

Welcome to today's webinar:

Developing the Smoke-Free Ontario Work Plan

Shawn O'Connor and Allison Meserve

Time: 10:00 – 11:30 A.M.

For audio: Call **647-723-3984** (if you are located within the GTA) or call **+1-866-365-4406** (toll-free).

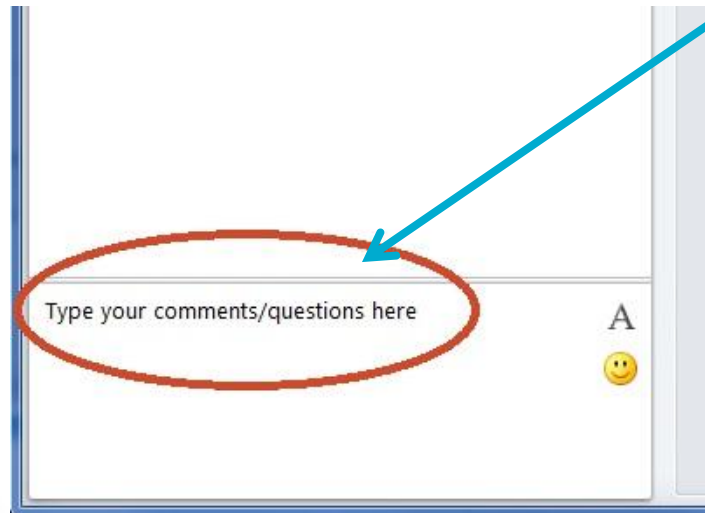
When prompted, enter the access code: **7281777#**



THE ONTARIO
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DE RECHERCHE
SUR LE TABAC
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Generating knowledge for public health

How to submit comments or questions during the webinar:



Enter your comments/questions in the chatbox found on the lower left of your screen to share with everyone in the webinar

Dr. Shawn O'Connor



- Expert in the surveillance of tobacco control outcomes
- Leads the Strategy Evaluation working group, which produces an annual report detailing the progress of the Smoke-Free Ontario Strategy.

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Allison Meserve



- Health Promotion Consultant at Public Health Ontario
- Delivers consultative support to public health practitioners
- Expertise: program planning and evaluation

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Developing The SFO Work Plan

Shawn O'Connor

Project Lifecycle



Initiate → Plan

Step 1: Needs assessment

Step 2: Establish the evidence base

Needs Assessment

Understanding the gap between **current** conditions
and **desired** conditions

KAB Indicators

Knowledge

Attitudes

Behaviour



CCHS

CAMH Monitor & OSDUHS

CTADS & CSTADS

RRFSS

Regional surveys (Heart Niagara, etc.)



Data at your fingertips....

Tobacco Informatics Monitoring System
tims.otru.org or tims3-tims3.rhcloud.com

1 Topic & Indicators

2 Population

3 Geography

4 Data Source

5 Sub-Population

6 Results

Topics

Tobacco Use

0

Cessation

0

Prevention

0

Protection

0

Public Opinion

0

Tobacco Industry

0

Demographics

0

Indicators

☐ Current smokers (past month)☐ Cigarette use☐ Daily smokers☐ Occasional smokers (past month)☐ Non smokers☐ Former smokers (past month)☐ Former smokers (a year or more)☐ Ever smokers☐ Never smokers☐ Lifetime abstinence☐ Lifetime experimental smokers☐ All tobacco use☐ Use of cigars in the past month☐ Use of snuff (past month)☐ Use of chewing tobacco (past month)☐ Use of pipe (past month)☐ Cigarettes per day, daily smokers (3 groups)☐ 1 to 10

