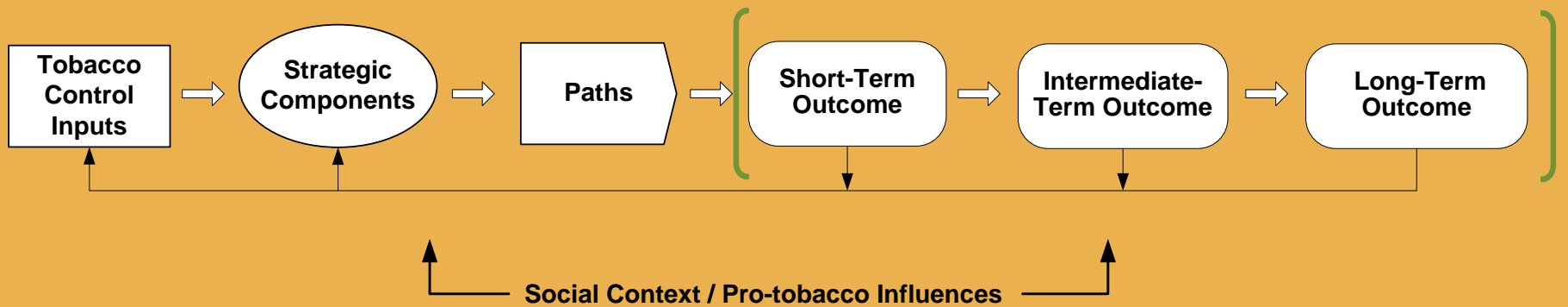
What can be improved?

How to improve?

Conceptual Approach



A closer look. . .



Paths to Achieving Goals

Cessation	Prevention	Protection
Increasing knowledge & awareness	Increasing knowledge of harmful effects	Increasing knowledge & awareness
Positive social climate	Limiting social exposure to tobacco use	Positive social climate
Decreasing access and availability	Decreasing access and availability	Increasing compliance
Increasing smoke-free settings	Increasing youth resiliency to make healthy choices and resist tobacco	Reducing smoking

METHODOLOGICAL APPROACH

Quantitative & Qualitative Analyses

CCHS

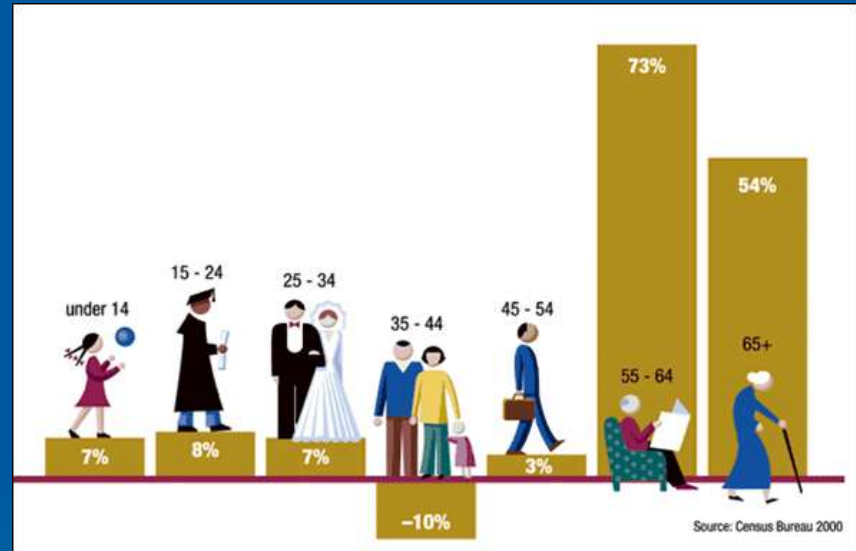
CTUMS

YSS

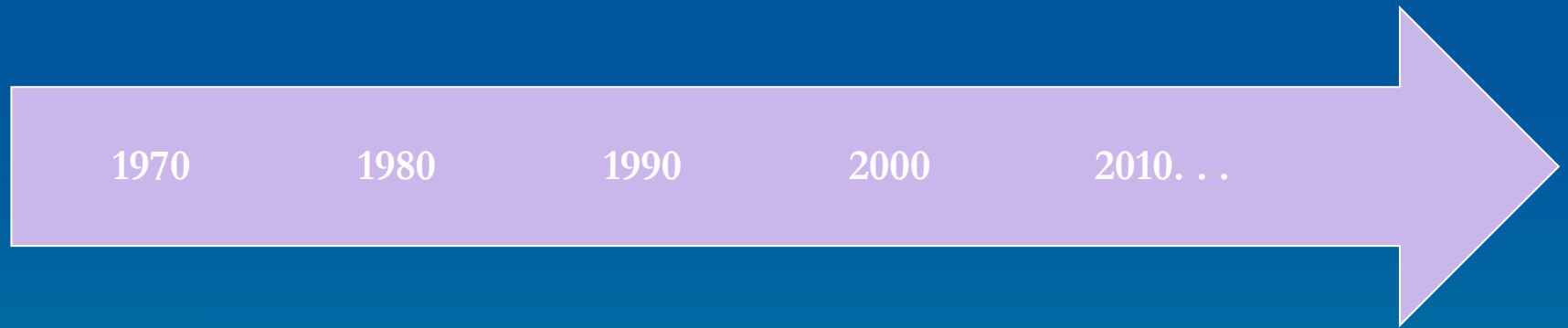
CAMH Monitor

OSDUHS

Populations



Trend Data



Local Context

Availability of population data

Availability of administrative data

- local programs, services
- Policies

Availability of outcome data (programs)

Infrastructure & Interventions Contribution Analysis

- ❑ Evaluative information about funded SFOS programs and services (self and externally generated)
- ❑ Contribution analysis

