

Welcome to today's webinar:

Tobacco control in Ontario: How well are we doing and where can we improve?

FINDINGS FROM OTRU'S ANNUAL STRATEGY MONITORING REPORT

Presented by:

Dr. Robert Schwartz, Dr. Shawn O'Connor

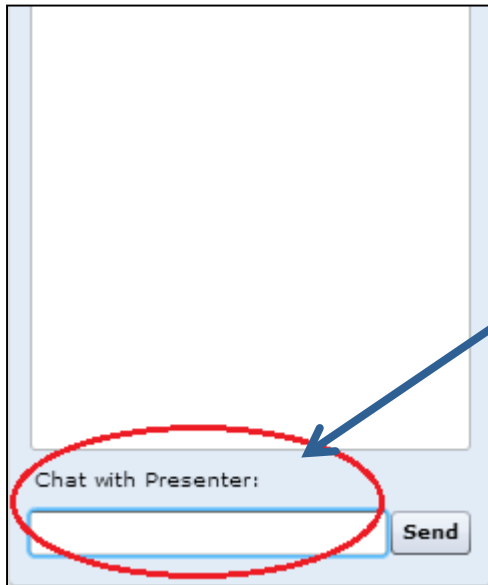
TIME: 10:30 A.M. – 12:00 P.M.

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Dr. Rob Schwartz



Executive Director of OTRU 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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Dr. Shawn O'Connor



Senior Research Associate at OTRU, Shawn is an expert in the surveillance of tobacco control outcomes. Shawn leads the Strategy Evaluation working group at OTRU, which produces the report being discussed today.

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THE ONTARIO
TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Generating knowledge for public health

Measuring Up: Smoke-Free Ontario Tobacco Strategy 2015

Shawn O'Connor & Robert Schwartz

Ontario Tobacco Research Unit
17 February 2016

Outline

- ➔ Introduction
 - ➔ Report approach
 - ➔ Key issues identification
 - ➔ Good news – Less good news
 - ➔ MPOWER & SAC standards
 - ➔ Goal attainment status