1994 to 2013

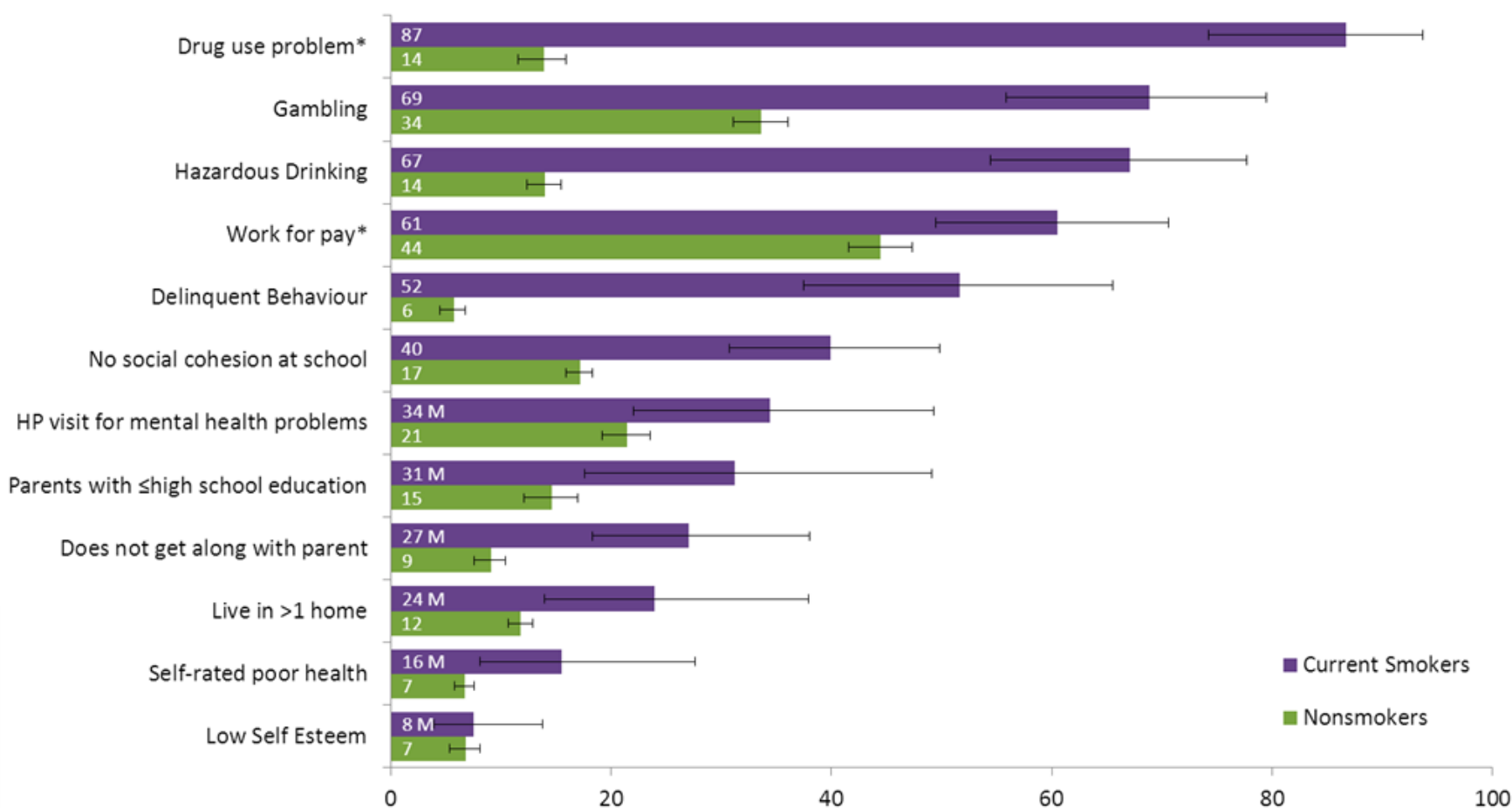


+ Pilot regional reports

Past-Year Smoking

- Grade 7
- Grade 8
- 3% Grade 9
- 9% Grade 10
- 13% Grade 11
- 15% Grade 12**

Factors Associated with Smoking Status among Students



Planning: Evidence

Focusing on **programs** and **policies** that have a **measurable** influence on the target group

Past-Year Smoking

- Grade 7
- Grade 8
- 3% Grade 9
- 9% Grade 10
- 13% Grade 11
- 15% Grade 12**

Sources of Information



- Project reports & studies
- Systematic reviews
- Review of reviews



otru library

Welcome to the OTRU Library Catalogue

The OTRU library houses over 10,000 citations related to Smoking and Tobacco. The collection consists of OTRU publications, journal articles, grey literature, books and reports. All Current Abstract entries have been integrated into the collection. Borrowing privileges for books and grey literature is limited to OTRU staff. Wherever possible, we provide links to fulltext articles and reports.

For more library information contact [Diane van Abbe](#).



Quick Search

Any word or phrase:

Limit by Format:

Browse

Search

Clear

[Advanced Search](#) - [View Selection](#) (0 Item/s)

Search Tips

Use & for AND (e.g. home & smoking)

Use / for OR (e.g. cigar / cigarette)

Use ! for NOT (e.g. cigar ! cigarette)

Use * to truncate (e.g. smok* finds smoker, smoking, smokeless, etc.)

Use >, <, >=, <= for dates (e.g. <= 1999)

Use : to search a range (e.g. 1999:2003)

What's New

[New Additions \(last 30 days\)](#)

Reading Lists

A brief selection of journal articles, online reports and other web-based material. Updated periodically.

[Electronic Cigarettes](#)

[Smoking Cessation](#)

[Tobacco Product Availability](#)

[Secondhand Smoke](#)

[Smokeless Tobacco](#)

[Youth and Tobacco Use](#)

Context & Mechanism

What works. . .

for whom. . .

under what circumstances.

