

Welcome to today's webinar:

# Getting There: Ontario's Progress in Tobacco Control 2012

The fourth webinar in a collaborative series brought to you by OTRU & PTCC

**Start time: 10:30 A.M.**

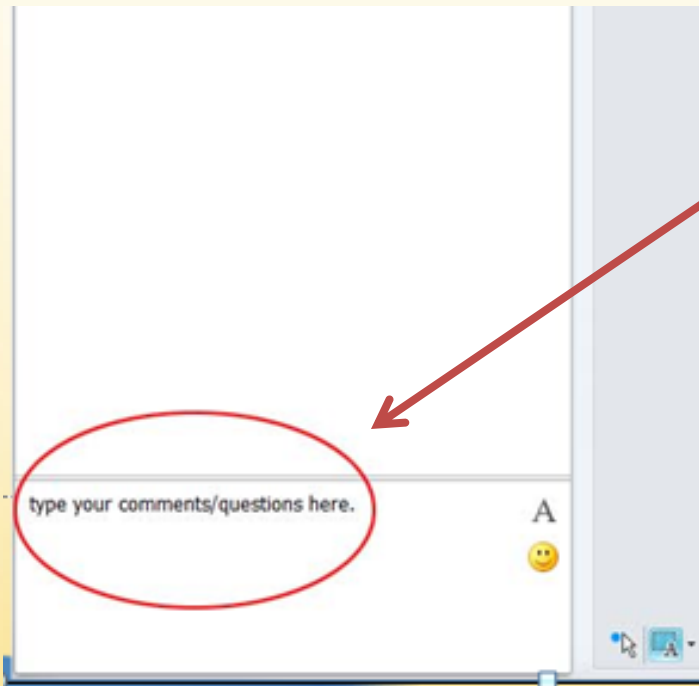
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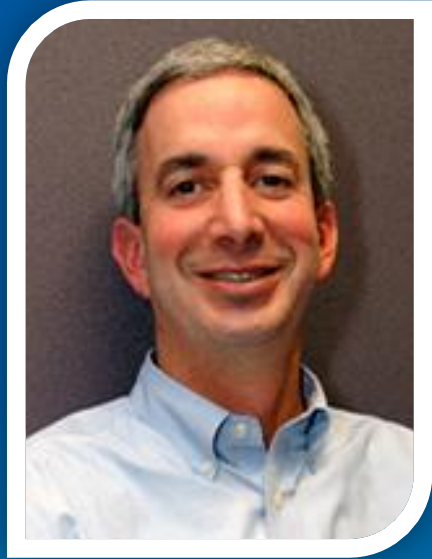
## How to submit any comments or questions during the webinar:



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

# Today's Speakers

## *Rob Schwartz*



Dr. Rob Schwartz is the Executive Director of the Ontario Tobacco Research Unit and Associate Professor at the Dalla Lana School of Public Health, University of Toronto, with interests in research, evaluation and knowledge exchange.

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## ***Shawn O'Connor***

Dr. Shawn O'Connor is an expert in the surveillance of tobacco control outcomes. At OTRU, Shawn leads the Strategy Evaluation working group, which produces an annual report detailing progress of the Smoke-Free Ontario Strategy (under discussion today).

[Shawn.Oconnor@camh.ca](mailto:Shawn.Oconnor@camh.ca)



THE ONTARIO TOBACCO  
RESEARCH  
UNIT

UNITÉ  
DE RECHERCHE  
SUR LE TABAC  
DE L'ONTARIO

*Generating knowledge for public health*

# Getting There: Ontario's Progress in Tobacco Control 2012

Rob Schwartz & Shawn O'Connor

Ontario Tobacco Research Unit  
January 17 2013



# Smoke-Free Ontario Strategy Evaluation Report

Ontario Tobacco Research Unit

November 2012

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# Objective . . .

What is working?

What is missing?

**LEARNING**

What can be improved?

How to improve?



# Conceptual Approach



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

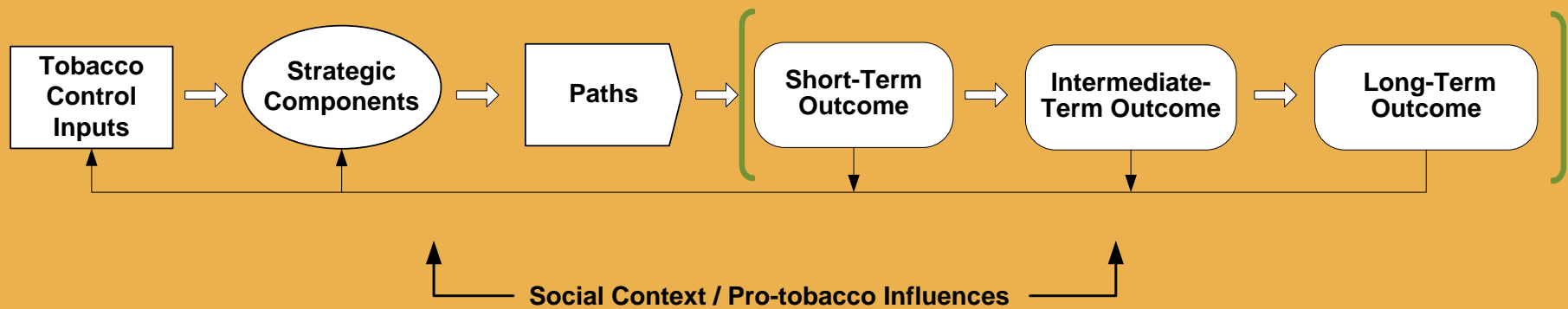
**. . .a comprehensive complex **evaluation****

# Background: Strategy Goals, Logic Models & Indicators

- 2010 Comprehensive Tobacco Control Guidance Document
- 2005 OTS Steering Committee's report to Minister of Health
- NAGME (2006) and CDC (2005)
- 1994-2012 Ontario Tobacco Research Unit



# A closer look. . .



# Conclusions Informed by. . .

- Guidance documents
- Smoke-Free Ontario – Scientific Advisory Committee. (*Evidence to Guide Action: Comprehensive Tobacco*)
- Tobacco Strategy Advisory Group (Building On Our Gains)

# **METHODOLOGICAL APPROACH**

**Quantitative & Qualitative Analyses**

CCHS

CTUMS

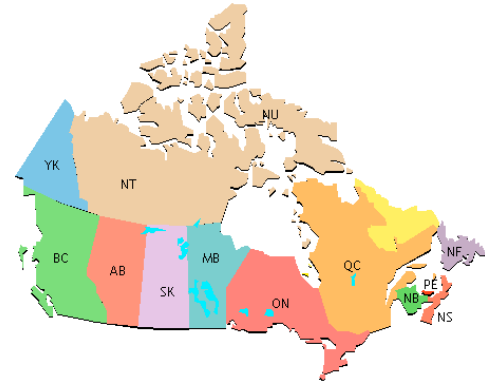
YSS

CAMH Monitor

OSDUHS



# Populations



# Trend Data



# Infrastructure & Interventions Contribution Analysis

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



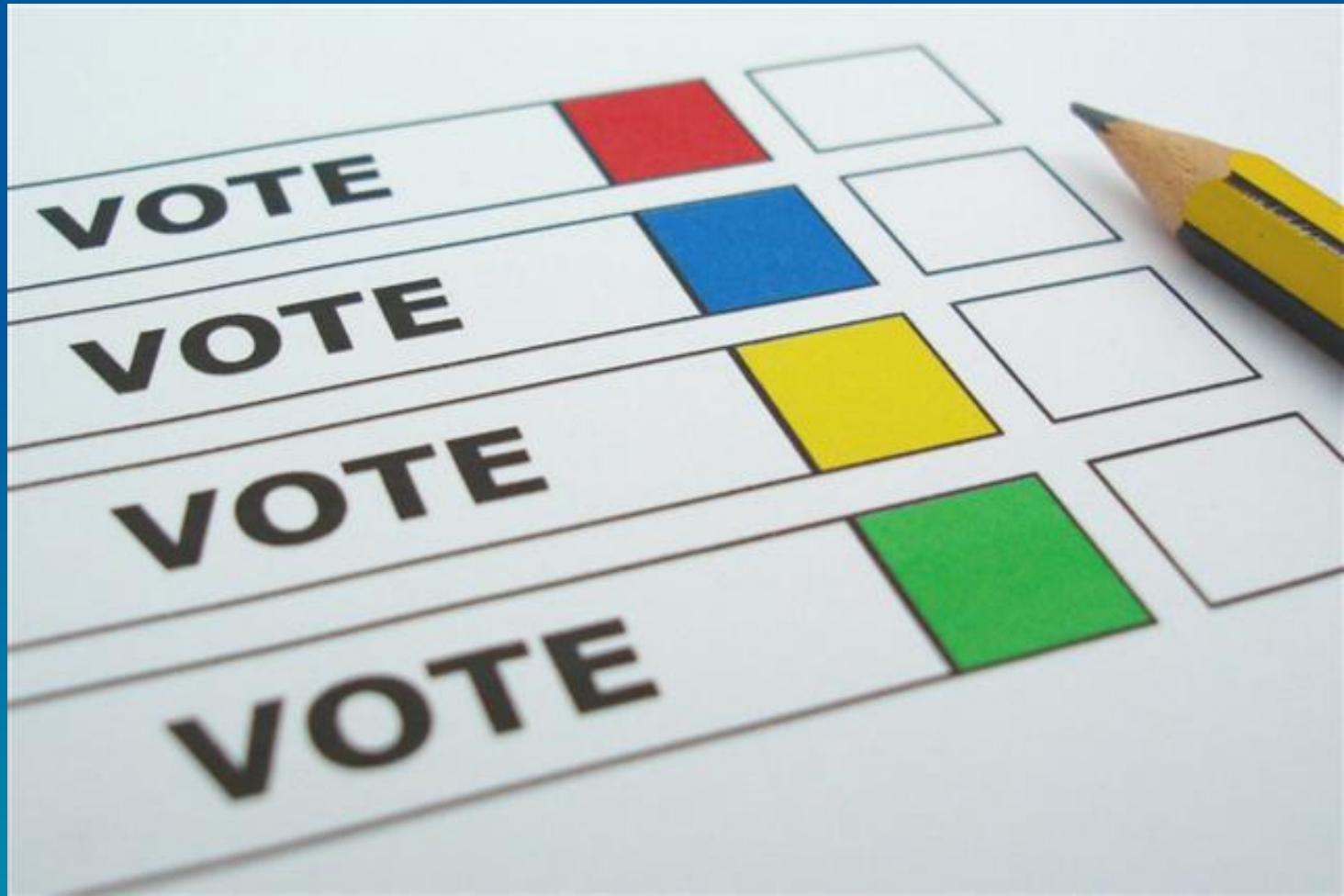
**The Problem. . .**

# Tobacco Use



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

# Polling Question 1



# What product has highest past-30 day use?

## Answer key

1. Cigar
2. Chew, snus, snuff
3. E-cigarettes
4. Pipe
5. Water pipe



# Quick Facts

- All tobacco use: 22%
  - Cigarettes @ 18%
  - Cigars @ 5%
  - Pipe, Snuff and Chew @ 1% or less each
  - Waterpipe (Canada) @ <1%
  - E-cigarettes (unknown); but in 19% of vendors in TCAN-East
- All tobacco use higher among males versus females (29% vs. 16%)