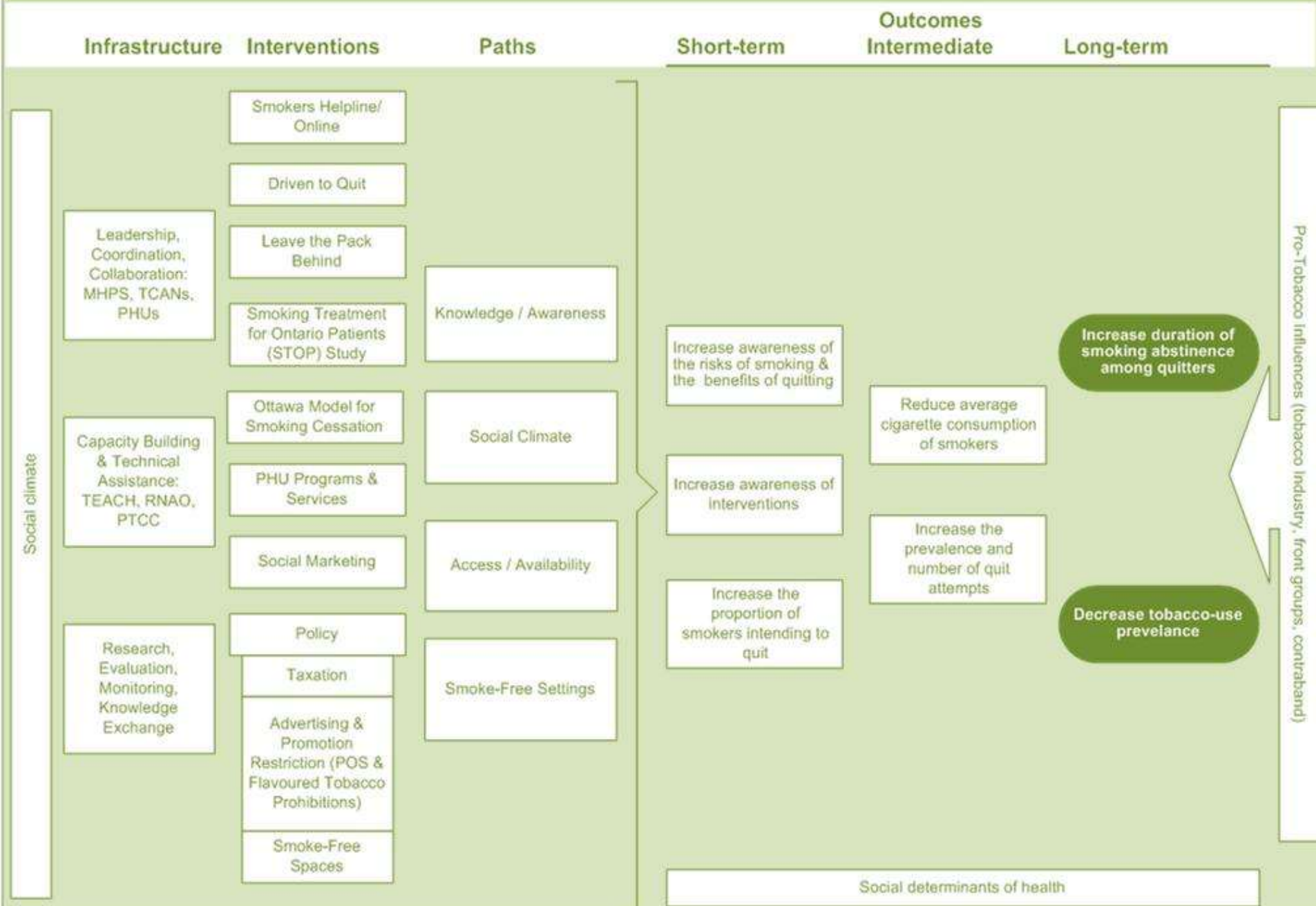
CESSATION GOAL



TABLE OF CONTENTS

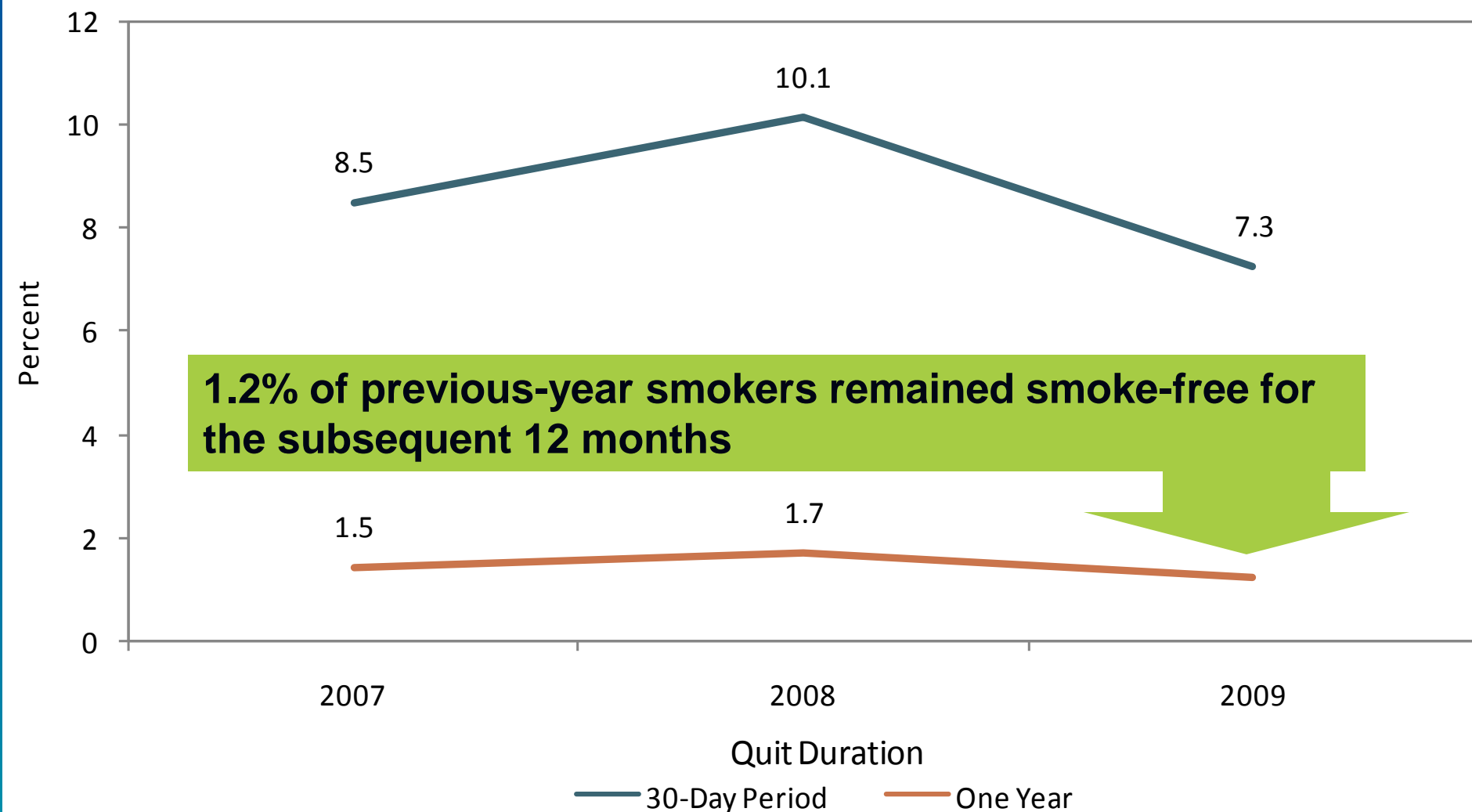
Chapter 3: Smoking Cessation	31
Cessation: Smoke-Free Ontario Strategy	31
Cessation Infrastructure.....	33
Cessation Interventions	35
Cessation Programs and Services	36
Cessation Outcomes: Population Level	38
Long-Term Outcomes.....	39
Short and Intermediate-Term Outcomes.....	41
Contributions: Capacity Building Programs.....	49
Contributions: Interventions	51
Summary.....	61

Goal: To reduce smoking in Ontario in order to eliminate tobacco-related illness and death

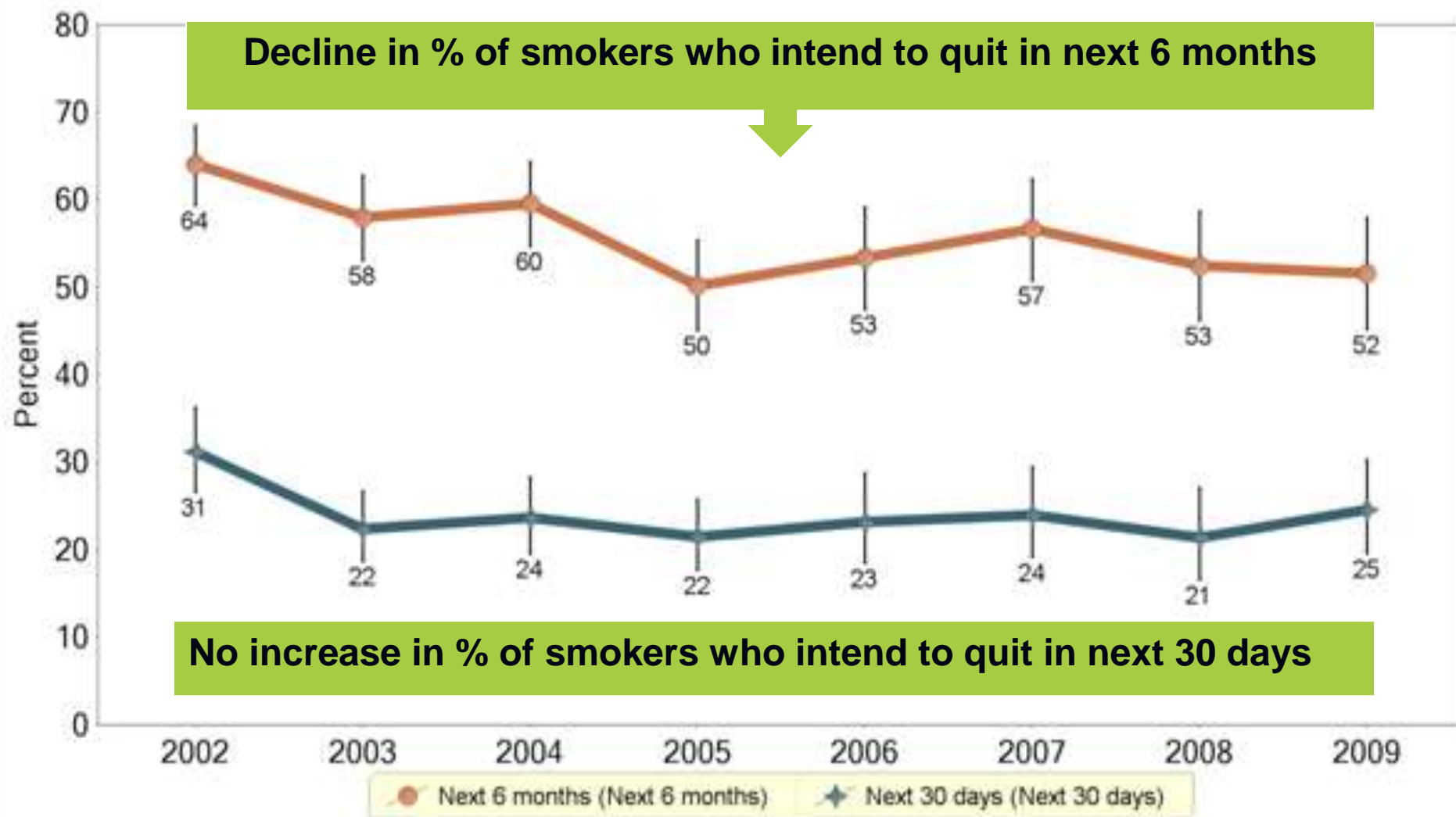


Indicators of success (or not)