Current status and outlook

Replication

Replication with modification

Pilot project

Questions

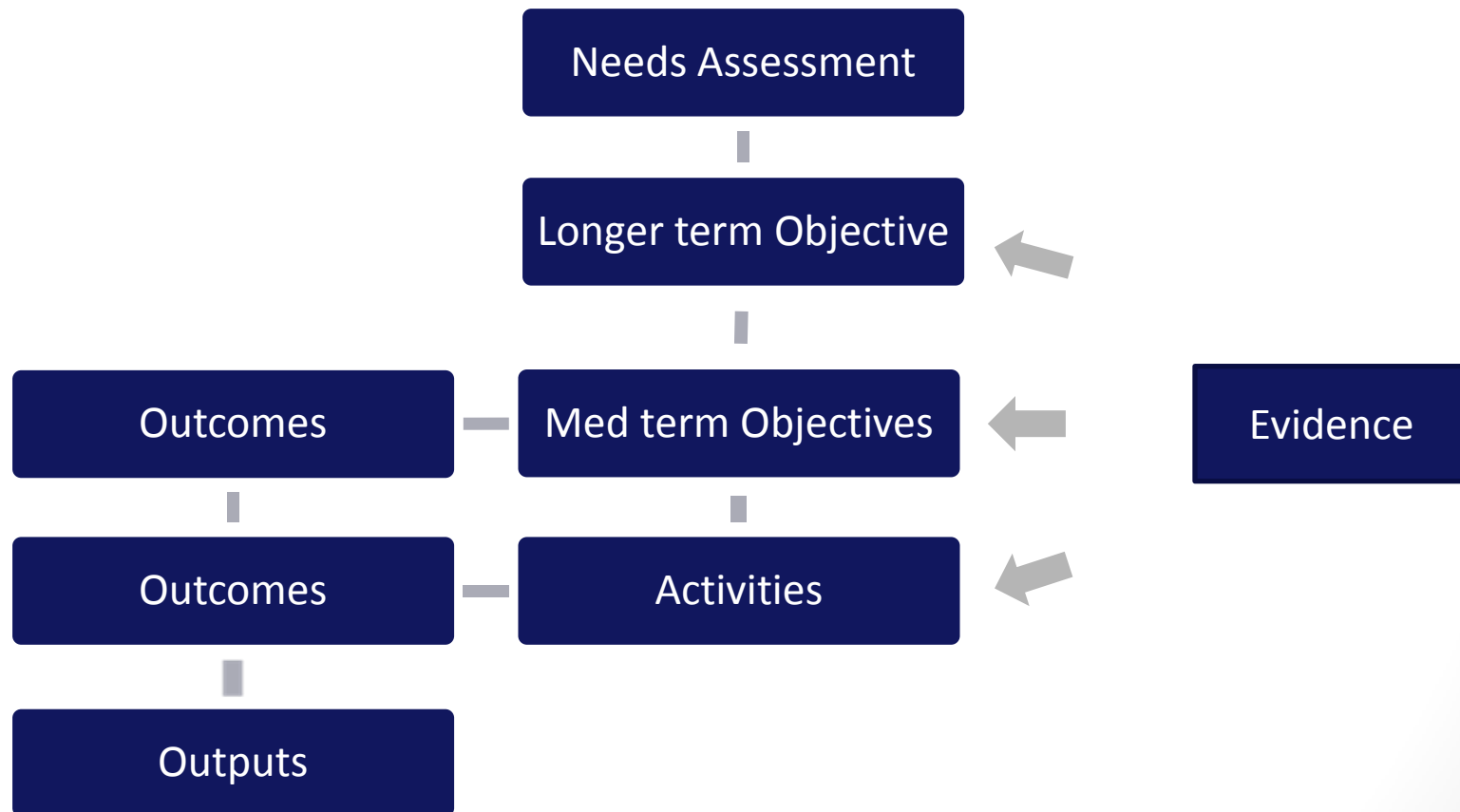


Completing The SFO Workplan

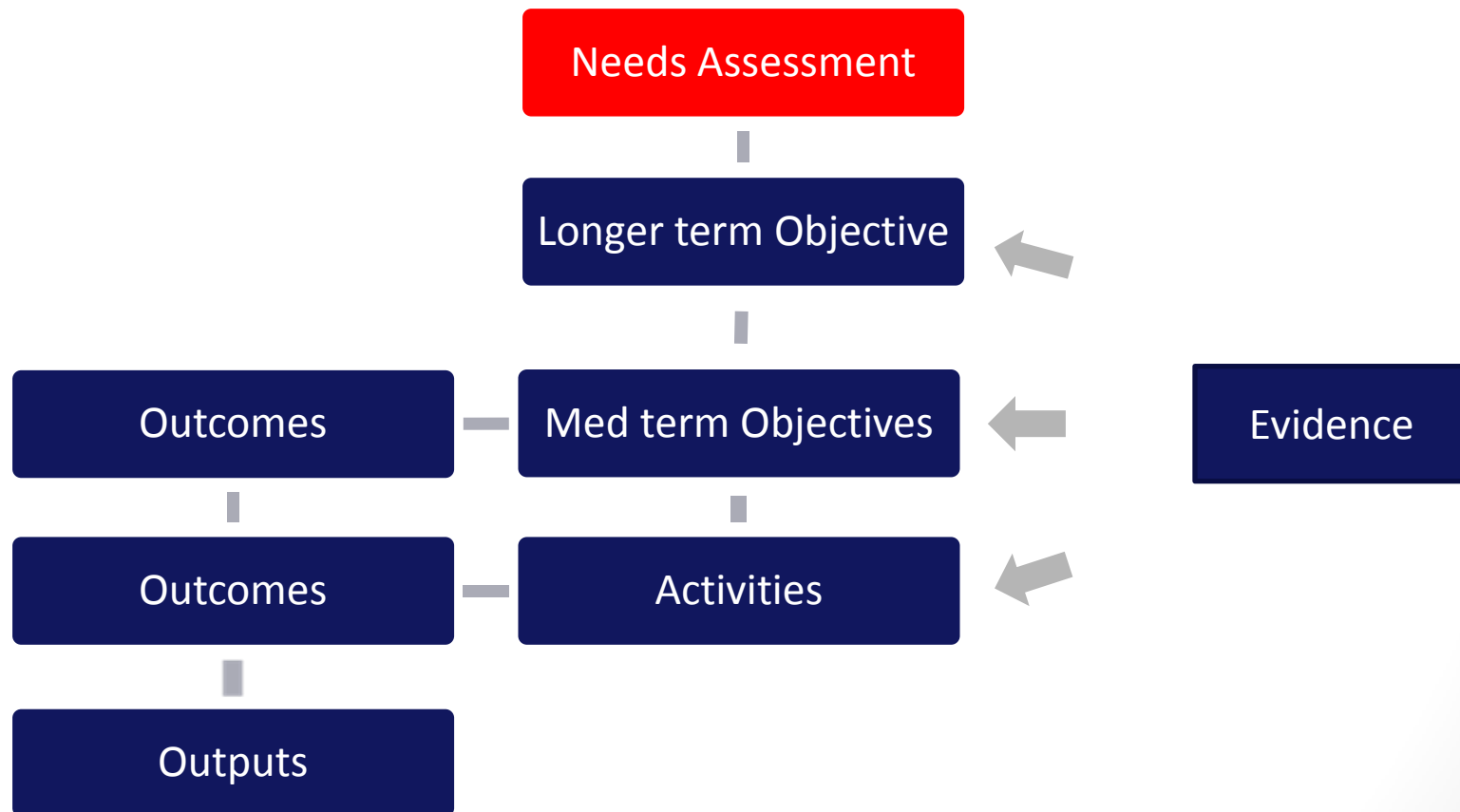
Logic Model

Resources	Activities	Outputs	Outcomes		
			Short-term	Medium-term	Long-term

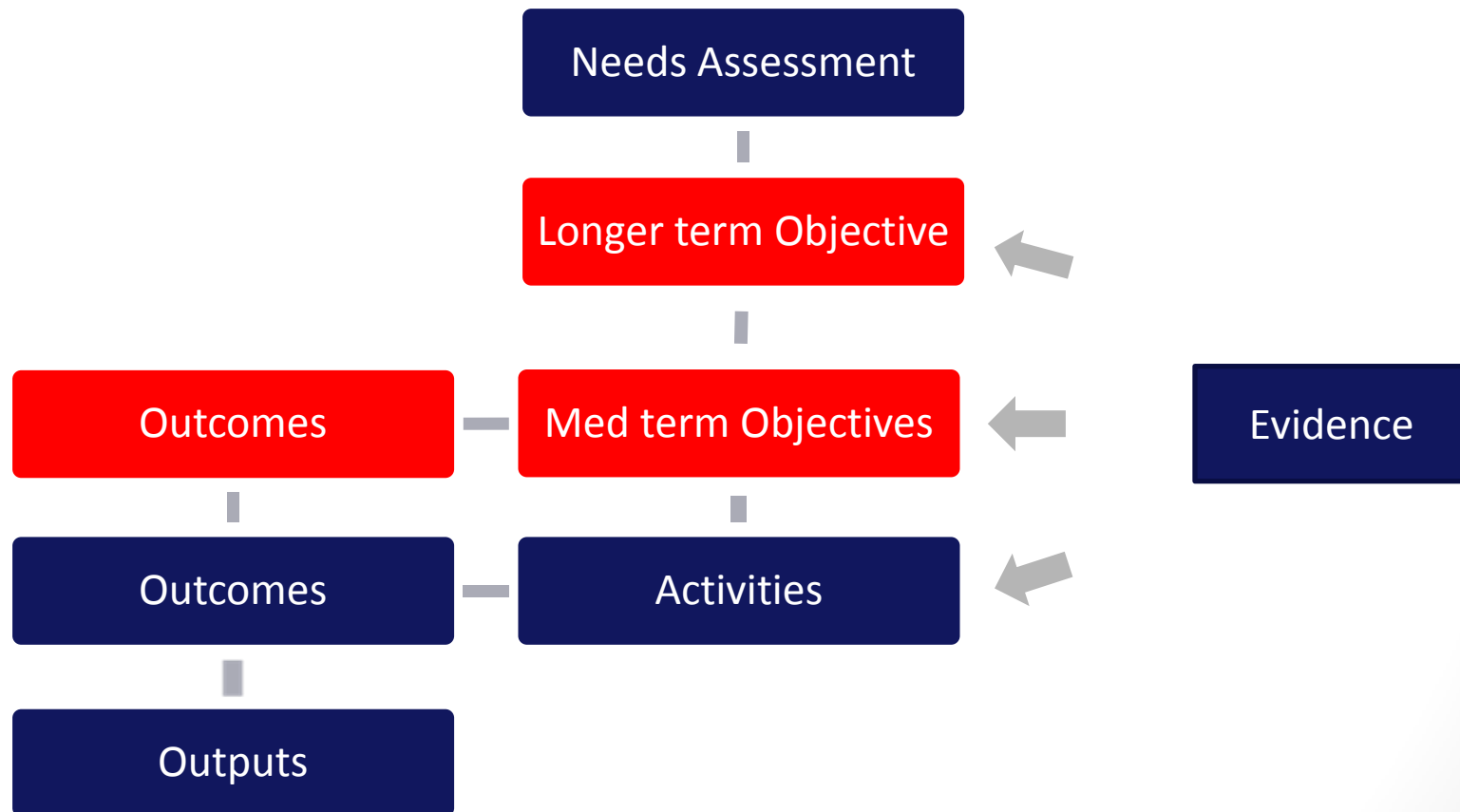
Completing the SFO Workplan



Completing the SFO Workplan



Completing the SFO Workplan



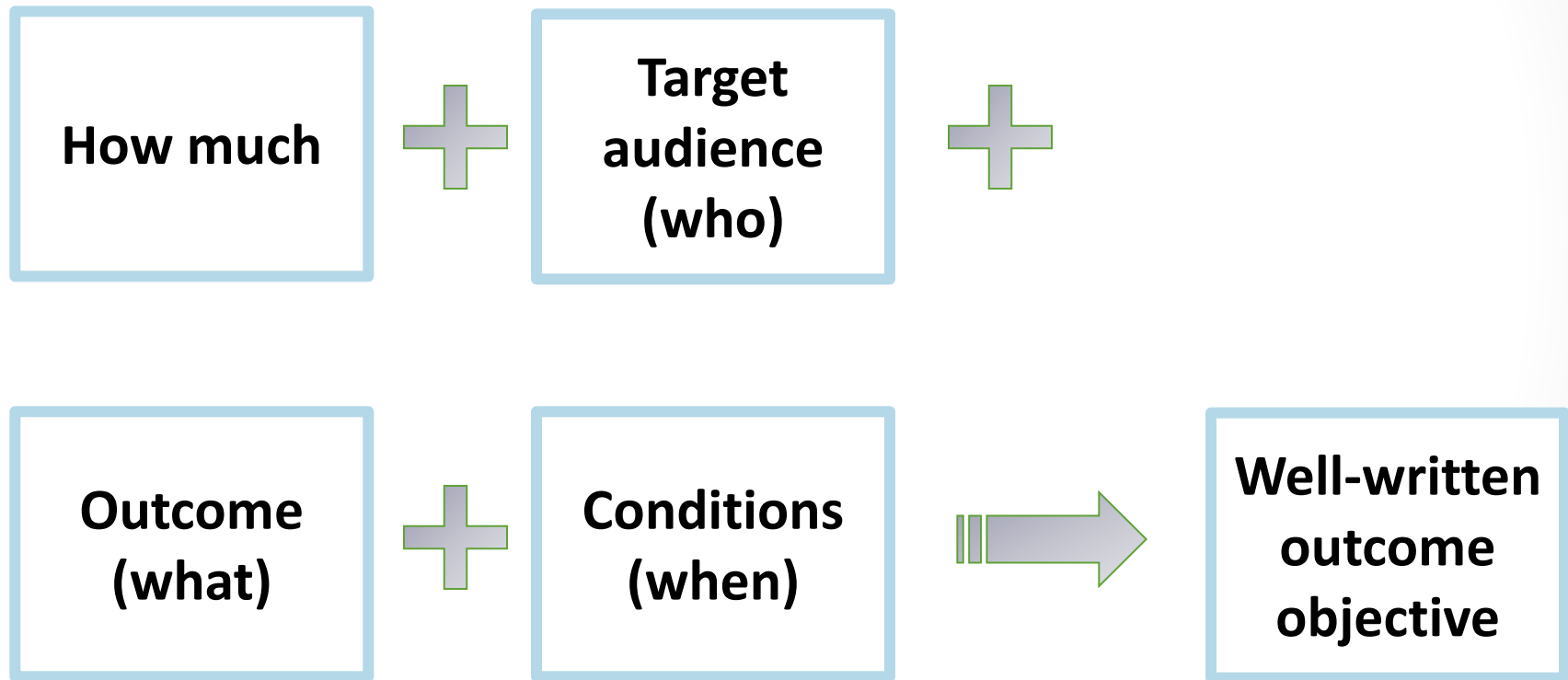
Outcome Objective

Long-term Objective: Increase cessation among adults and youth (TC Guidance Document)

SMART Objectives

- **Specific.** Objectives should be well-defined and clear.
- **Measurable.** Objectives should have a benchmark and a target to help determine whether the objective is achieved, if it's been exceeded (and by how much), or if it hasn't been met.
- **Attainable.** Objectives should be within reach for your team or program, considering available resources, knowledge and time.
- **Relevant.** Objectives need to be in line with your program's mission, vision and goal(s) as well as agreed-upon by important stakeholders and partners.
- **Timely.** Objectives should be attainable within a specific time frame.

Outcome Objective



SMART Objectives - Poll

Long-term Objective: Increase cessation among adults and youth (TC Guidance Document)

POLL

Outcome Objective – Example

- Long-term Objective: Increase cessation among adults and youth (TC Guidance Document)
- Medium-term Objectives:
 - To increase the number of quit attempts by young adult males from X to Y by December 31, 2015
 - To increase the number of smokers who make a quit attempt from X to Y by December 31, 2015

Outcome:

The number of quit attempts by young adult males increases from X to Y by December 31, 2015

Objective – Example

Increase the number of colleges/universities implementing 100% smoke-free policies from 1 to 3 by December 31, 2015.