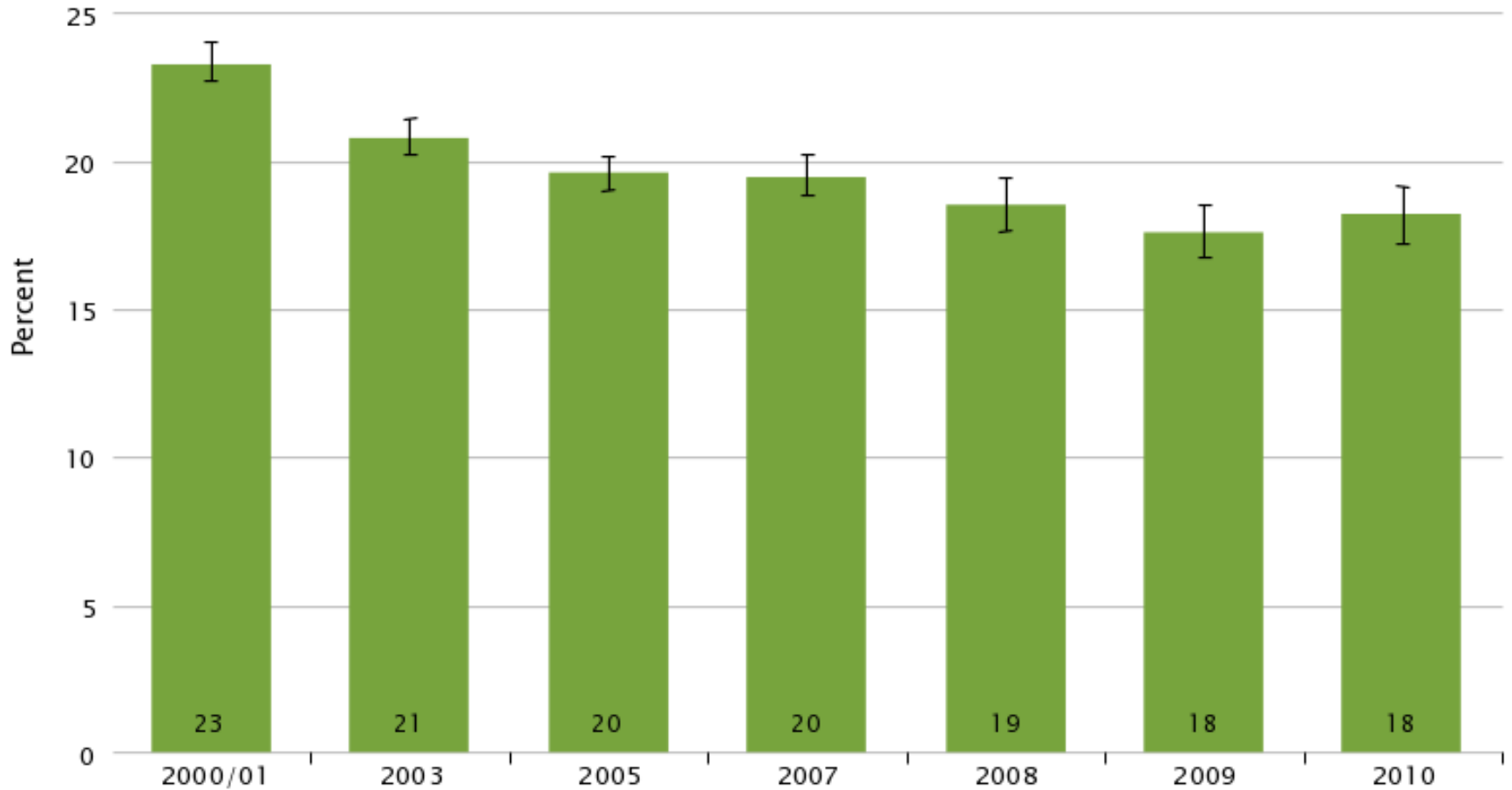
## Past-30 Day Smoking

18% ON versus 15.5% BC



*Source: CCHS 2009/10*

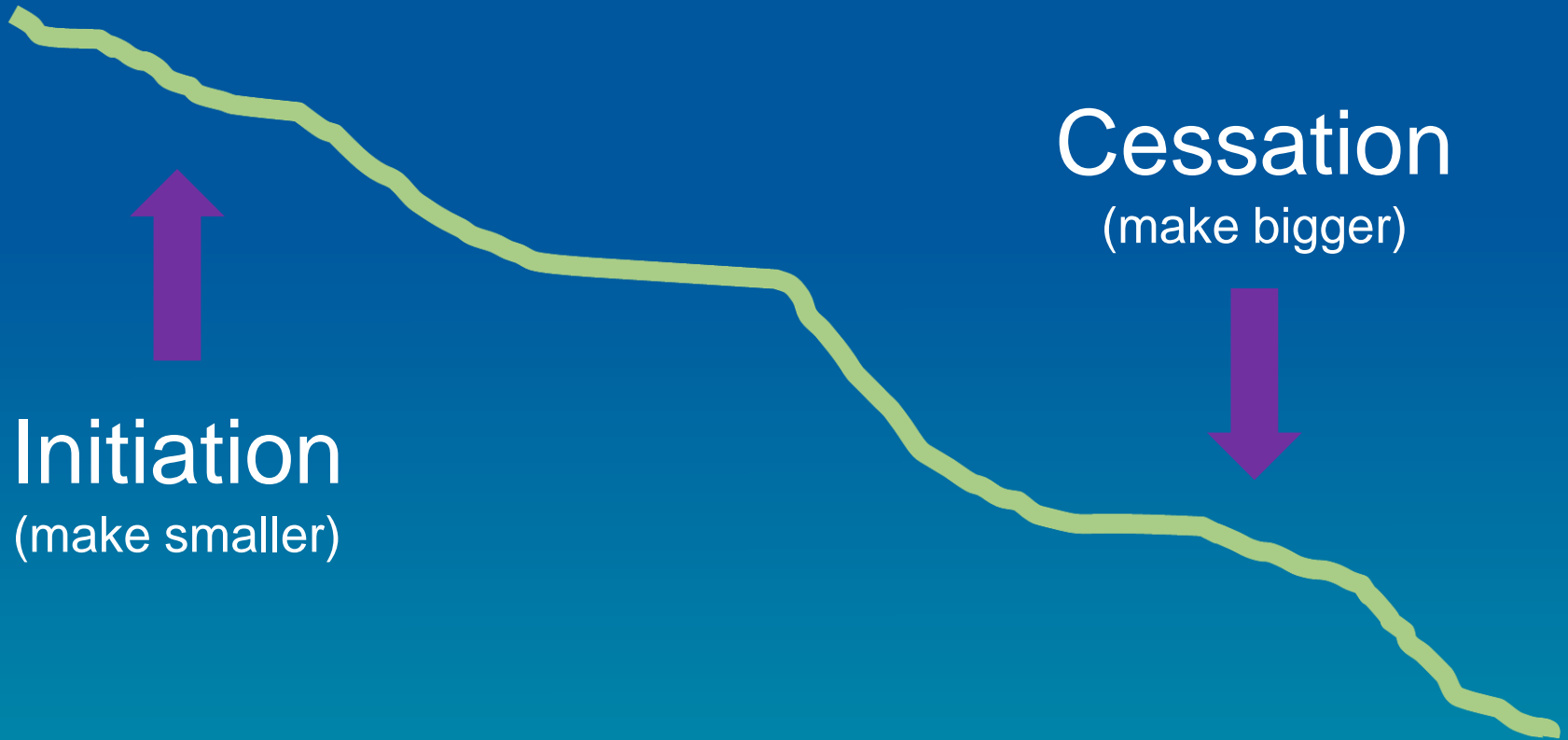
# Trend Unchanged in Recent Years



# Current Smoking Goals

- Lowest rate in Canada (Government)
- Five percentage points in five years (TSAG)

# How do we get there?



**How many fewer smokers do we  
need to reach 5% in 5 years?**

**~490,000**

If uptake remains same. . . .quit rate needs to increase ~2.4 fold over current rate

If uptake goes to zero and quit rate stays same. . . . can't reach goal.