1994 to 2015



REPORT TABLE OF CONTENTS

Chapter 1: Introduction

Chapter 2: Tobacco Use

Chapter 3: Youth Prevention

Chapter 4: Smoking Cessation

Chapter 5: Protection

Chapter 6: Concluding Note

Strategy Infrastructure & Interventions



Evaluative/Monitoring Information



Program & Policy
Contributions

**CONCLUSION
INFORMED
BY...**

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graph TD; A((CONCLUSION INFORMED BY...)) --- B((MOHLTC Guidance documents)); A --- C((Scientific Advisory Committee)); A --- D((MPOWER (WHO))); A --- E((Past OTRU reports)); A --- F((OTRU Principal Investigators));
```

MOHLTC
Guidance
documents

Scientific
Advisory
Committee

MPOWER
(WHO)

Past OTRU
reports

OTRU
Principal
Investigators

Key Issue

- ➔ Is tobacco use different from cigarette use?

Key Issue

- ➡ Are emerging products an issue?

Key Issue

- ➔ Does smoking increase gradually with age or does the rate jump?

Key Issue

- ➔ Are Ontarians quitting smoking?

Key Issue

- ➔ Is there a need for an increase in price/tax?

Key Issue

- ➔ Are we finished with protection?

Goal Attainment?

- ⇒ Canadian jurisdiction with lowest smoking rate
 - ⇒ BC vs. ON
- ⇒ 5 percentage point decrease in 5 years