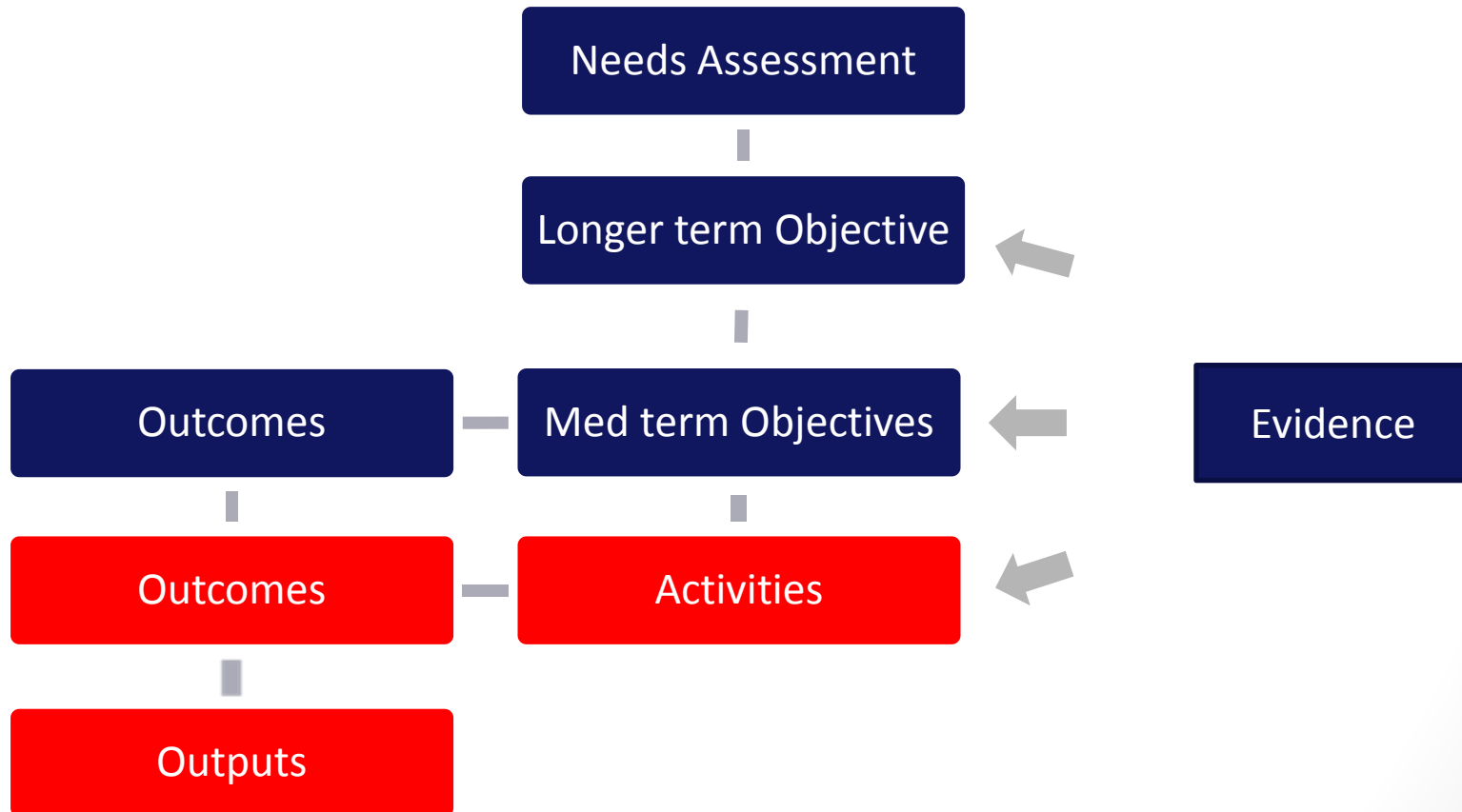
Outcomes:

- 3 colleges/universities adopt a 100% smoke-free policy by December 31, 2015

Questions



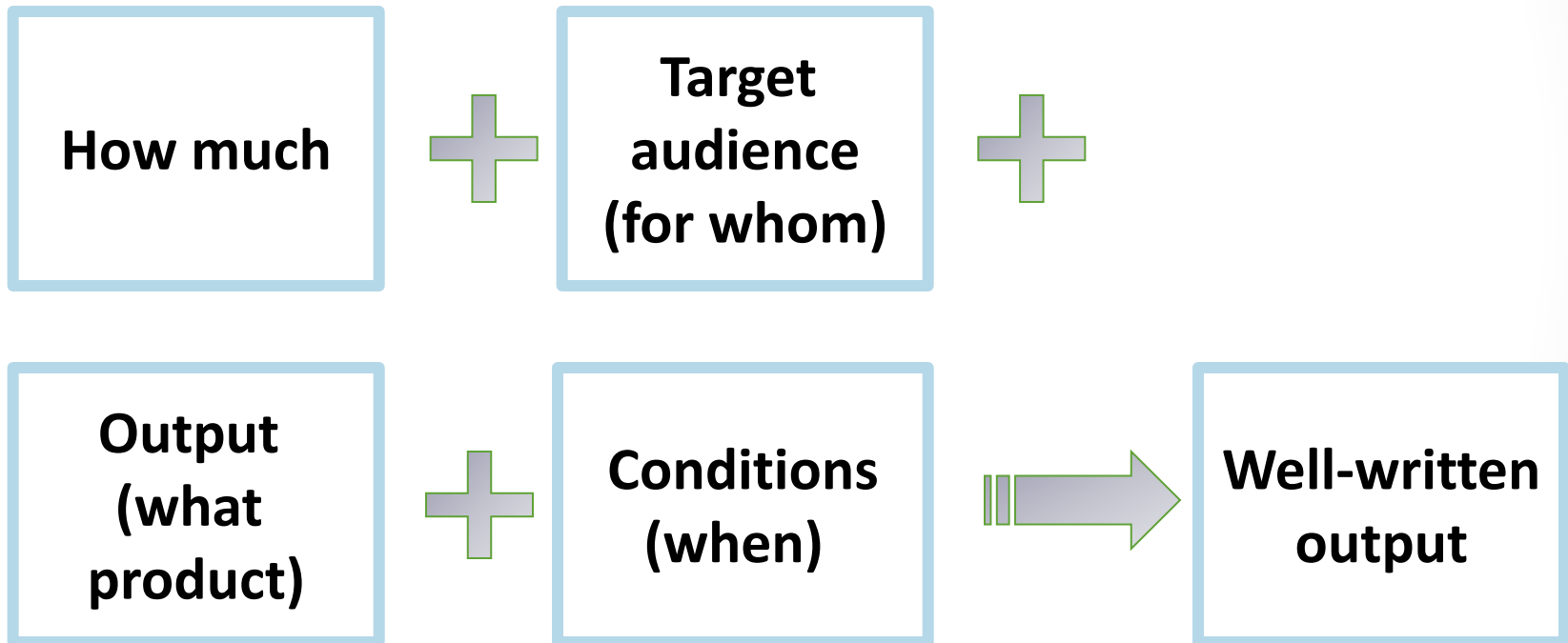
Selecting Activities



Selecting Activities to Achieve Outcomes

- What is the evidence?
 - to achieve your objective
 - with the desired target audience
- Does it align with Ministry priorities?
- What is the reach?
- Are there opportunities to partner?
- Are the outcomes measurable?
- Does your health unit/TCAN have the capacity to work on the activity?

Outputs



[illegible]

REGIONAL PROTECTION & ENFORCEMENT - Program Activities							
Planned Activities: Please use one row per activity. Use "Alt Enter" for a hard return within the cell. Expand row height or insert rows as required.							
Outcome Objective and Activities (Briefly describe)	Target Audience	Time Period	Partners (List partners e.g., internal & external to TCANs)	Outputs		Outcomes	
				Anticipated Outputs	Performance Measurement - Outputs	Anticipated Outcomes	Performance Measurement - Outcomes
<p>Outcome Objective: describe what <u>success</u> would look like for the protection & enforcement initiative/program and link it to the needs identified in the "needs assessment" work sheet. (e.g., To increase or decrease ... by WHEN)</p> <p>Activities: describe the activity to <u>achieve</u> the outcome objective.</p>	Provide your <u>specific target audience</u> for the activity (e.g., tobacco vendors, schools, employees & employers, general public).	Indicate <u>time-frame</u> in which the activity will take place (e.g., Q1, Q2, Q3 or Q4).	Provide a list of partners you will <u>collaborate</u> with (e.g. internal & external to TCANs).	State the <u>number of</u> products or services provided. (e.g., anticipated number of community events, workshops & where possible anticipated number of participants)	How will you <u>measure your outputs</u> ? (Tracking & monitoring - what are you measuring and how?)	State the <u>results or impact</u> of the activity or service provided - the actual CHANGE (e.g., increased or decreased...)	How will you <u>measure your outcomes</u> and <u>by when</u> ? (How is the audience different than before you do this activity? When and how with this CHANGE be measured?)
Objective #1 - (Link to "Need" and "Evidence" N# ; E#)							
Activity #1							
Activity #2							
Activity #3							

Protection Example - TCAN

Background

- Public awareness campaign
- RRFSS survey – 87% aware of health risks of SHS
- 2011, 2012 CAMH Monitor – 33-38% of MUD tenants report exposure to SHS
- Increase in complaints
- Inventory of MUDs in region

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Clipboard Font Alignment Number Styles Cells Editing

Normal Bad Good Neutral Calculation Check Cell

AutoSum Fill Sort & Find & Filter Select

	Outcome Objective and Activities (Briefly describe)	Target Audience	Time Period	Partners (List partners e.g., internal, external, TCANs)	Outputs		Outcomes	
					Anticipated Outputs	Performance Measurement - Outputs	Anticipated Outcomes	Performance Measurement - Outcomes
	<p>Outcome Objective: describe what success would look like for the protection & enforcement initiative/program and link it to the needs identified in the "needs assessment" work sheet. (e.g., To increase or decrease ... by WHEN)</p> <p>Activities: describe the activity to achieve the outcome objective.</p>	Provide your specific target audience for the activity (e.g., tobacco vendors, schools, employees & employers, general public).	Indicate time-frame in which the activity will take place (e.g., Q1, Q2, Q3 or Q4)	Provide a list of partners you will collaborate with (e.g. internal & external to PHUs, TCANs).	State the number of products or services provided. (e.g., anticipated number of community events, workshops & where possible anticipated	How will you measure your outputs ? (Tracking & monitoring - what are you measuring and how?)	State the results or impact of the activity or service provided - the actual CHANGE (e.g., increased or decreased...)	How will you measure your outcomes and by when ? (How is the audience different than before you do this activity? When and how with this CHANGE be
	Objective #1 - To increase the number of multi-unit dwellings (MUDs) in x TCAN that adopt smoke-free policies from 15 to 25 by December 31, 2015. (Link to "Need" and "Evidence" N# 5; E#4)							
	Activity #1 Develop and implement an earned media strategy across the region	tenants in private and community MUDs landlords media general public	Q1-2	TCAN working group Tenants associations NSRA/SHAF Ontario Coalition for Smoke-free Housing PTCC (Media Network)	30 press releases distributed; 30 articles in the local papers; 5 interviews (print, radio, TV) completed; 10 PSAs (radio, TV); 50 calls to health units across the TCAN as a result of the campaign;	# of press releases (tracking log) # of resource packages disseminated to tenants and landlords # articles (media monitoring) # interviews (program logs) # of calls to PHUs across TCAN as a result of the campaign - tracking and program	Awareness of risk of exposure to SHS in MUDs increased by 55% following the campaign	Post campaign survey to measure a) awareness of the campaign b) their awareness of potential of exposure to SHS in MUDs (July 2015)