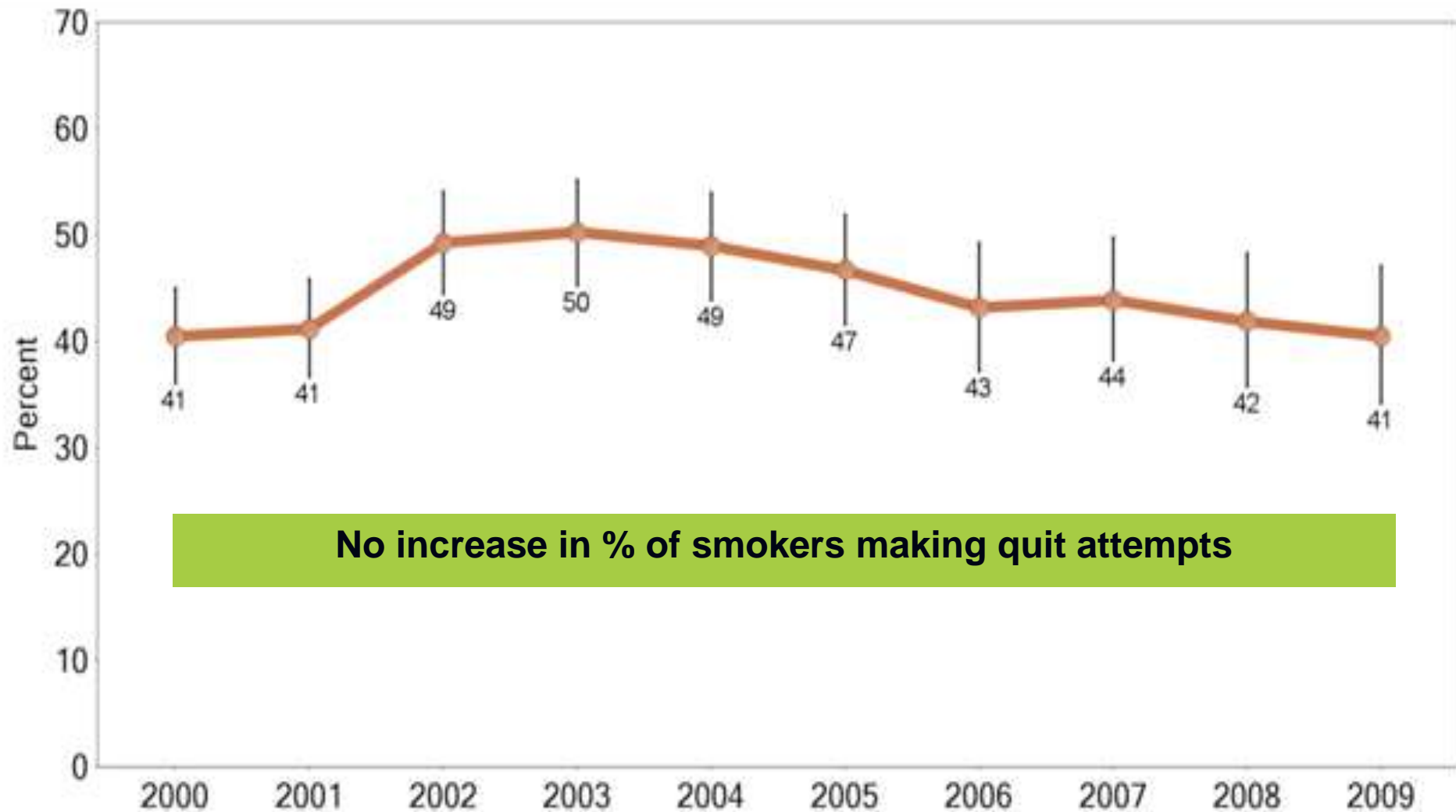
Annual quit rates



Quit Intentions, Ages 18+, ON

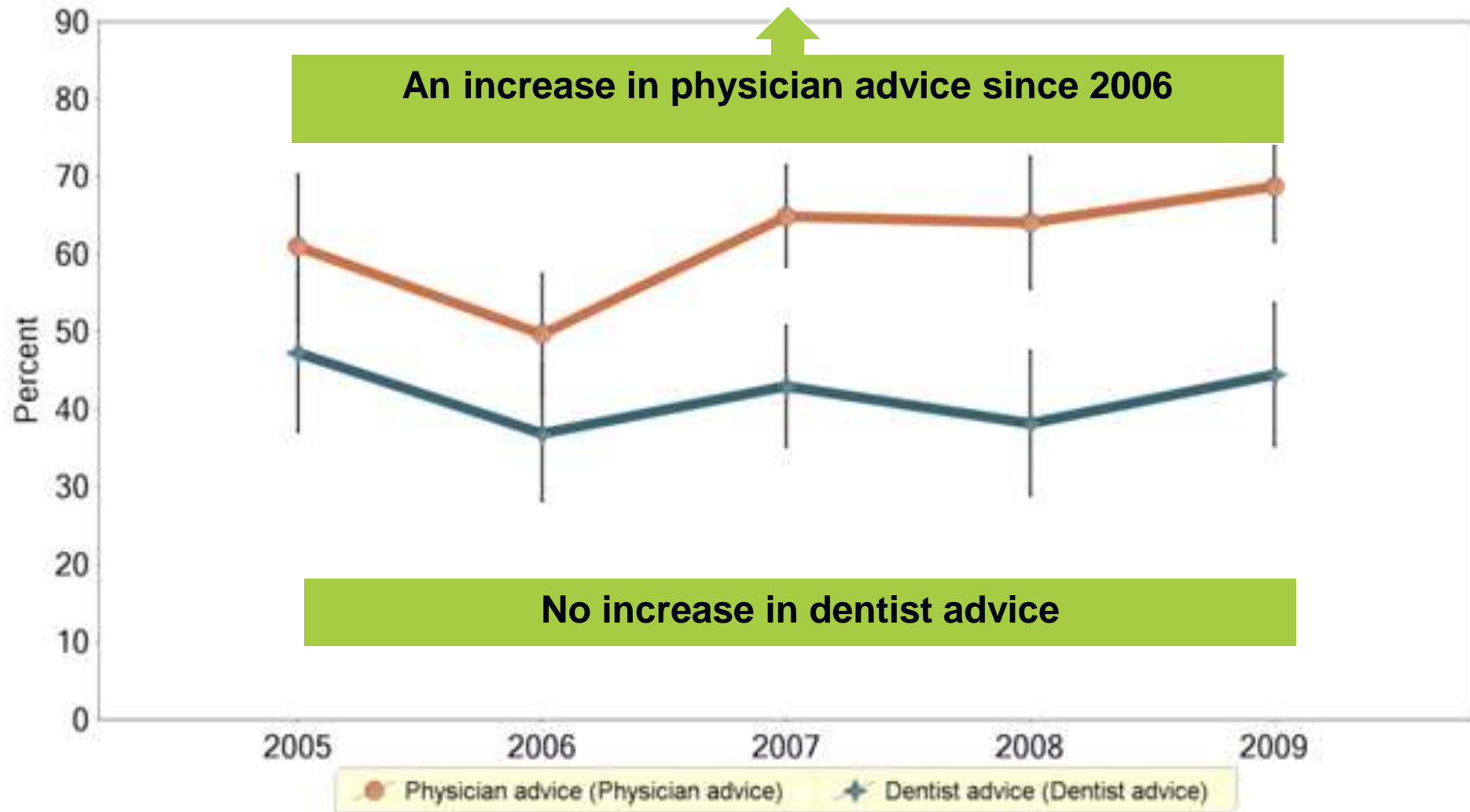


One or more Quit Attempts in the Past Year, Current Smokers, Ages 18+, Ontario

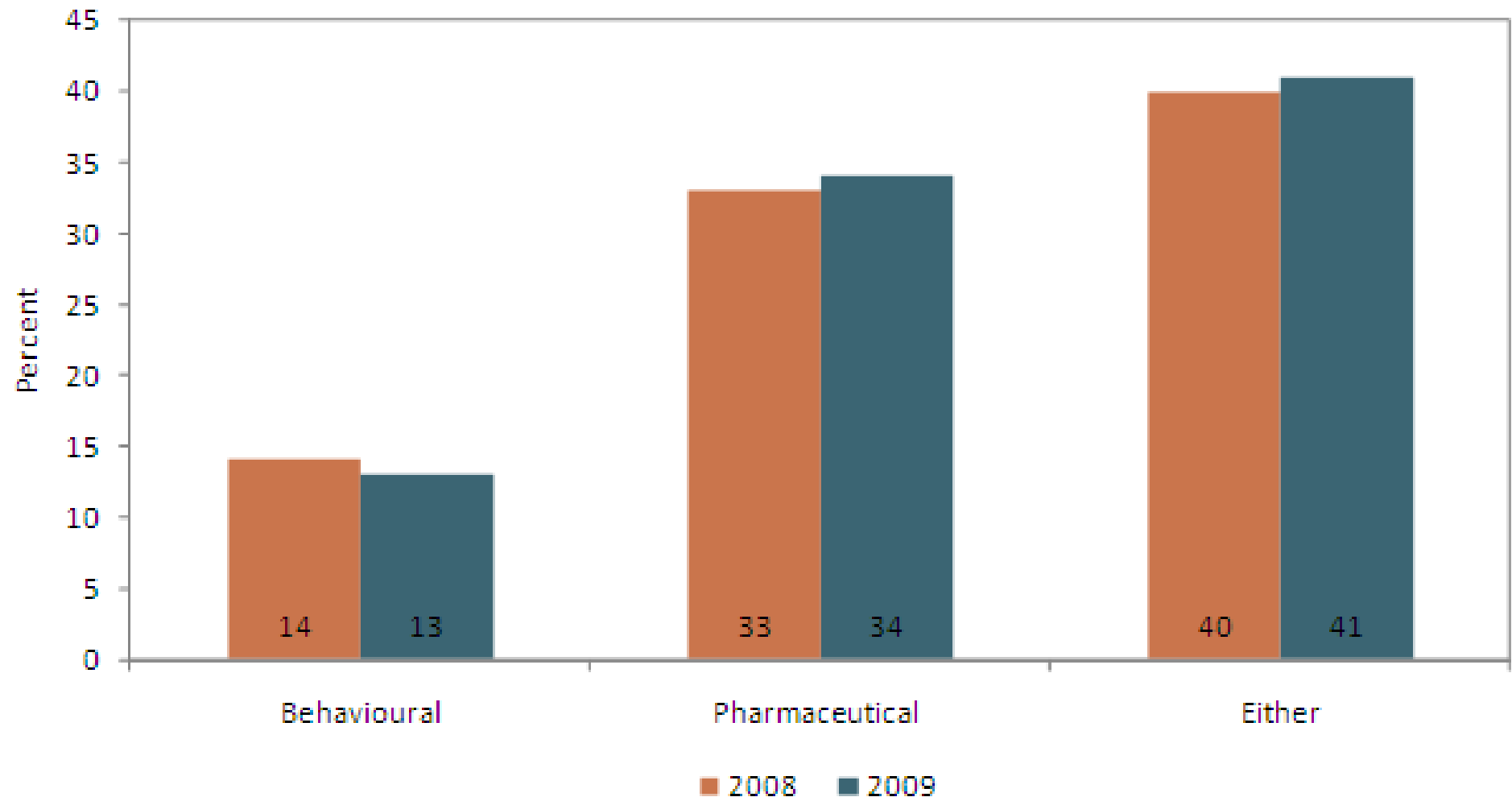


Health Professional Advice

Physicians and Dentists, Ages 18+, Ontario



Use of Behavioural or Pharmaceutical Aids, Ontario



The Response. . .

Cessation Infrastructure and Interventions

Tobacco Control Policies
Price, availability, NRT,
etc

Capacity Building
RNAO, PTCC,
TEACH, CTI

Goal
Increase
quitting

Programs and
Services
SHL, D2Q, LTPB,
Ottawa Model,
STOP



Positive & Negative Vectors

Public Health Units



NGOs



Pro-Tobacco Influences

Paths

Cessation
Increasing knowledge & awareness
Positive social climate
Decreasing access and availability
Increasing smoke-free settings

Contribution of Interventions

- ❑ Reach
- ❑ Effect



Program Reach, Characteristics of Smokers Enrolled in Ontario Smoking Cessation Programs in 2009-2010

Program	Reach in 2009-2010	Gender (Female)	Age (Mean)
Smokers' Helpline	5,820	59.1%	46.9
Smokers' Helpline Online	9,539	43.5%	41
Smokers' Helpline Text Messaging	218	67.7%	37
The Driven to Quit Challenge	28,835	54.0%	40
Leave the Pack Behind (smokers accessing materials and services)	22,153	57.0%	21.8
The Ottawa Smoking Cessation Model (based on 23 hospitals)	7,086	38.9%	56.0
The Stop Study (mass distribution model only)	3,189	55.1%	45.8

Remarks on Cessation

- ❑ 7.3 % of Ontario's smokers report quitting for 30+ days in past year
- ❑ 83% will relapse during the course of the year
- ❑ SFOS interventions appear to reach ~ 5% of smokers annually, and only a small proportion of participants succeed in quitting

Gaps

- ❑ Social marketing
- ❑ Tax
- ❑ Availability
- ❑ Sustained & complex cessation system