 - ⇒ In past 5 years, reached about two percentage points (sig.)
- ⇒ Next generation tobacco-free
 - ⇒ Surgeon General
 - ⇒ Canadian Public Health Association
 - ⇒ aPHa

The good news:

Where progress is evident

- ➡ Among high-school students, past 30-day cigarette use down by 60% over last decade
- ➡ Cessation training and professional development supported
- ➡ Free smoking cessation medication for ODB recipients
- ➡ Additional protection from SHS exposure

The less good news

- ➡ Increasing use of emerging products
- ➡ Young adult use remains high
- ➡ Quit attempts & long-term quits stable
- ➡ SHS exposure high among youth in public places (25%), homes (8%), cars (5%)
- ➡ 3 in 10 Ontarians exposed to SHS in MUDS

MPOWER and SAC Standards Met (Selected)

Patio Ban+	✓
Flavour Ban	✓ (not menthol)
Monitoring and Evaluation	✓
Target High Risk Youth & Young Adults	Partial
Cessation throughout the Health System	Progress

MPOWER and SAC Standards not yet Met (Selected)

Taxes	X
Mass Media / Social Marketing	Insufficient
Universal Coverage for Cessation Supports	X
Adult Ratings for Smoking in Movies	X
Select indoor and outdoor public places	X

Chapter 2

Tobacco Use

Tobacco Use

Past month

19.6% in 2014

Cigarette, cigar, smokeless, pipe