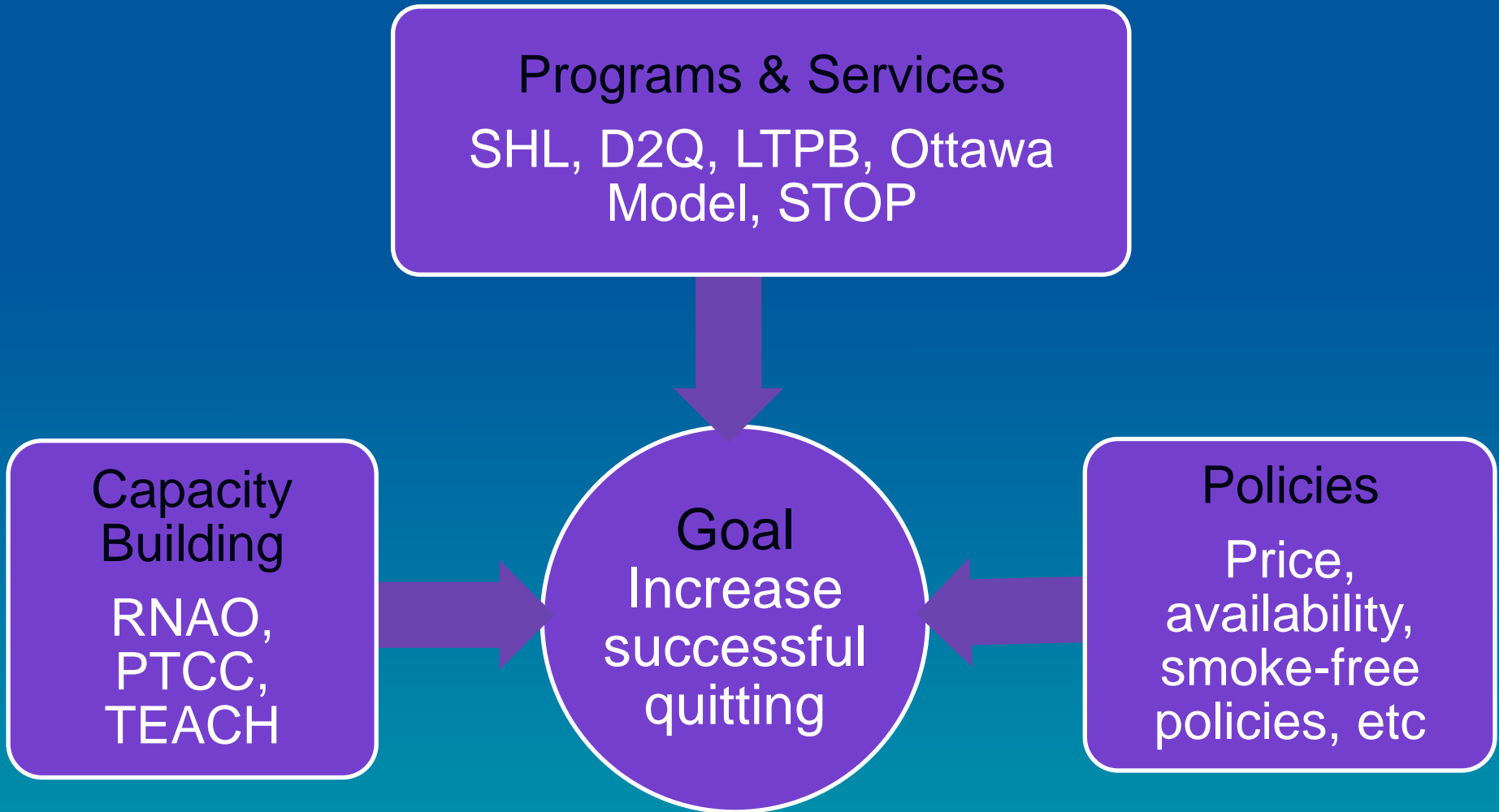
If we cut uptake in half. . . .still need to more than double the quit rate