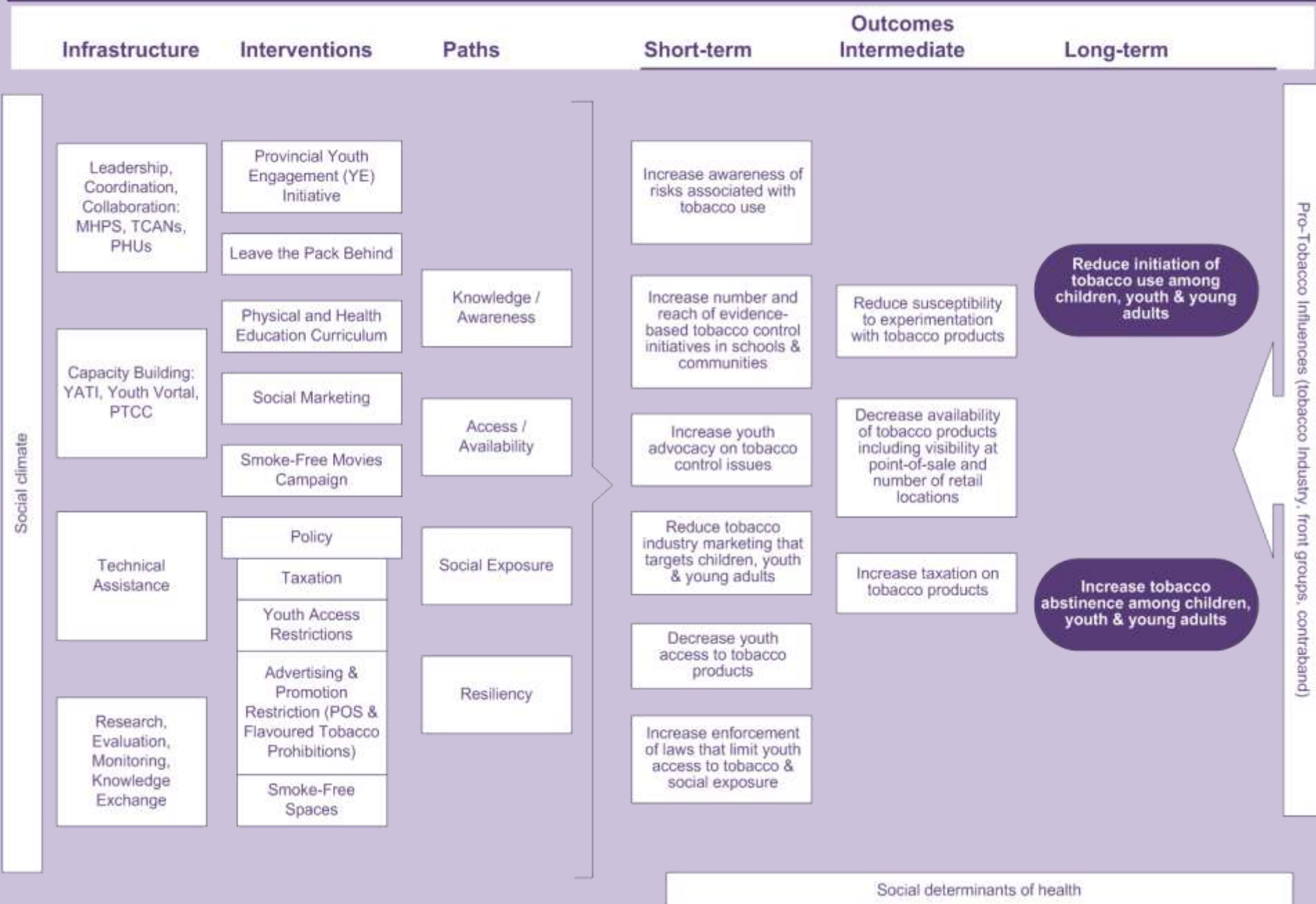


A photograph of two young men playing a board game. The man in the foreground is wearing a white baseball cap and a yellow and black jacket, looking intently at the game. The man in the background is wearing a black baseball cap and a dark jacket, also looking at the game. A hand is visible in the foreground, moving a piece on the board. The board has various colored pieces and text, including "CLINIC" and "HOME".

Prevention Goal

Chapter 4: Youth Prevention	63
Prevention: Smoke-Free Ontario Strategy.....	63
Prevention Infrastructure.....	65
Prevention Interventions	67
Prevention Outcomes: Population Level	74
Long-Term Outcomes	74
Short and Intermediate-Term Outcomes	81
Contributions: Infrastructure/Capacity Building Programs.....	86
Contributions: Interventions	87
Summary.....	92

**Goal: To prevent smoking initiation and regular use among Ontario's children, youth & young adults
in order to eliminate tobacco-related illness and death**



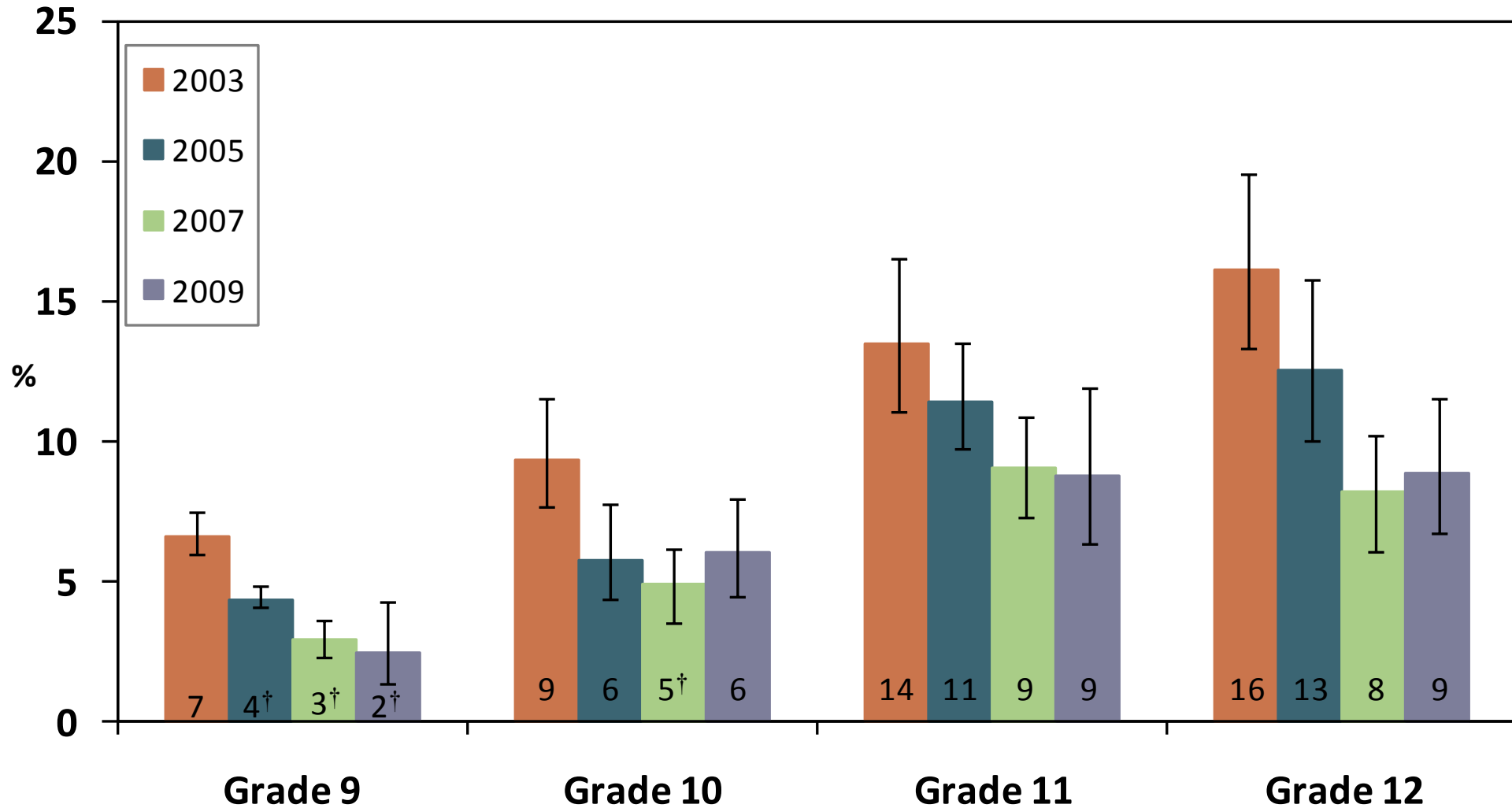
Indicators of success (or not)