Questions



Measuring Outcomes

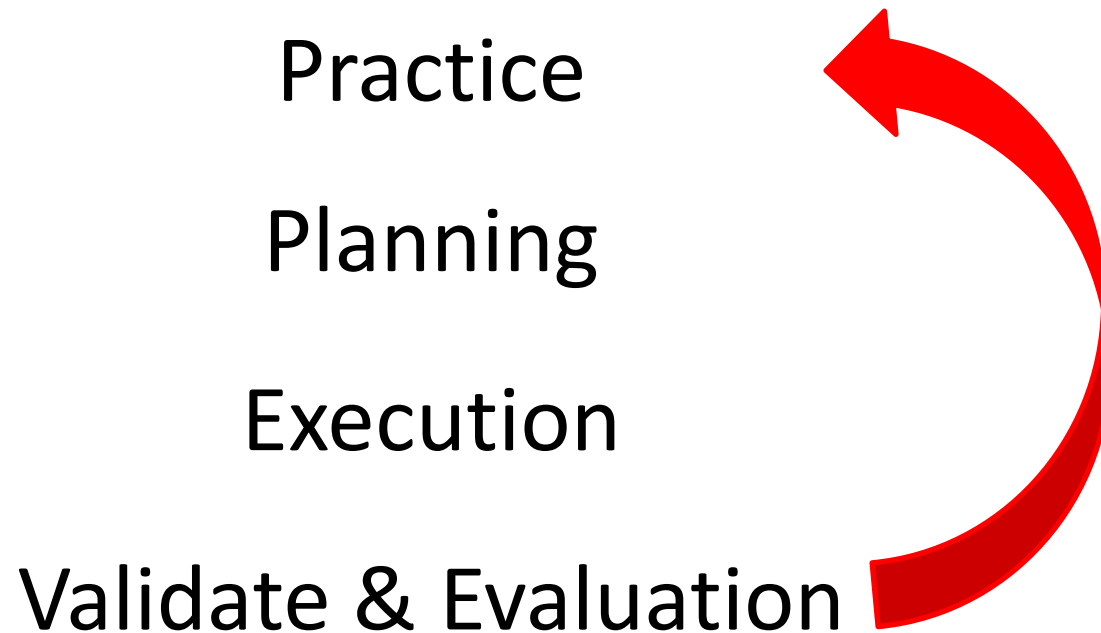
Critical Steps

Assess reach

Changes in

- Knowledge
- Attitudes
- Behaviours

Project Lifecycle



Support

- Internal staff
- Resource Centres
 - PTCC
 - OTRU's Knowledge and Evaluation Support Initiative
 - Other

How can we help you?

Planning

- Conduct literature searches & syntheses
- Review / develop evaluation plans
- Review ethics protocols and applications

How can we help you?

Planning/Methods

- Review, develop instruments (e.g., survey questionnaires, interview guides, etc.)
- Assist in data collection, analysis and interpretation

How can we help you?

Evidence

- Review results
- Draft reports
- Evaluate process

Questions



If you would like assistance (OTRU):

Knowledge & Evaluation Support Request Form

- <http://otru.org/research-evaluation/sfo-partner-support>

Contact us:

- Emily Di Sante, M.A., Research Officer
emily.disante@utoronto.ca; 416-978-8843
- Robert Schwartz, Ph.D., Project Lead
robert.schwartz@utoronto.ca; 416-978-3901
- Shawn O'Connor, PhD., Project Lead
shawn.oconnor@camh.ca; 416-978-0418

If you would like assistance (PHO: Health Promotion Capacity Building)

Our services are:

- Free to those working on Ontario-focused projects
- Fill in our [Service Request Form](#) to get started today and stay updated with our events!



If you would like assistance (PTCC):

Contact our field support staff:

- Nancy Bradshaw, Toronto and SW TCANs
nancy.bradshaw@cancercare.on.ca
- Kim Brunelle, CW and NW TCANs
kim.brunelle@cancercare.on.ca
- Susan Himel, CE and NE TCANs
susan.himel@cancercare.on.ca
- Grace Kuipers, East TCAN
grace.kuipers@cancercare.on.ca

Thank you for participating!

Your feedback is important to us!

A link to a webinar evaluation survey will be emailed to you following this webinar.





For more information about the services and resources
of the **Program Training & Consultation Centre**

Contact:

1-800-363-7822

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