**CESSATION GOAL**



# Cessation Infrastructure and Interventions



# Positive & Negative Vectors

*Public Health Units*



smokers' helpline

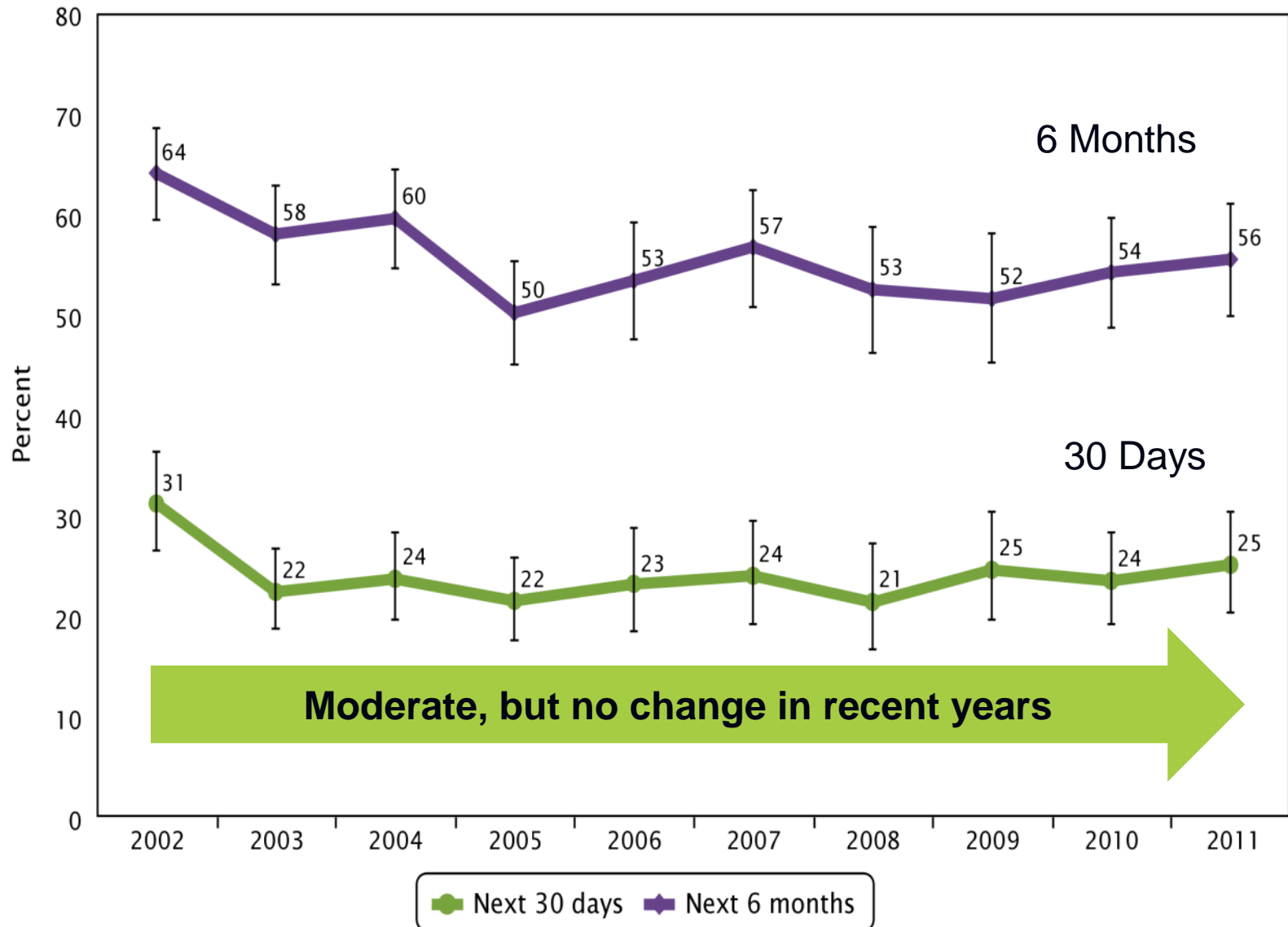
TCANS

NGOs

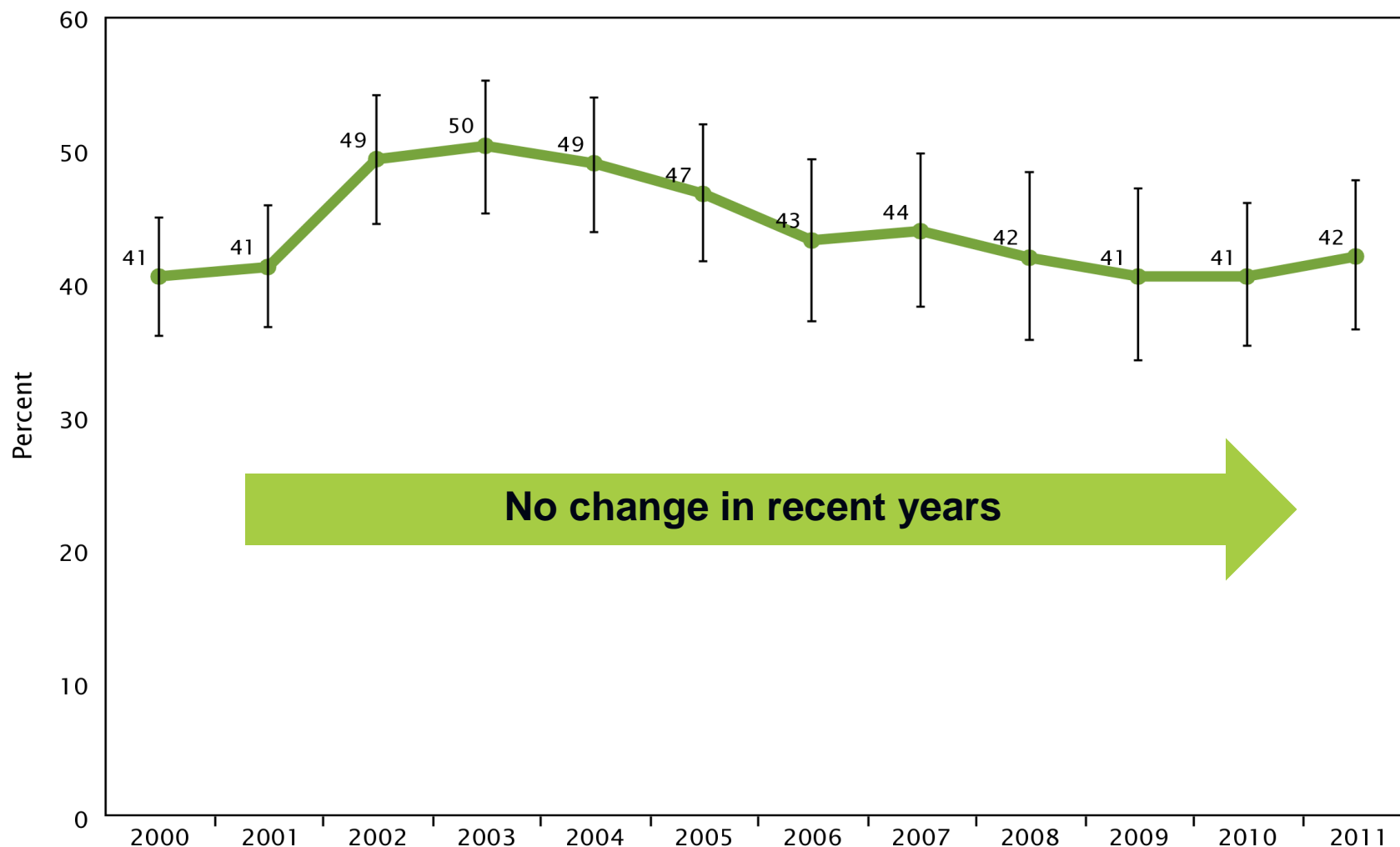


Pro-Tobacco Influences

# How many Ontarians have quit intentions?



# How many Ontarians make one or more past-year quit attempts?

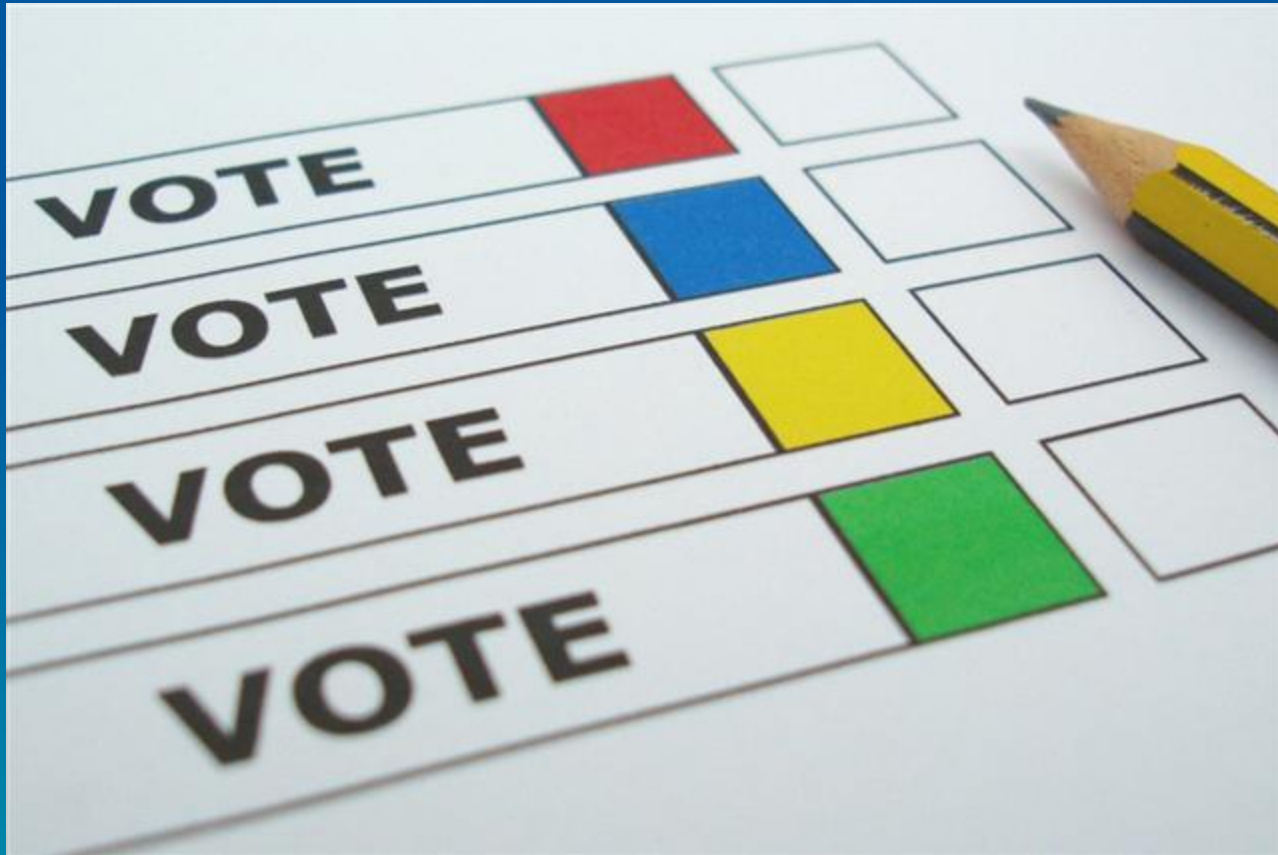


# Annual Quit Ratio

Year	Recent Quit Ratio (95% CI)	Adjusted Quit Ratio
2010	6.4 (5.4,7.4)	1.3
2009	7.2 (6, 8.4)	1.5
2008	10.3 (8.5, 12)	2.2
2007	8.6 (7.4, 9.8)	1.8



# Polling Question 2



# What service had most clients in 2011/12?

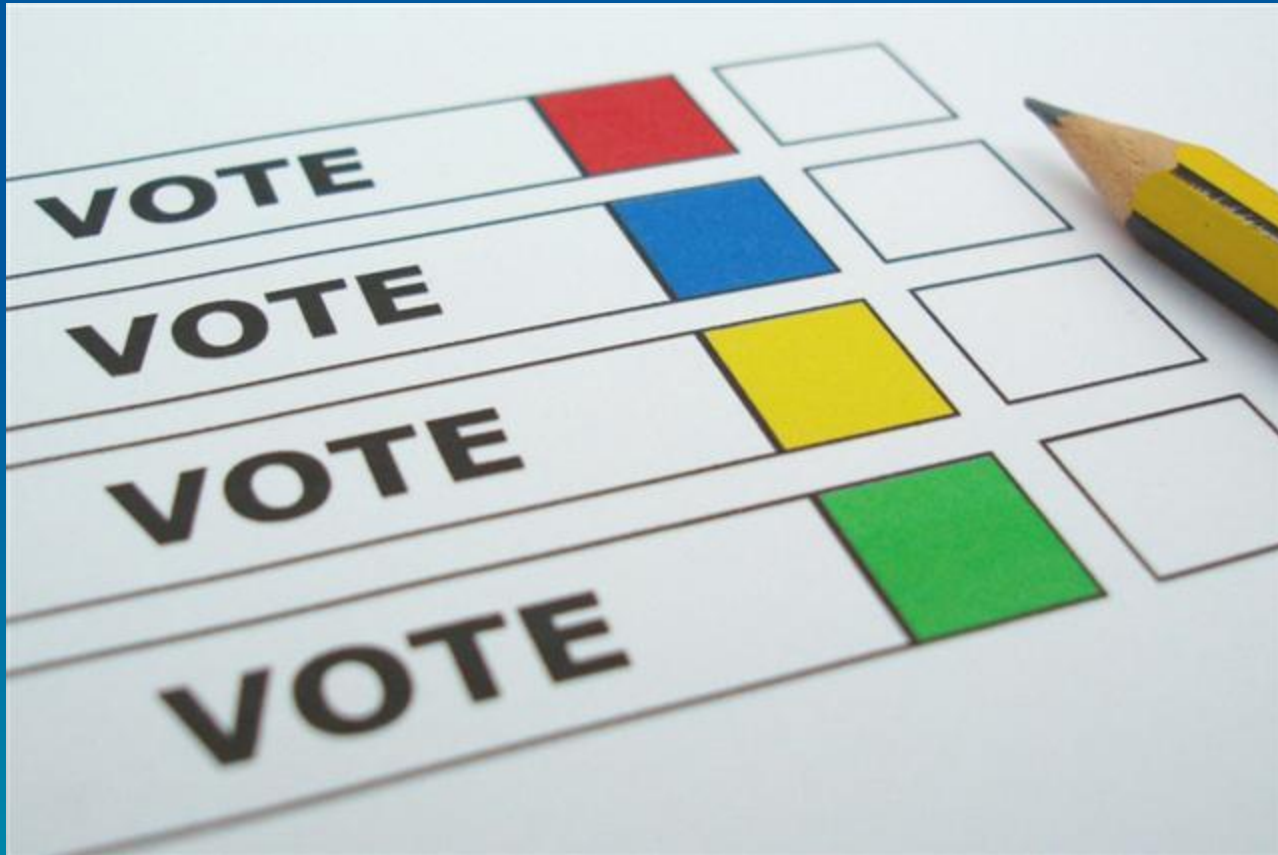
## Answer key

1. Ottawa Model for Smoking Cessation
2. Prescription Medication for ODB clients
3. Smokers Helpline
4. The STOP Program
5. Quit and Get Fit

# Reach of Cessation Services

Intervention	Reach
Leave the Pack Behind	5,412
Ottawa Model for Smoking Cessation	15,644
Prescription Medication for ODB clients	23,593
Smokers Helpline	17,305
The STOP Program	11,458
Quit and Get Fit	193
<b>TOTAL</b>	<b>73,065</b>