Initiation of Cigarettes

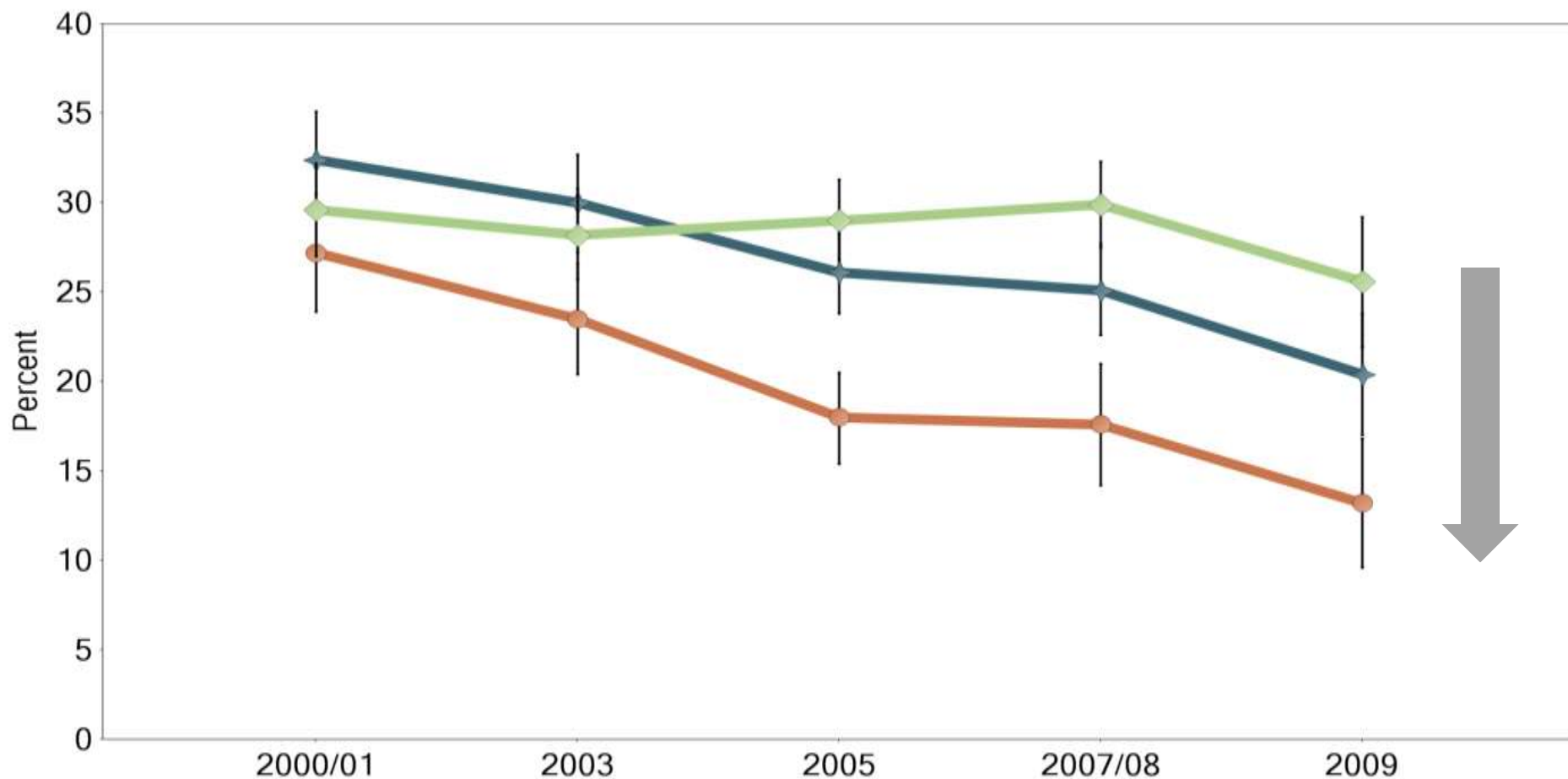


- Lifetime abstinence ranges from 94% in grade 7 to 58% in grade 12
- Past-year initiation rate ranges from 4% in Grade 9 to 8-9% in Grade 10 to 12
- Among 25-29 year-old ever experimenters, 73% went on to be ever smokers

Declining prevalence of current smokers in Grades 9-12 over time



Current Smoking, Young Adults



	2000/01	2003	2005	2007/08	2009	Chart
18-19	27.2	23.5	18	17.6	13.2	
20-24	32.4	30	26.1	25.1	20.4	
25-29	29.6	28.2	29	29.9	25.6	

Source: CCHS 2009

Ease of Obtaining Cigarettes

Among smokers, 95% believed it was easy

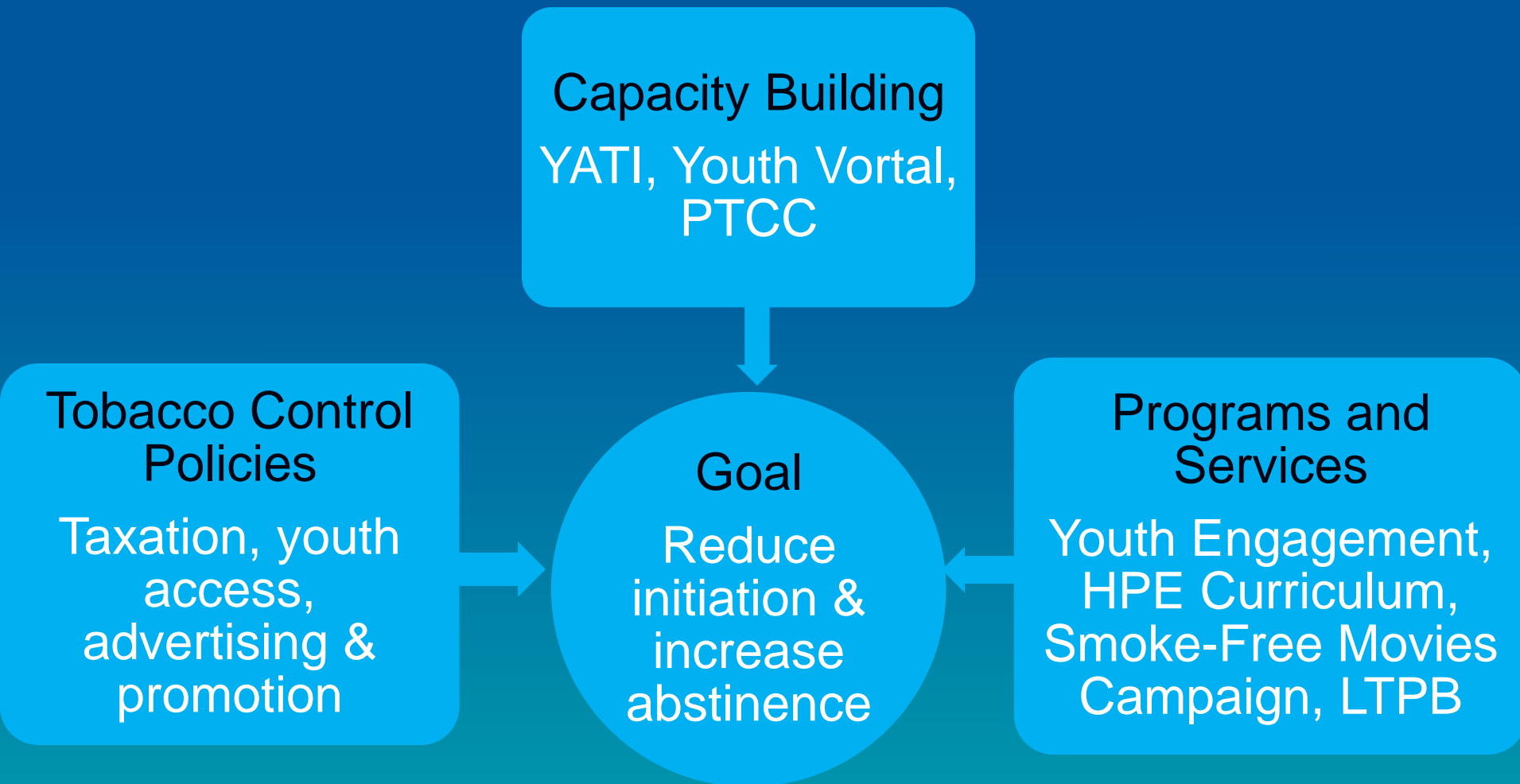


Among nonsmokers,
half believed it was easy

Source: OSDUHS

The Response. . .

Prevention Infrastructure and Interventions



Positive & Negative Vectors

Public Health Units



NGOs



TCANS



PHU Youth Engagement Initiative

SFO Act



Pro-Tobacco Influences

Paths

- Limiting *social exposure* to tobacco use
- Decreasing *access and availability*
- Increasing *knowledge* of harmful effects
- Increasing youth *resiliency* to make healthy choices and resist tobacco

Contribution of Interventions

- ❑ Reach

- ❑ Effect

Youth Engagement Conceptual Model*

Youth Engagement Approach within Tobacco Use Prevention Interventions

Meaningful youth input and involvement

Community engagement and peer interaction

Self-efficacy and development skills

Empowerment

Advocacy

Policy Change



Social Norm Change

Public Health Outcomes

Decrease tobacco use among youth

Prevent initiation of tobacco use

*Based on CDC model. Best Practices User Guide. Youth Engagement – State and Community Interventions. Atlanta: CDC. (2010).

YE Related Interventions

YE Initiative

YATI

Tobacco-Free
Sports & Rec

Smoke-Free
Movies

Action
Week

Other...

Interventions to Build Knowledge and Resilience

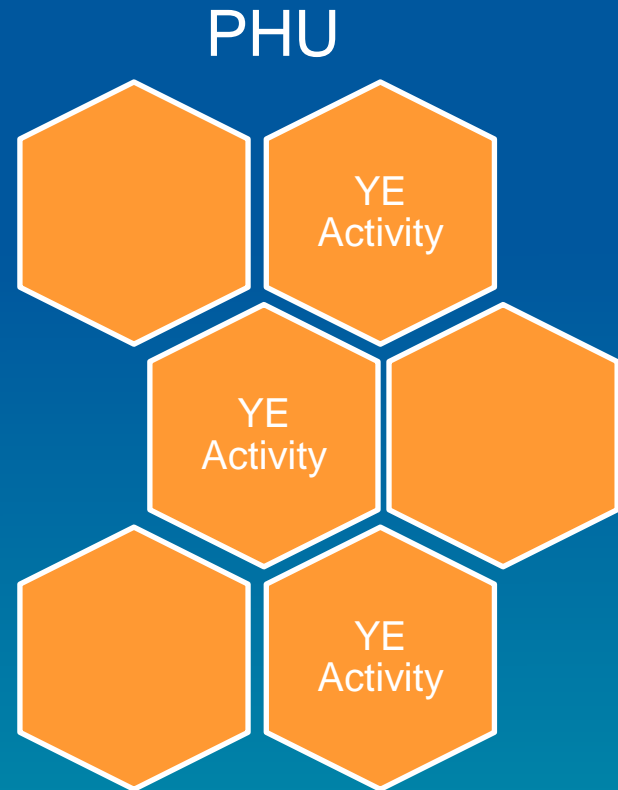


- Youth engagement programming has **increased** provincially;
- YATI **doubled** participation in 2010/2011 (1,212). Training increased participant knowledge and self-efficacy (2009/10).