# Polling Question 3



# What should be next steps?

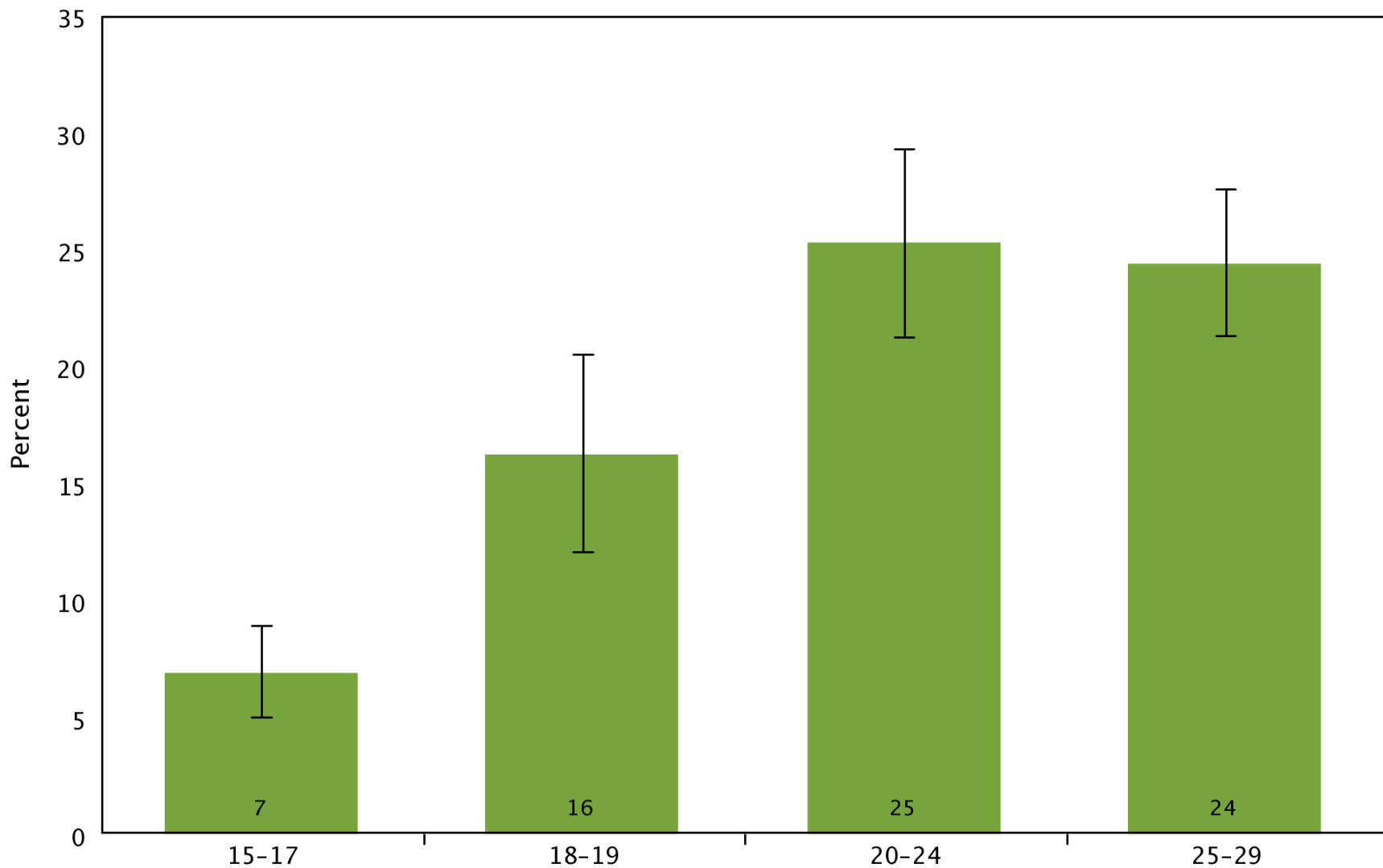
1. Decrease availability of tobacco
2. Raise taxes
3. Fund public education campaigns
4. Train more health professionals
5. Increase support to prevent relapse

**What does the Scientific Advisory Group say?**

A photograph of two young men in an arcade. The man in the foreground is wearing a white baseball cap and a yellow and black jacket, looking intently at the game. The man behind him is wearing a black baseball cap and a dark jacket, also looking at the game. They are playing a game with a joystick and buttons. The word "Prevention" is overlaid in white text at the bottom.

Prevention

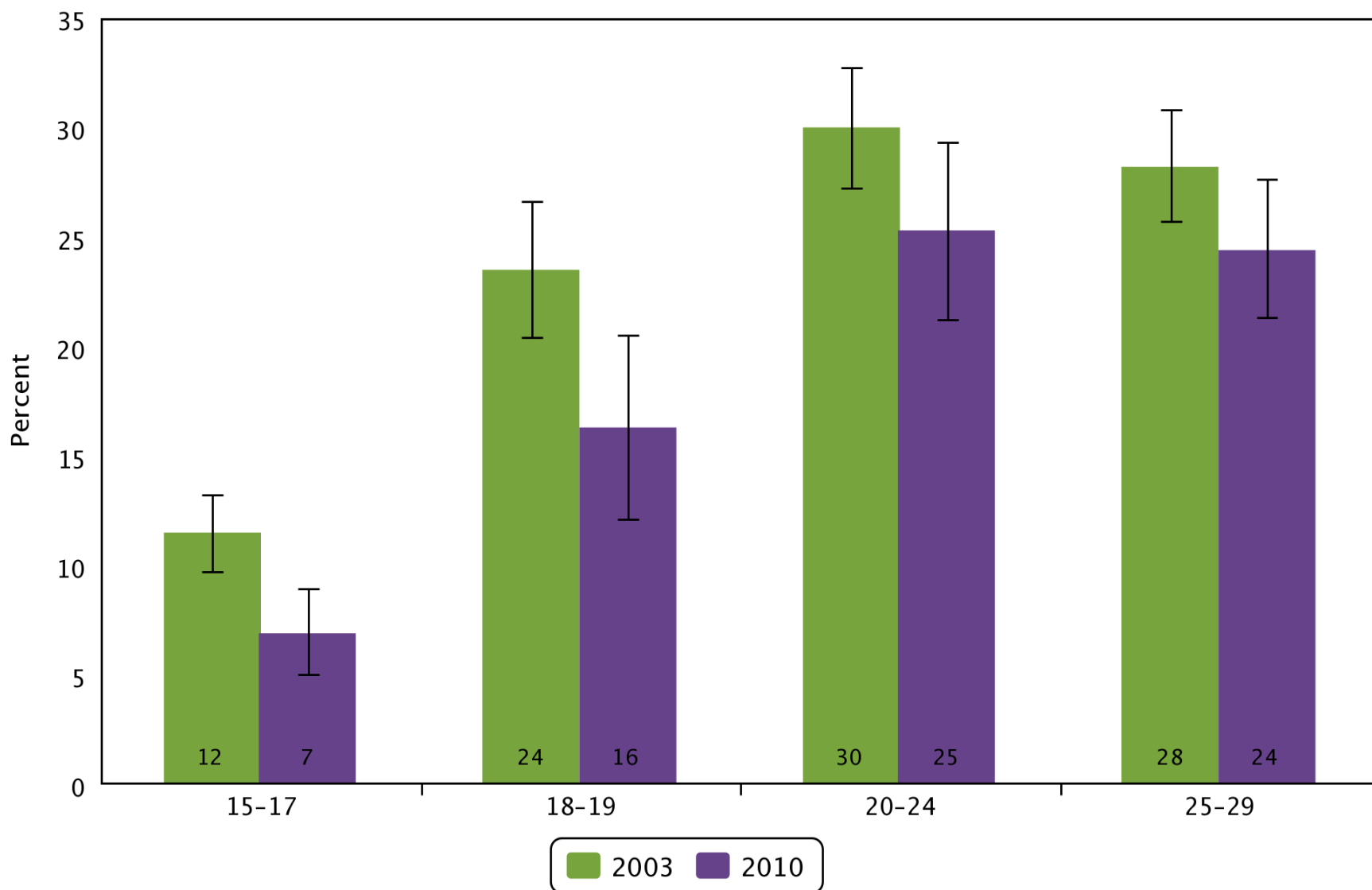
# Smoking Increasing into Young Adulthood



Source: CCHS 2009/10



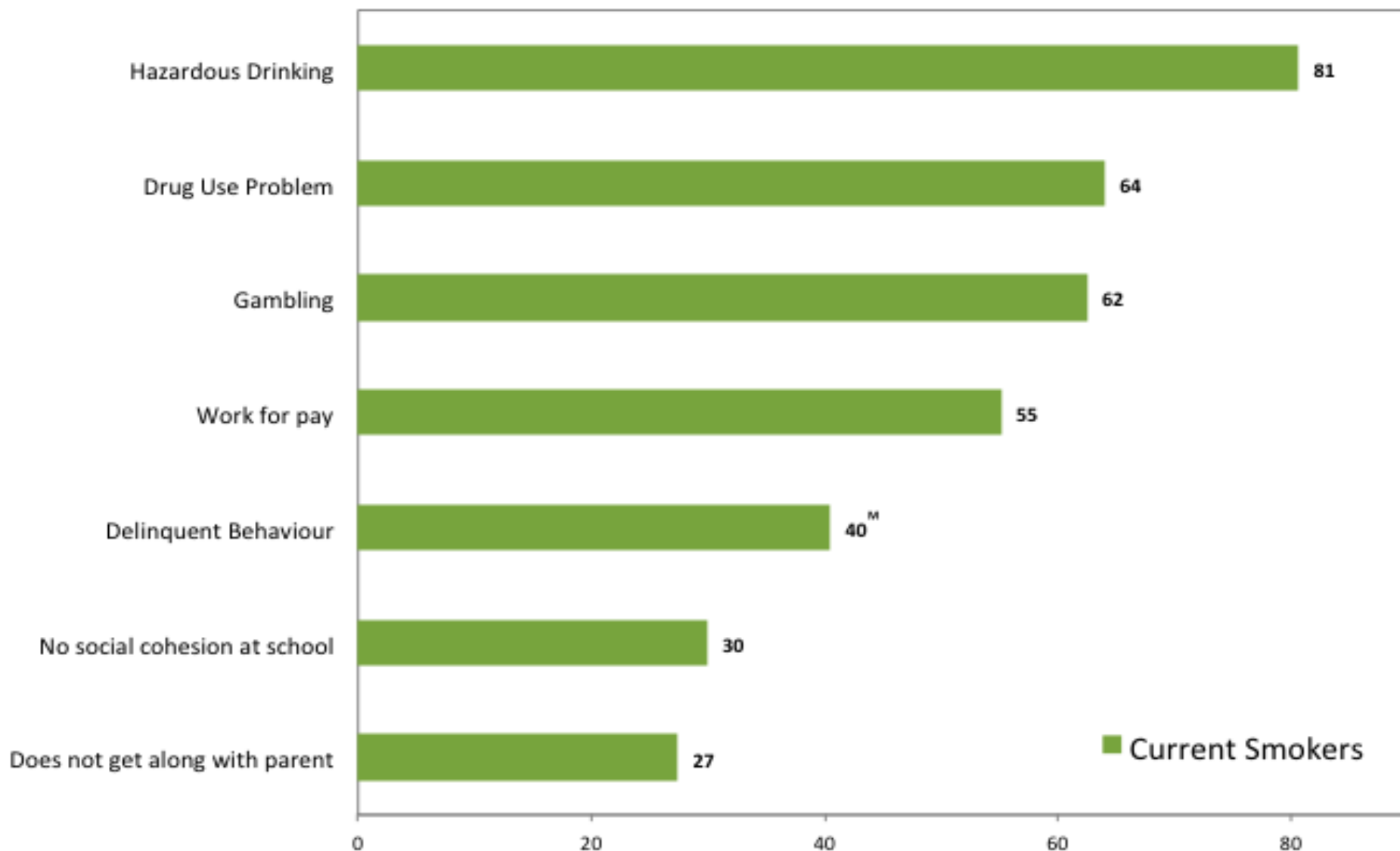
# Declines among Younger Age Groups since 2003



Source: CCHS 2009/10

# Youth Segmentation

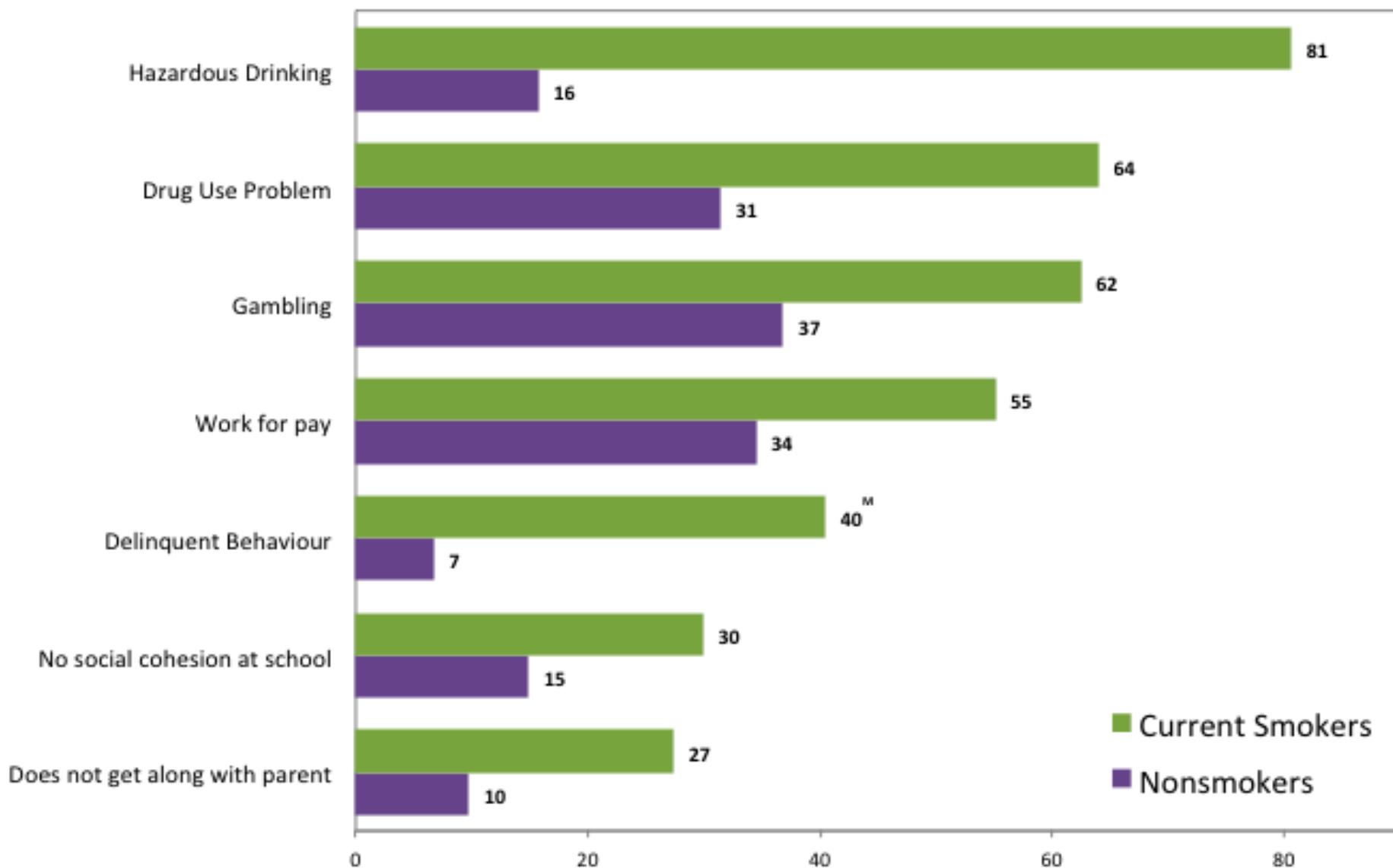
## Factors Associated with Smoking



Source: OSDUHS 2011

# Youth Segmentation

## Factors Associated with Smoking Status



Source: OSDUHS 2011

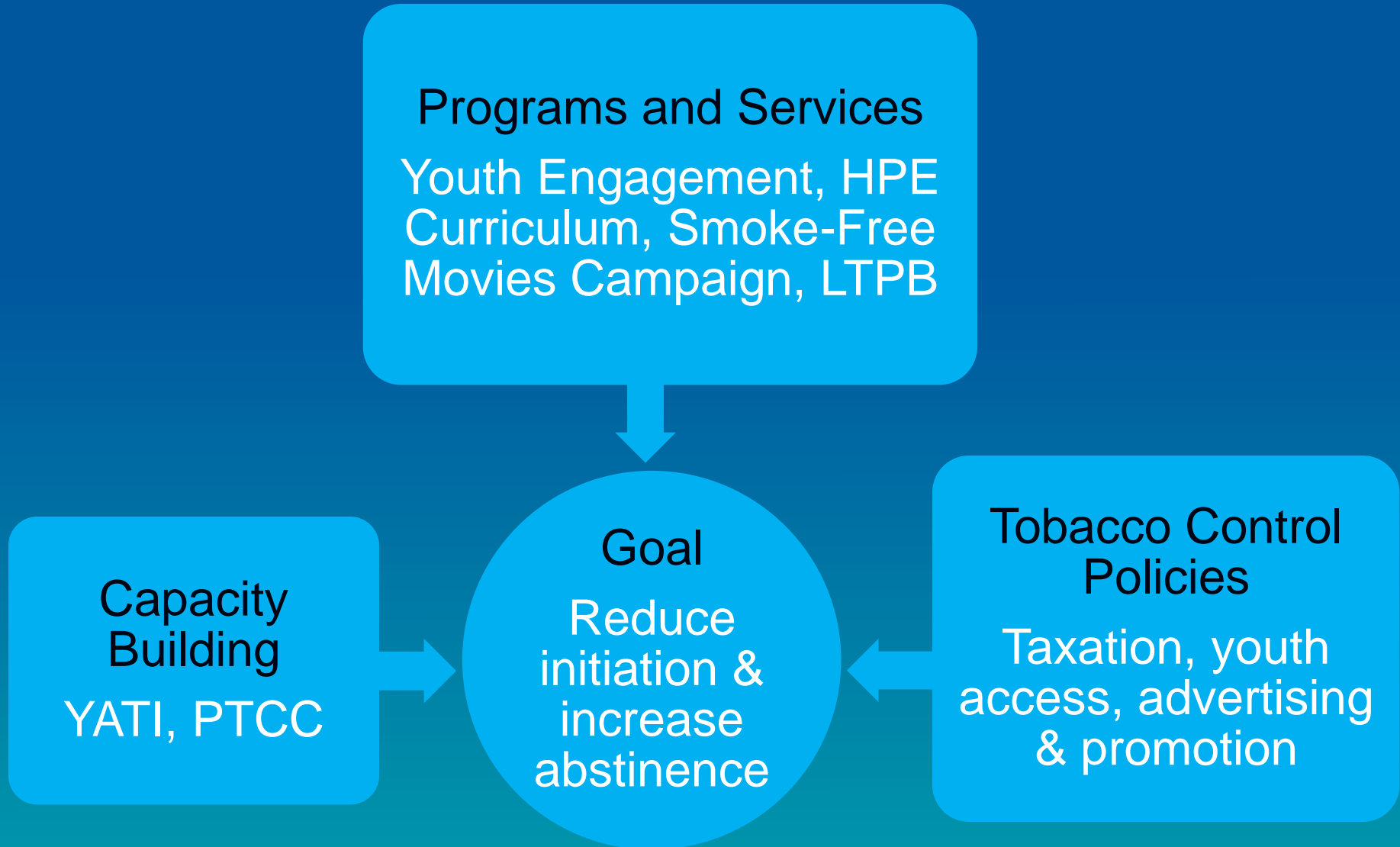
# Ease of Obtaining Cigarettes

87% of smokers believed it was easy

Half of nonsmokers believed it was easy

Source: OSDUHS

# Prevention Infrastructure and Interventions



# Positive & Negative Vectors

*Public Health Units*



NGOs



TCANS



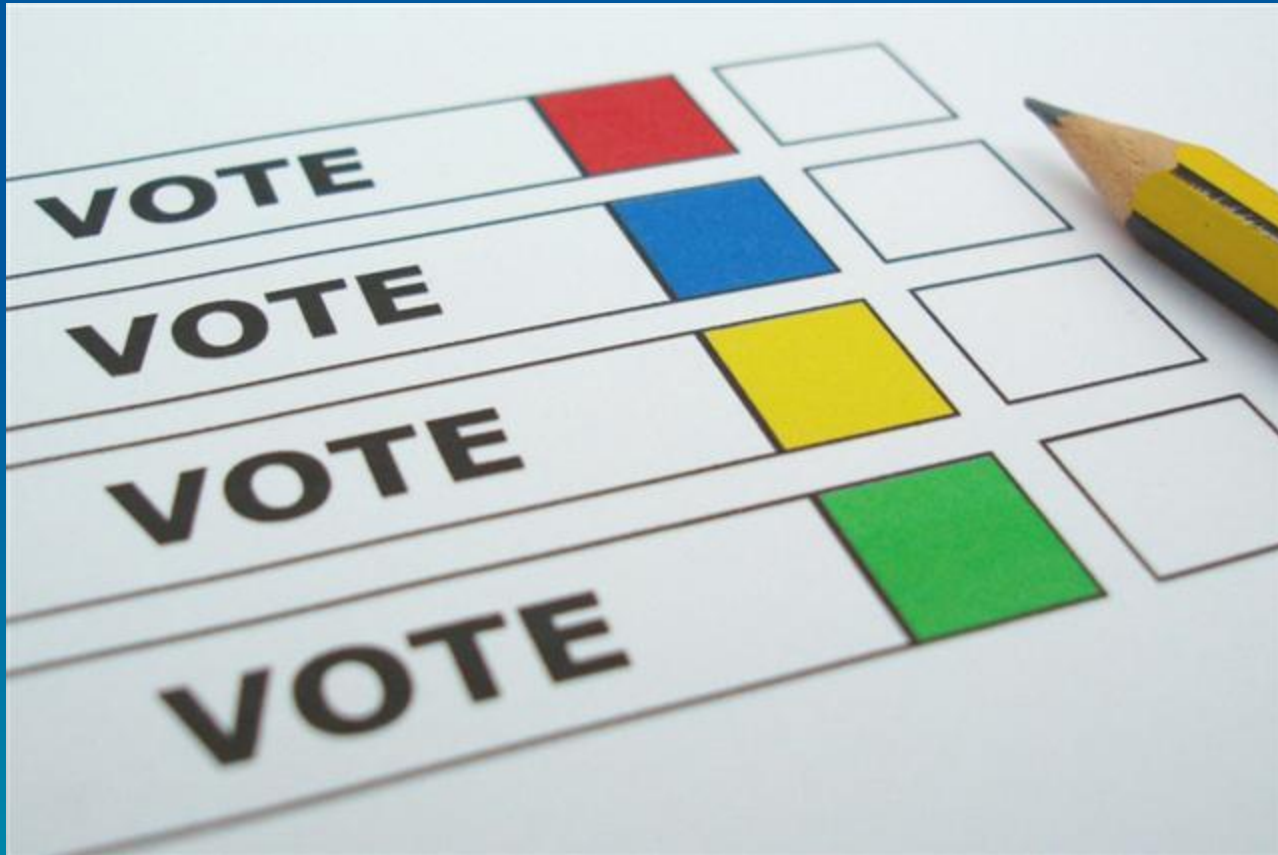
PHU Youth Engagement Initiative

*SFO Act*



**Pro-Tobacco Influences**

# Polling Question 4



# What should be next steps?

1. Decrease availability of tobacco
2. Raise taxes
3. Fund public education campaigns
4. Enhance school-based education
5. Focused efforts on transitions out of high school
6. Increase youth engagement activities