Methods for YE Evaluation

Cluster Evaluation

- Appropriate design for evaluating multi-site interventions
- Views PHU as site for cluster of multiple YE activities/projects with common vision

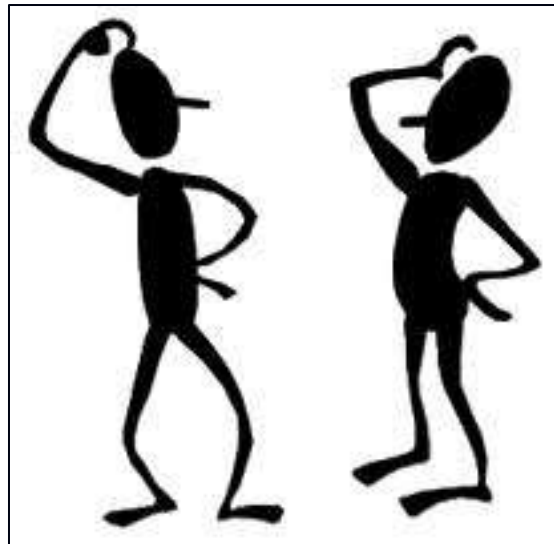


Remarks on Prevention

- **Initiation** an issue for high school students, with no decreases in older grades
- ↻ **Uptake** is high for experimenters
- ↻ Beliefs about **ease of access** high

Gaps in Prevention

- ❑ Social marketing
- ❑ Tax
- ❑ Availability
- ❑ Sustained comprehensive approach
 - ❑ School-based programming
 - ❑ Programs & services for high-risk youth
 - ❑ Youth engagement

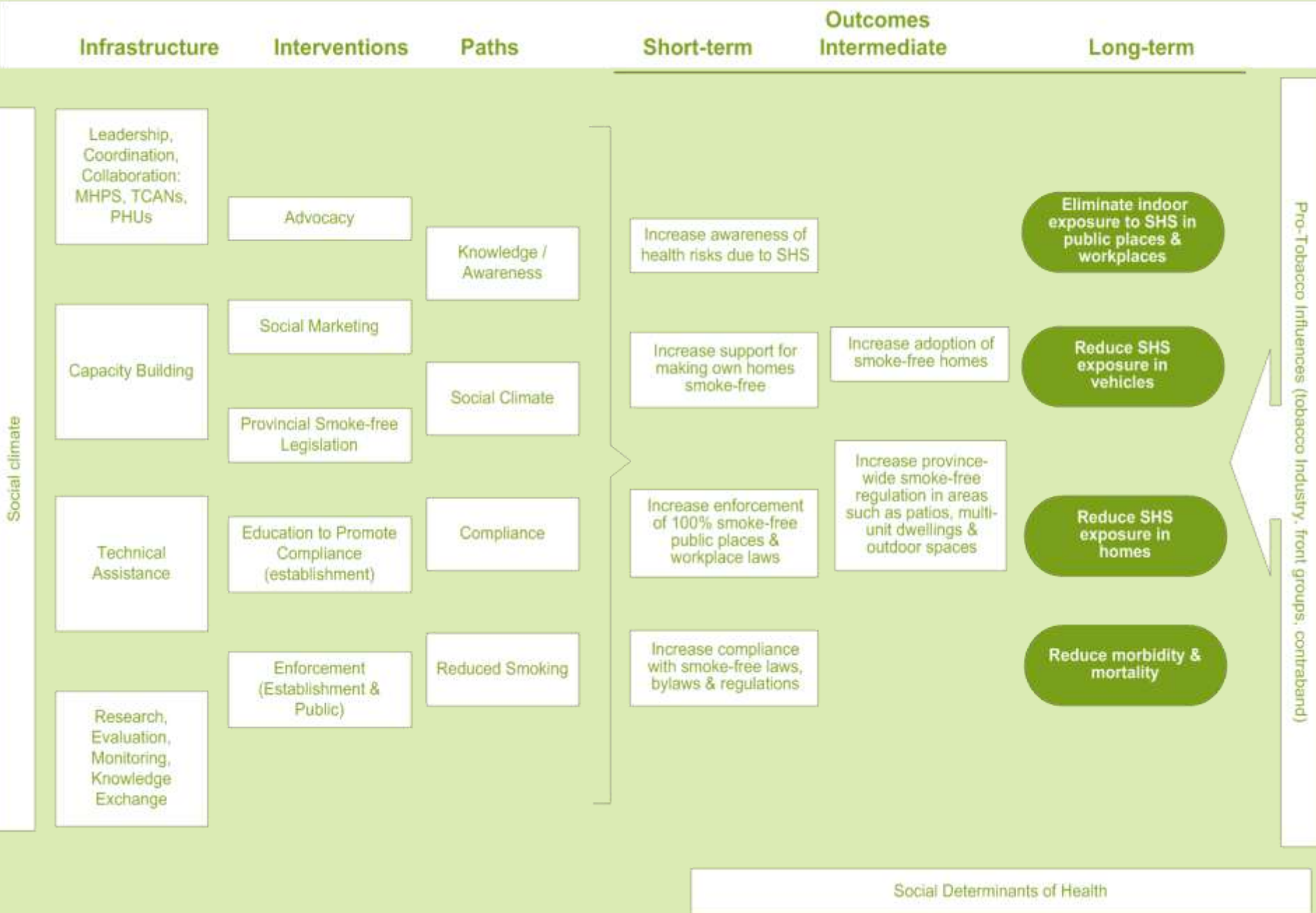


Protection Goal



Chapter 2: Protection	18
Protection: Smoke-Free Ontario Strategy	18
Protection Infrastructure	18
Protection Interventions	18
Protection Outcomes: Population Level.....	22
Workplace Exposure.....	22
Public Places Exposure.....	24
Vehicle Exposure	26
Household Exposure	28
Summary.....	30

Goal: To eliminate involuntary exposure to secondhand smoke (SHS) in order to eliminate tobacco-related illness and death



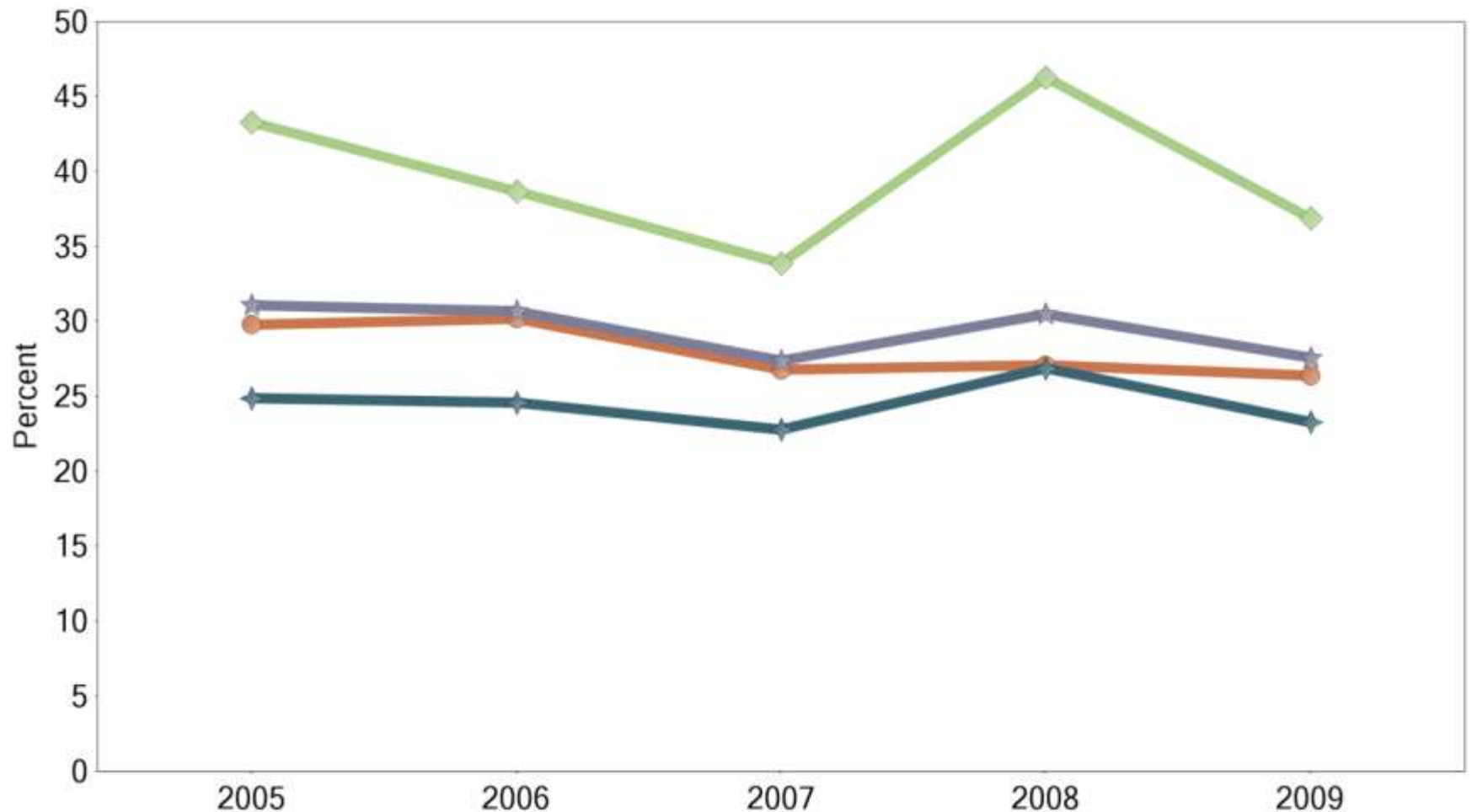
Indicators of success (or not)



**24% exposed
at work**

**29% of these
INDOORS**

Workplace Exposure

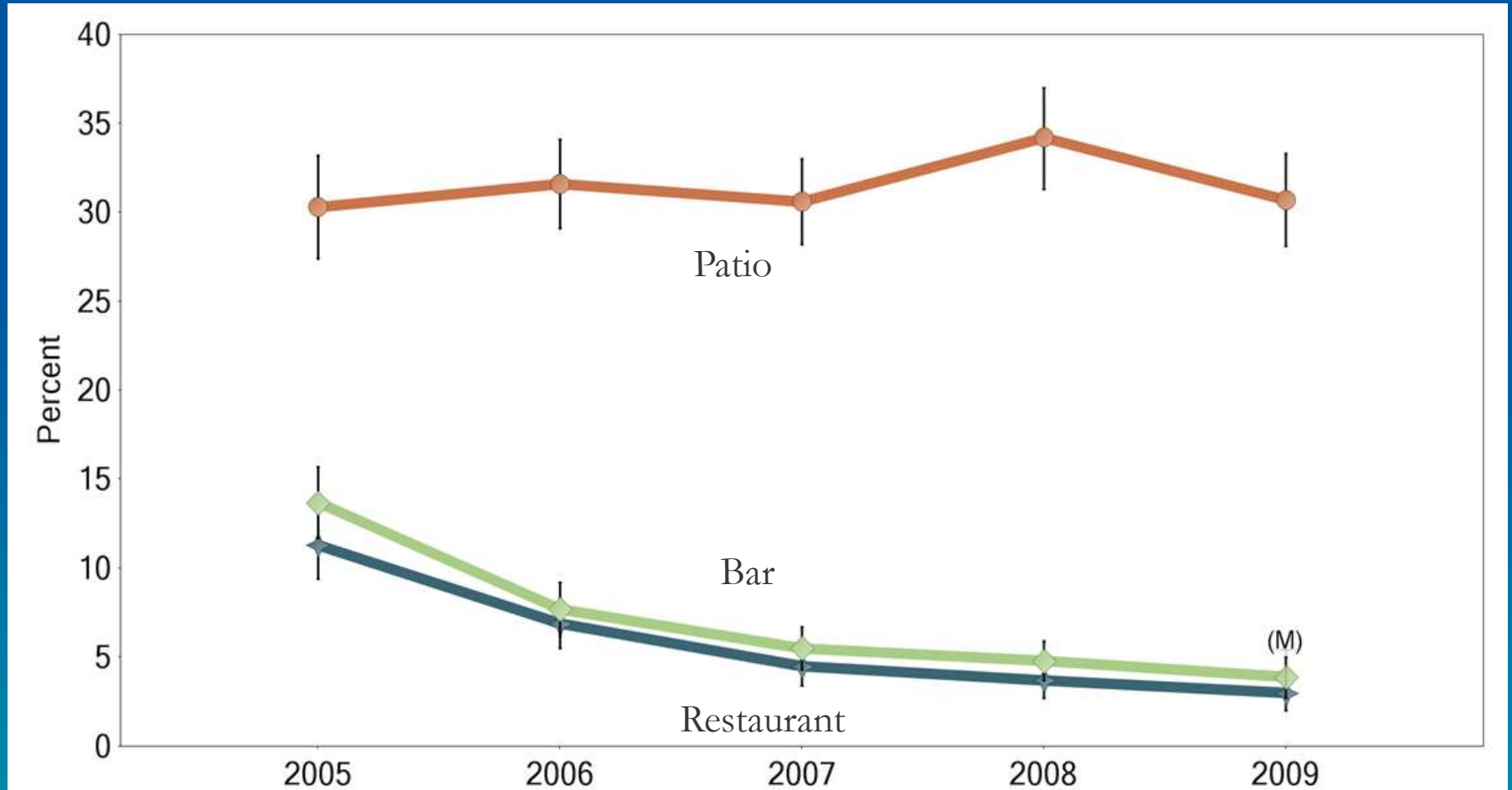


	2005	2006	2007	2008	2009	Chart
White-collar	29.8	30.2	26.8	27.1	26.4	
Sales and service	24.9	24.6	22.8	26.9	23.3	
Blue-collar	43.3	38.7	33.9	46.3	36.9	
Total	31.1	30.7	27.4	30.5	27.6	