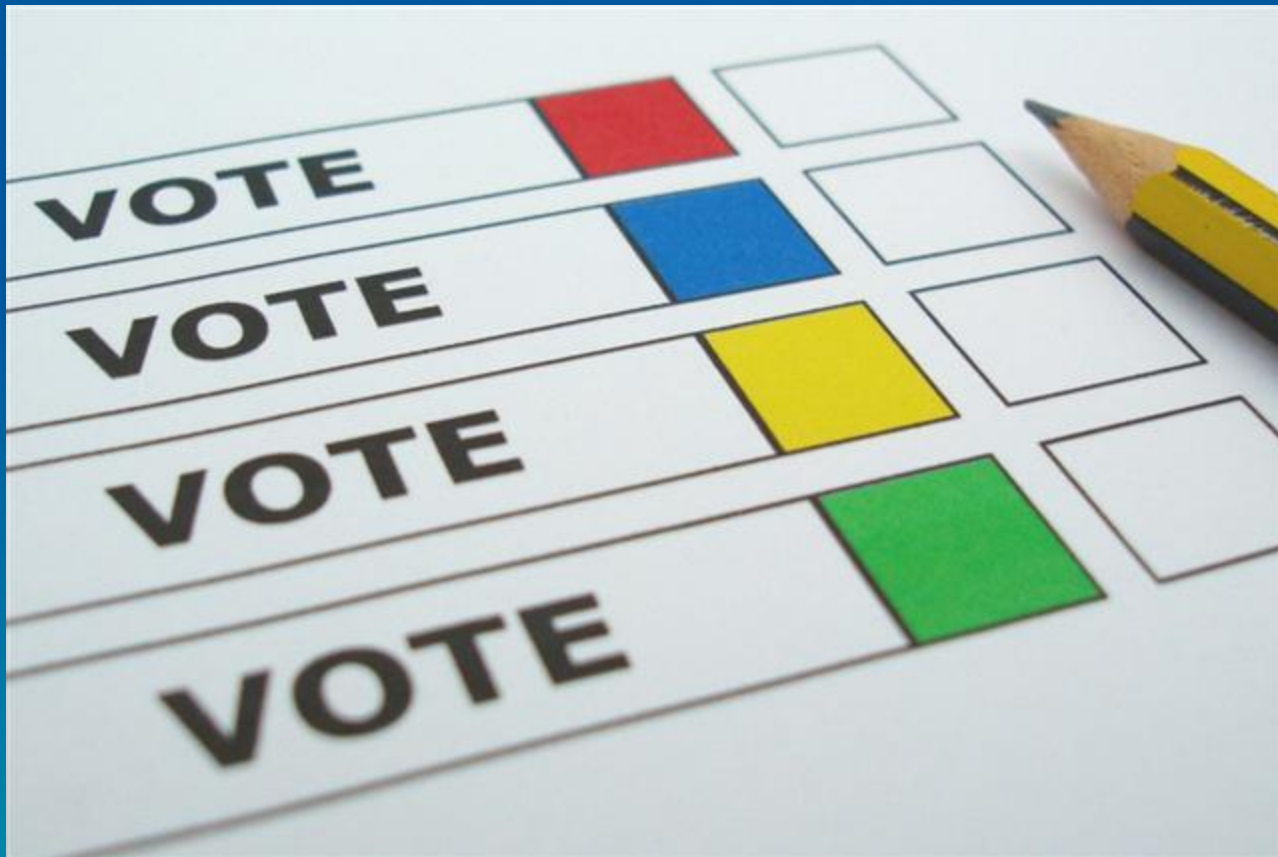


**What does the Scientific Advisory Group say?**

# Protection Goal



# Polling Question 5

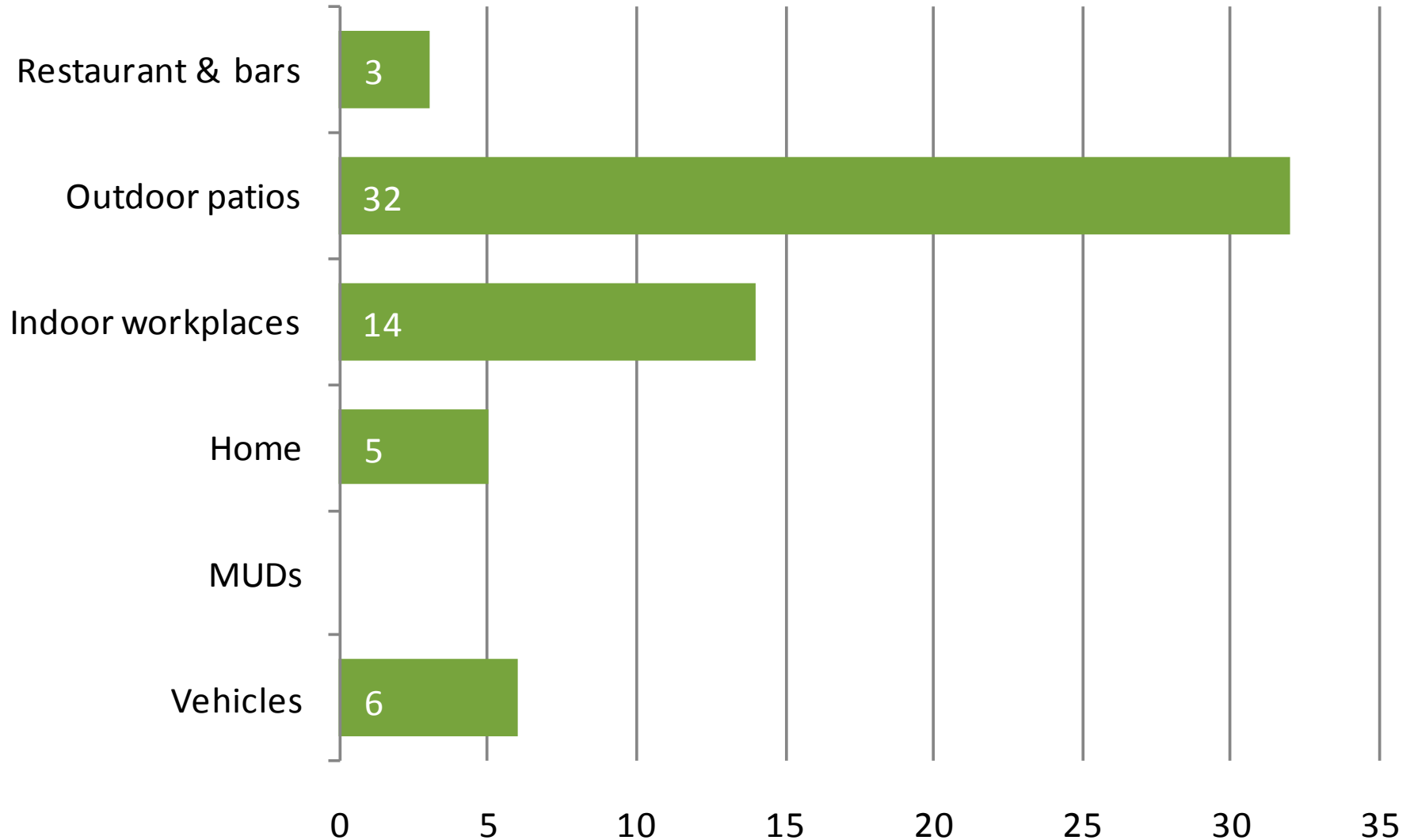


# In which setting are Ontarians most exposed to SHS?

## Answer key

1. Restaurants and bars (indoors)
2. Outdoor patios
3. Indoor workplaces
4. Home
5. Multi-unit dwellings
6. Vehicles

# SHS Exposure by Settings



# Summary

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

**What does the Scientific Advisory Group say?**

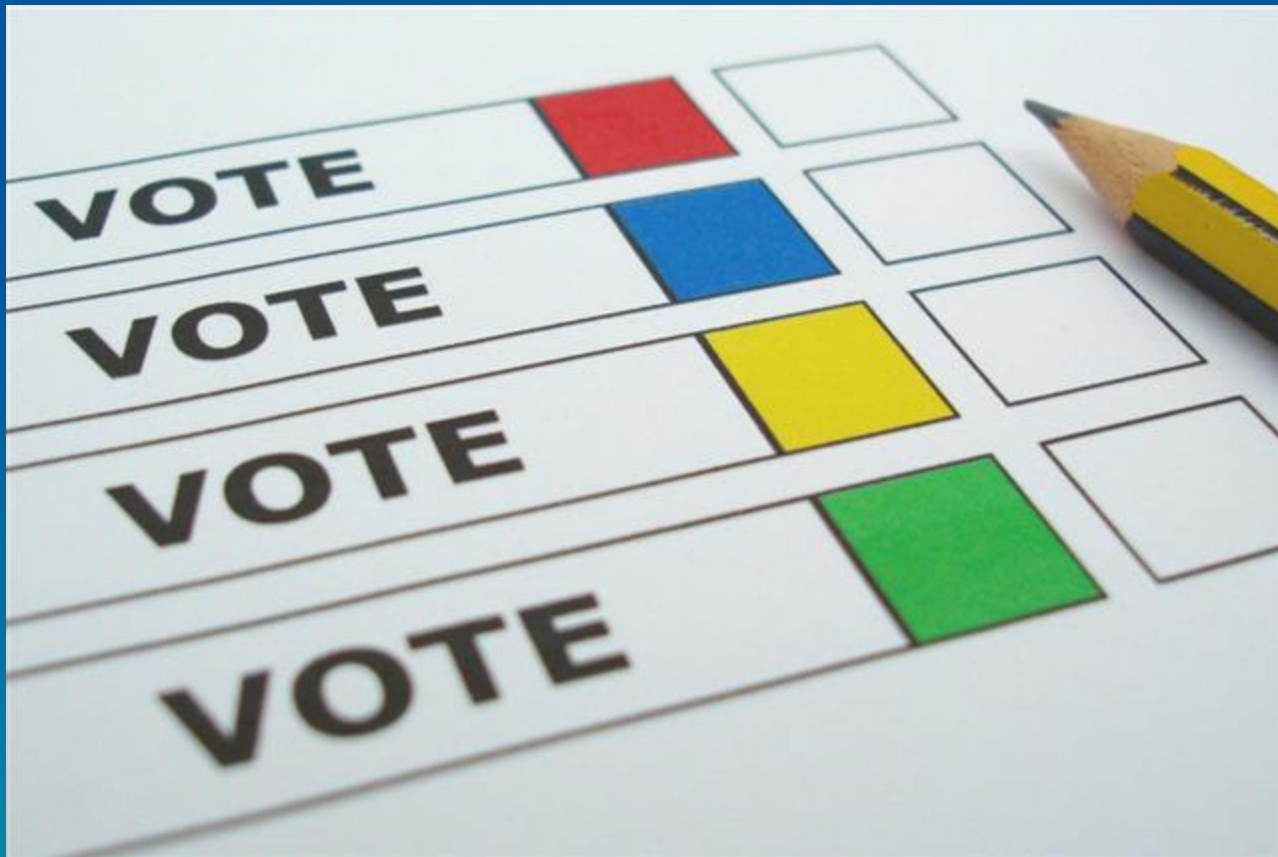




# Social Acceptability of Smoking

- 44% for adults versus 9% for teenagers
- 14% at indoor social gatherings
- 58% at outdoor social gatherings

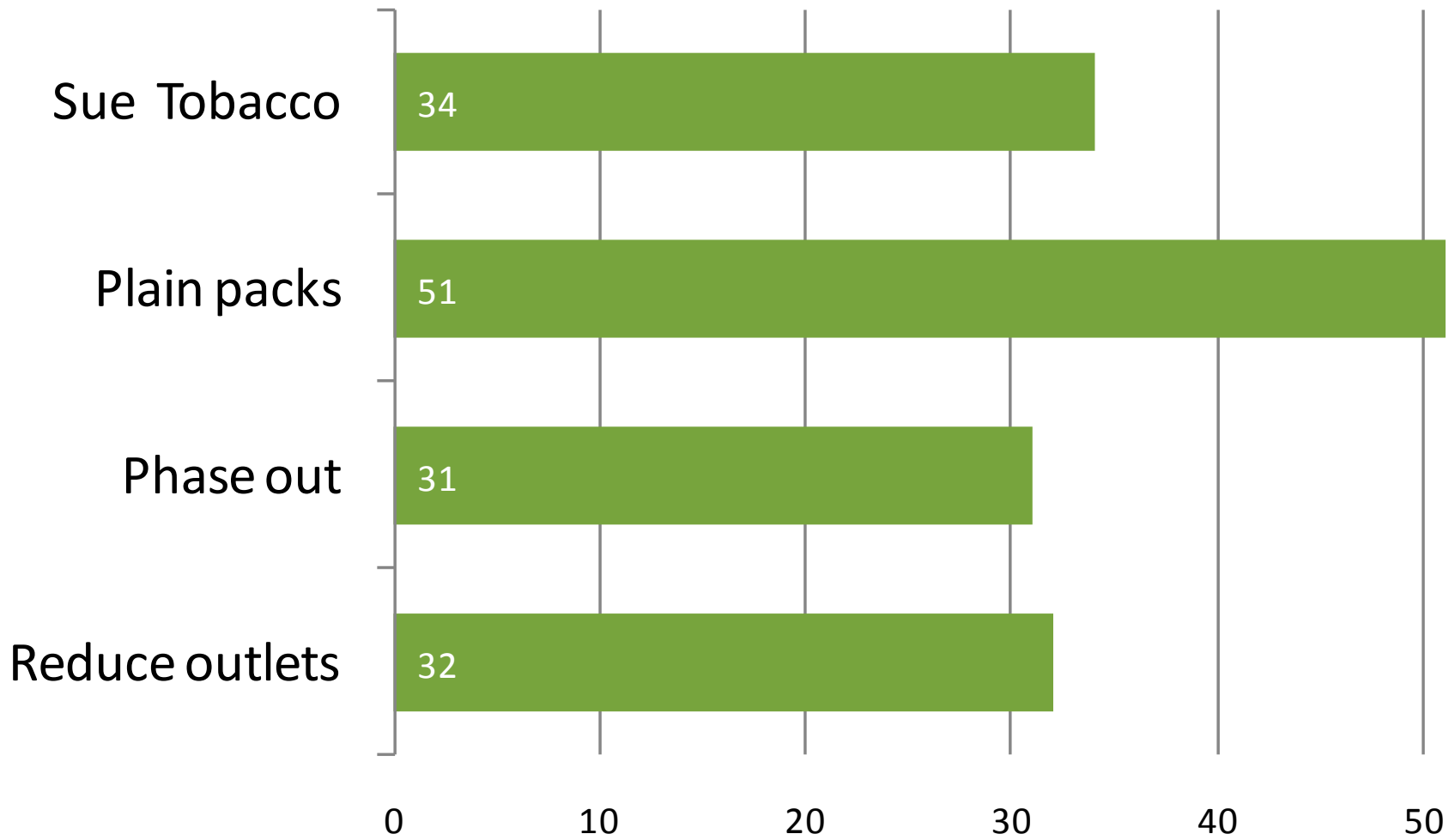
# Polling Question 6



# What policy has highest level of support among smokers?

1. Gov't should sue big tobacco
2. Sell cigs in plain white packs
3. Phase cigs out in 5-10 years
4. Reduce # retail outlets

# Public Opinion



A close-up, slightly blurred photograph of a large pile of discarded cigarettes. The cigarettes are scattered haphazardly, with some showing the white filter and others showing the yellowed, smoked end. The text "Pro-Tobacco Influences" is centered over the image in a white, sans-serif font.

# Pro-Tobacco Influences

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AND 20CT HARD PACKS  
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CHERRY • GRAPE  
PEACH • VANILLA  
STRAWBERRY • RUM



AVAILABLE IN  
20CT HARD PACKS

CHERRY • GRAPE  
PEACH • STRAWBERRY  
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# Conclusions

- Most of MPOWER in place
- **Cessation efforts** expected to produce gains; but reach relative to ALL smokers remains a concern
- Downward trend for **youth** may well have positive effects in future years
- **Exposure** to SHS in numerous settings but progress strong in some areas
- **Room for growth** in creating positive social climate
- Pro-tobacco influences should not be discounted





# Thank You!



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[Shawn.Oconnor@camh.ca](mailto:Shawn.Oconnor@camh.ca)



*Report:* <http://otru.org/2012-smoke-free-ontario-strategy-evaluation-report-full-report>

*Data:* [tims.otru.org](http://tims.otru.org)

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