Source: CTUMS

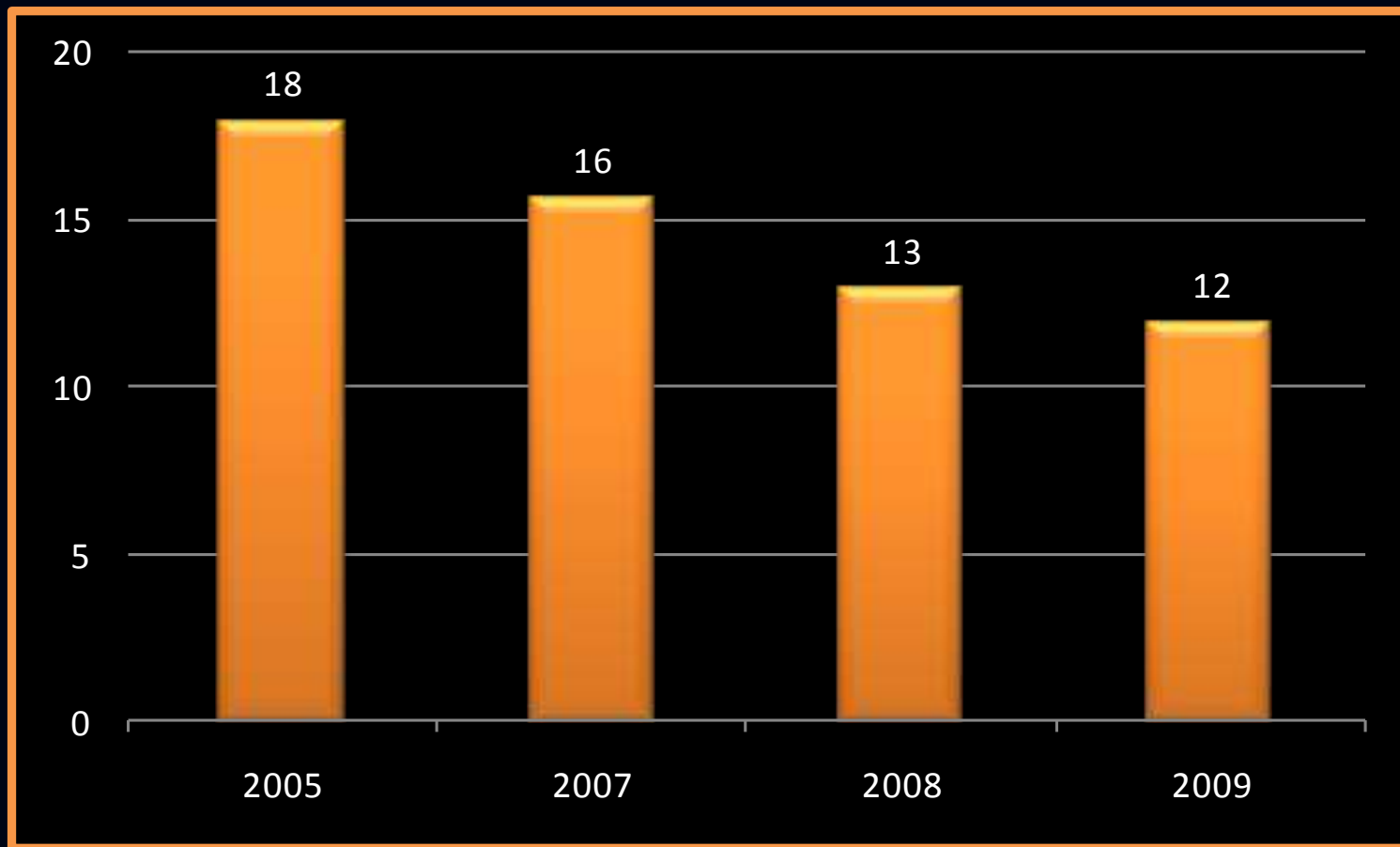
Exposure to SHS at Restaurants or Bars

18+, Ontario, 2005 to 2009



Exposure to SHS in Home

Non-Smokers, 12-19, ON



*Every day or almost every day in the past month

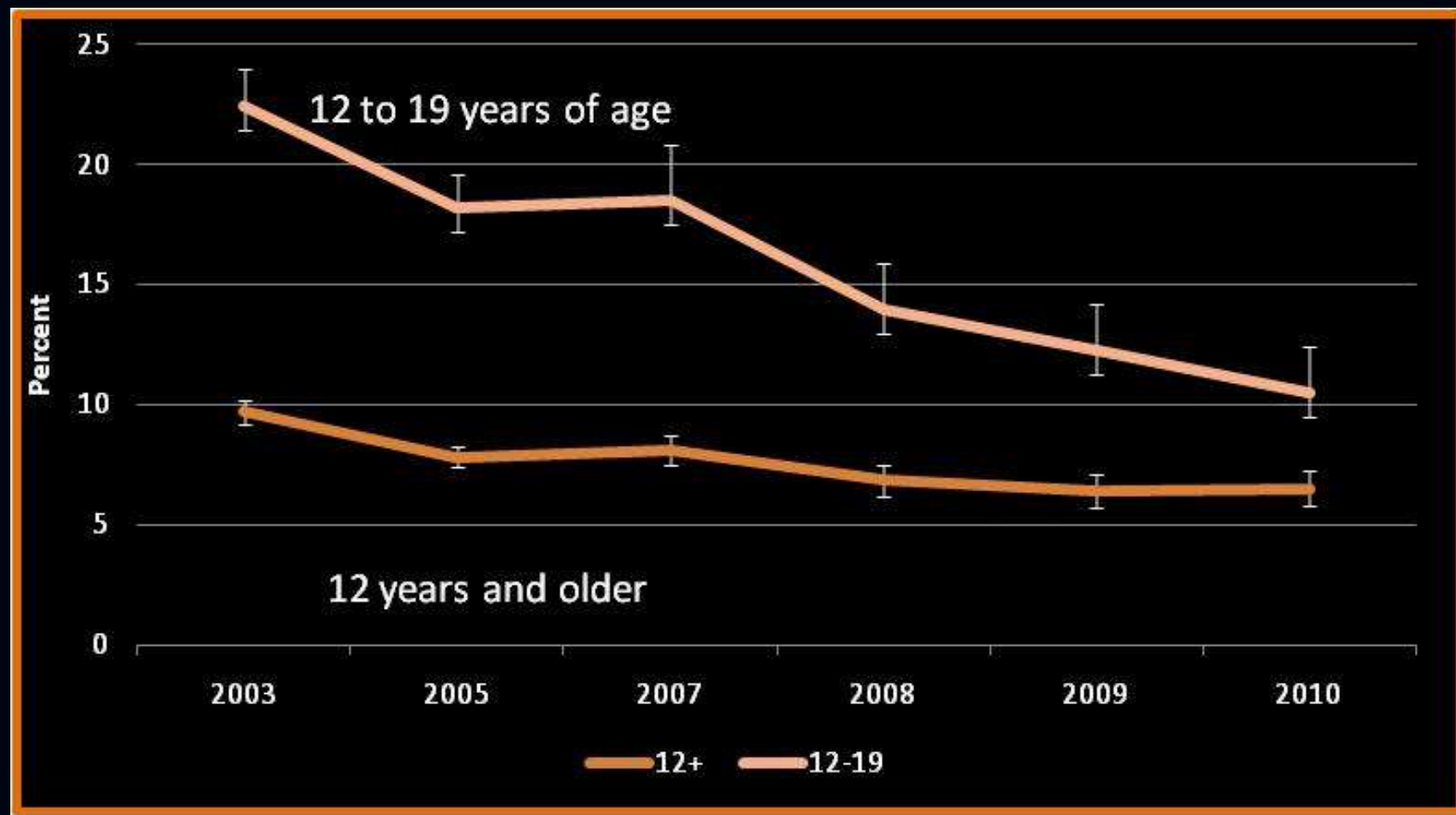
Source: CCHS

**In 2010, 11% of 12 to 19 Year Olds
Exposed to SHS in Vehicles**



Exposure to SHS in Vehicle*

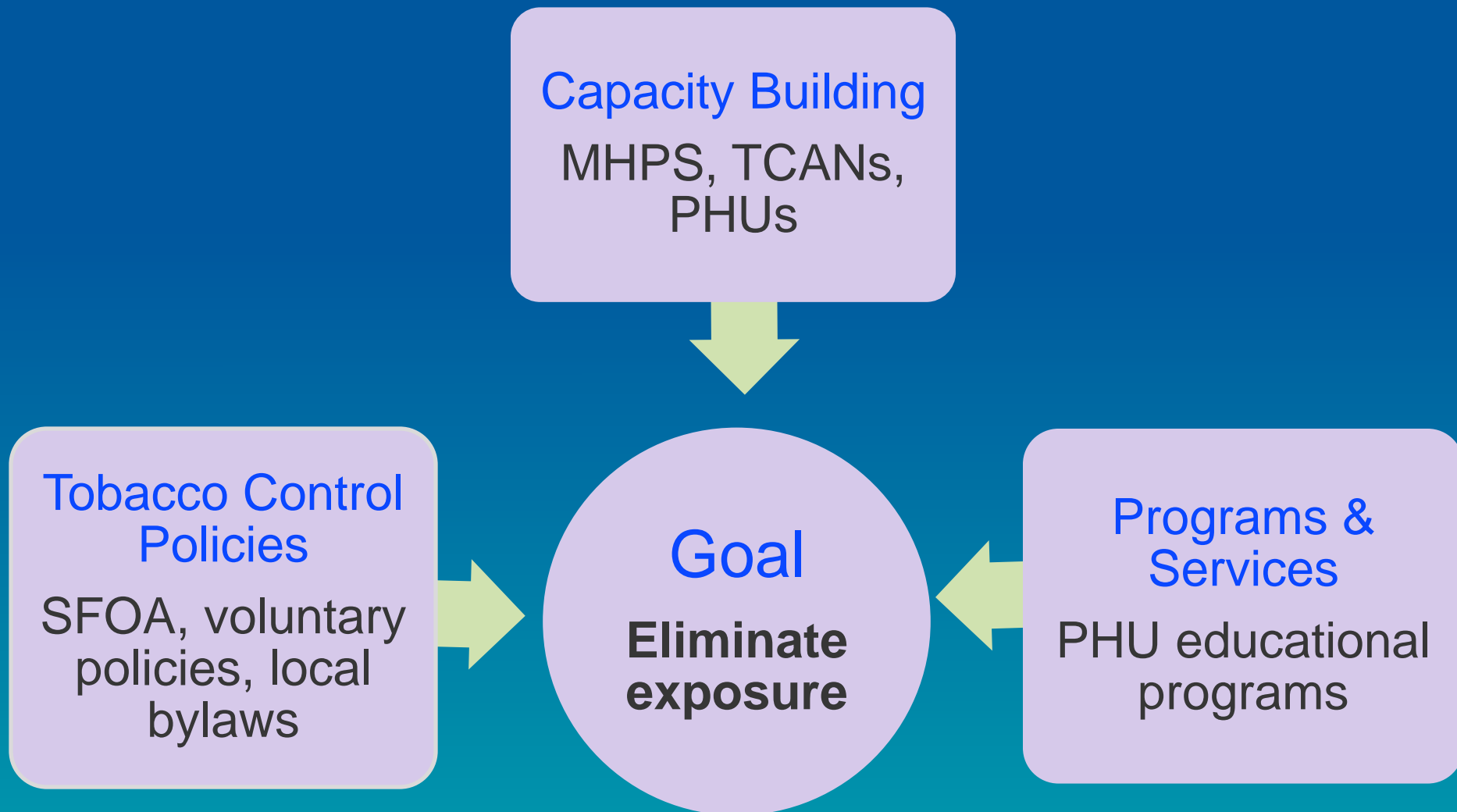
Non-Smokers, 12-19, ON



*Every day or almost every day in the past month

Source: CCHS

Protection Infrastructure and Interventions



Paths

Protection
Increased knowledge & awareness
Positive social climate
Increased compliance
Reduced smoking

Tobacco-Free Sports & Rec

- ❑ Funds available to help local sporting teams promote & support tobacco-free recreation
- ❑ Select Health Units assisting orgs develop policy
- ❑ OTRU currently evaluating outcomes

Summary

- ☑ Generally good news
- ↑ Public support **high** for more restrictions
- ↑ Workplace exposure **high**
- ↓ Restaurant and bar **low** but . . .
- ↑ patio exposure **high**



Overall Gaps

- ❑ Social marketing
- ❑ Cessation system
- ❑ Tax
- ❑ Prevention for high-risk youth
- ❑ Availability
- ❑ Social exposure

Next Steps in Strategy Evaluation

- ❑ Local interventions and effects
- ❑ Modeling – adaptation of SimSmoke
- ❑ Modeling – health effects
- ❑ Cost-effectiveness analyses
- ❑ Improved performance measurement
- ❑ Improved KE





THE ONTARIO
TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Generating knowledge for public health

[Home](#)[About OTRU](#)[Research](#)[Evaluation](#)[Training](#)[Funding](#)[Reports](#)[Resources](#)[✉ contact us](#)

what's new at otru

Search OTRU

GO

Engaging Aboriginal Youth in Tobacco Control

Two OTRU Special Reports provide evaluative information about the establishment and operation of two youth action alliances focusing on aboriginal youth both on and off reserve. [Youth Engagement and Tobacco Control in On-Reserve Aboriginal Communities](#) summarizes findings from an evaluation of the Youth Action Alliance of Manitoulin Island (YAA MAN). [Engaging Aboriginal Youth in Off-Reserve Communities: A Case-Study of MAKWA](#) presents a formative evaluation of Making Aboriginal Kids Walk Away (From Tobacco Abuse) (MAKWA), an Aboriginal Youth Action Alliance (YAA) located off-reserve in Thunder Bay.

Smoking Cessation Activities in Ontario Hospitals: Survey Results

The Ministry of Health Promotion and Sport (MHPS) and the Ministry of Health and Long-Term Care (MOHLTC) recently launched an initiative aimed to enhance cessation support to hospital patients with chronic diseases. As a first step, the Ontario Tobacco Research Unit (OTRU), in partnership with the MHPS and MOHLTC, conducted a survey of Ontario hospitals to provide a snapshot of the current state of hospital-based smoking cessation services, practices and policies. Full report: [Smoking Cessation Activities in Ontario Hospitals: Survey Results](#)

Smoke-Free Ontario Strategy Evaluation Report

This report presents evaluative information about the activities and results of the Smoke-Free Ontario Strategy (SFOS) for the period 2009 and 2010. We describe Strategy infrastructure and interventions (policies, programs and social marketing), analyze population-level changes, and explore the contributions of interventions.

The purpose of this report is to support learning that will enhance progress toward the achievement of SFOS goals. The report addresses progress to date in the implementation and results of Strategy components. Both accomplishments and challenges are highlighted with the intention of bringing evidence to bear on the continued development of the Strategy.

[Executive Summary](#)

Find what you need:

The Ontario Tobacco Research Unit's
ONLINE COURSE

**Tobacco and Public
Health: From Theory
to Practice**



Search
the OTRU Library





evaluation news

OTRU Updates
Special Reports
Monitoring Reports
External Reports
Evaluation Newsletters

Search OTRU



OTRU is a respected source of science-based information for the research and public health communities. Our various reports are designed to promote learning from our research and evaluation efforts, the review of evidence from other jurisdictions, and the documentation of useful practices emerging from the field.

OTRU Evaluation News keeps stakeholders informed in a timely and easy to understand manner about findings related to specific evaluation projects across the province.

Volume 4: Evaluation of a Youth Engagement Initiative to Promote Healthy Choices

This evaluation is an ongoing multiyear effort that supports learning throughout the Ontario Ministry of Health Promotion and Sport youth engagement initiative from its initiation, through initial roll-out and full implementation.

- [Evaluation of a Youth Engagement Initiative to Promote Healthy Choices](#) (No. 1, April 2011)

Volume 3: Smoking and Quitting Behaviours of Low SES Adult Smokers

The purpose of our current study is to evaluate the success of Ontario's smoking cessation system in promoting and supporting quit attempts by low socio-economic status (SES) adult smokers.

- [On the Street: What Low SES Smokers Say About Smoking Cessation in Ontario](#) (No. 4, March 2010)
- [Low SES Smokers in Ontario: A Comparison on the Basis of Education](#) (No. 3, March 2010)
- [What Key Informants Say about Cessation Services For Low Socioeconomic Status \(SES\) Adult Smokers](#) (No. 2, November 2009)
- [Smoking and Quitting Behaviours of Low SES Adult Smokers](#) (No. 1, September 2009)

Volume 2: Smoking and Quitting Behaviours of Young Men

The purpose of this evaluation study is to assess the extent to which Ontario's smoking cessation system meets the needs of young male smokers who are 19-29 years old.

- [What Young Men on the Street Say About Smoking Cessation](#) (No. 4, April 2009)
- [OTRU Survey Tracks Smoking and Quitting Behaviours of Young Men](#) (No. 3, February 2009)
- [What Key Informants Say About Cessation Services for Young Men](#) (No. 2, December 2008)
- [Smoking and Quitting Behaviours of Young Men](#) (No. 1, October 2008)

Volume 1: Cessation Services in Simcoe Muskoka

Want More Data?

TIMS - Results at Your Fingertips!

TIMS is an innovative web-based application designed to provide easy access to reliable, up-to-date data on key tobacco control indicators.



- **Search hundreds of key indicators** organized under familiar tobacco control topics - current smoking, exposure to SHS at work, attitudes toward the tobacco industry and more
- **Customize your results** by population of interest or level of geography - age, sex, education, occupation, or income; national, Ontario, health region, or TCAN
- **Select data from key national and provincial sources** - CTUMS, CCHS, YSS, Census of Canada, or CAMH Monitor
- **Choose multiple display options** - tables, bar and line graphs, or maps
- **Use results for reports and presentations** - print or download your findings using the TIMS toolbar

To learn more about TIMS, go straight to the [TIMS data portal](#), check out the [HELP](#) for new users section or the [FAQs](#).



**Start Using
TIMS Now**

**Take the
TIMS Tour**

Learn more about TIMS and
how to use its features

**Webinar:
TIMS Training**

Sign up for a guided tour. Topics include:

- General orientation
- Navigation
- Advanced features

Dates: June 18, 10:30–11:30AM
June 23, 12:30–1:30PM

Contact: otru.college@utoronto.ca

Data at your fingertips. . . .



2 clicks → hundreds of indicators

7 clicks → Tens of thousands of unique findings

Questions?



For more information, contact:
Program Training & Consultation Centre

1-800-363-7822

admin@ptcc-cfc.on.ca

www.ptcc-cfc.on.ca

Cigarillos/Cigars



28% of youth (15-19) have ever used cigarillos/cigars
7% of youth (15-19) have used cigarillos/cigars in the past month
8% of youth (15-19) have used cigarettes in the past month