Versus

22.1% in 2010*



Is tobacco use different from cigarette use?

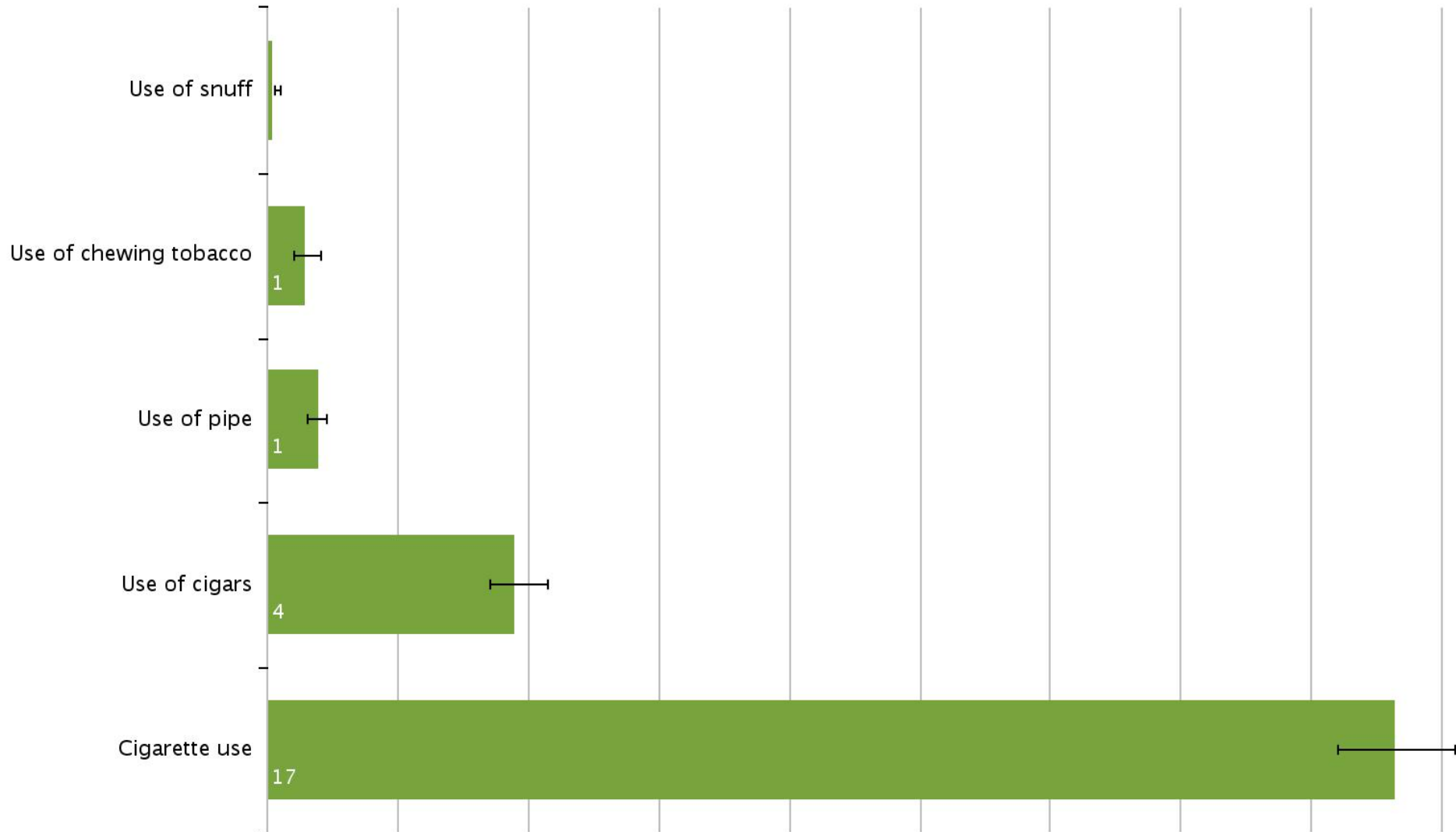
Question 1

Which products have the higher rate of past 30-day use among Ontarians aged 12 years and older?

- a) Cigarettes
- b) All other tobacco products combined including cigars, smokeless tobacco (chew and snuff), and pipe

Past-30 Day Use

12 Years and Older



E-Cigarette Use

Past month: 3%

Past year: 10%

Lifetime: 13%



Waterpipe Use

Lifetime

15 years and older: 8%

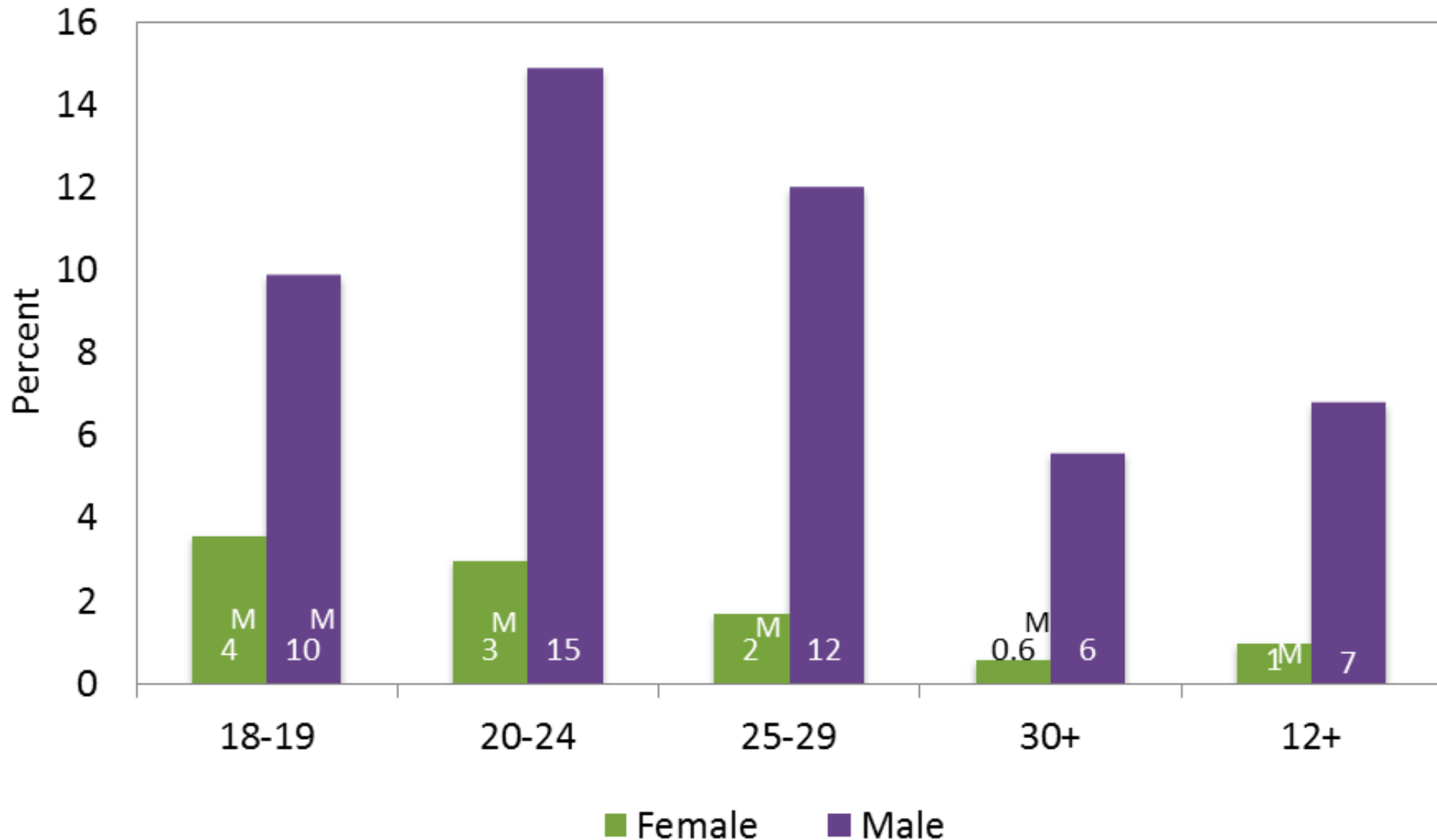


Cigar Use

A close-up, low-angle shot of a man's face and hand. He is wearing a dark suit jacket and a light-colored shirt. He is holding a cigar in his right hand, which is raised towards his mouth. The background is blurred, showing a green plant and a blue wall.

4% for 12 years and older
Past month

Cigar Use, Past Month



Flavoured cigars comprise
79% of the market



Menthol comprises 3.2% of all cigar sales



**Current cigarette
smoking: 16.1%**



Current Smoking, 12+

18.2% in 2010



16.1% in 2014*



CENTERS
FOR DISEASE CONTROL
AND PREVENTION

Current Smoking (Past Month), 12+



Current Smoking, 19+

19.6% in 2010

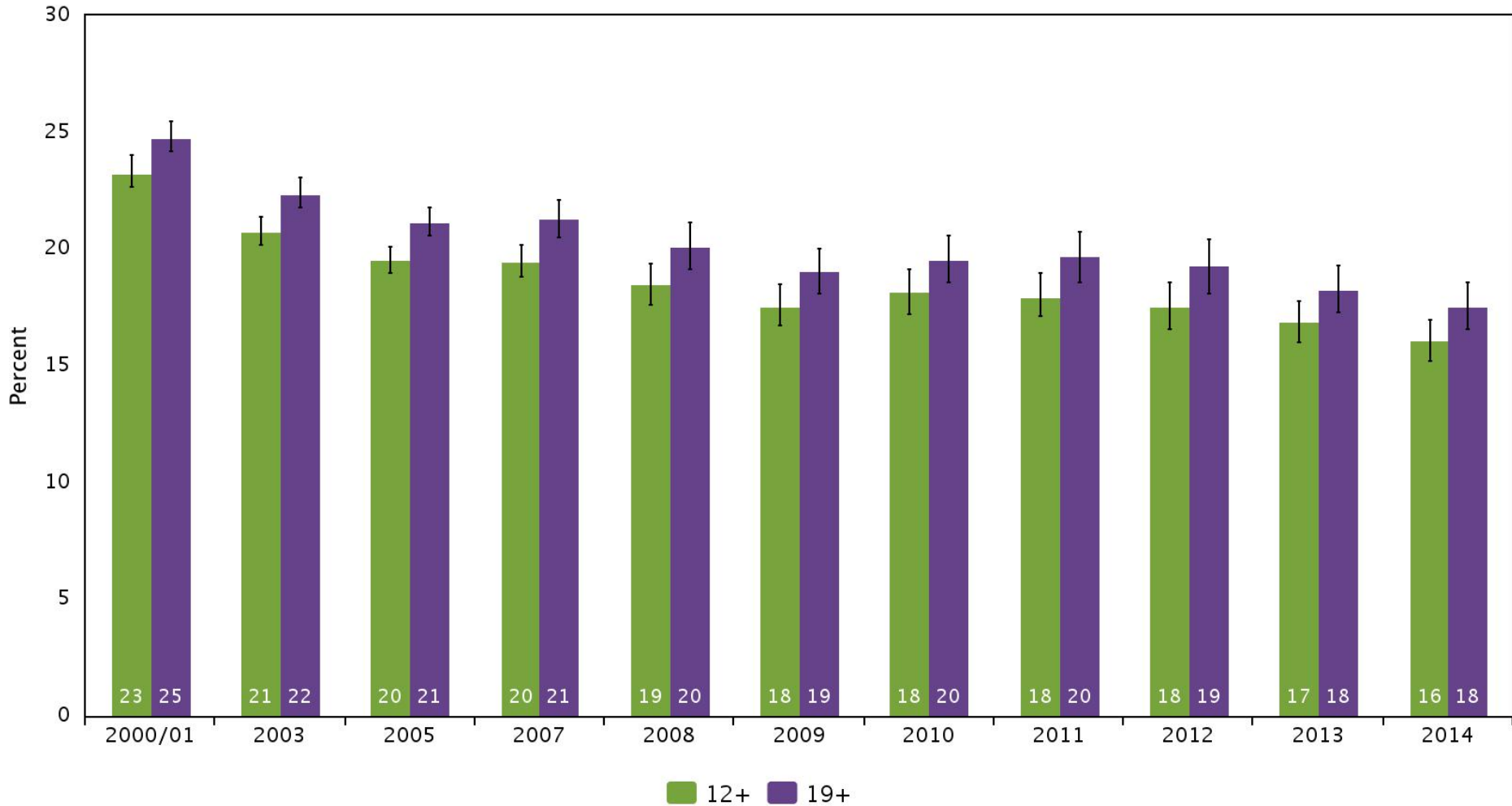


17.6% in 2014*

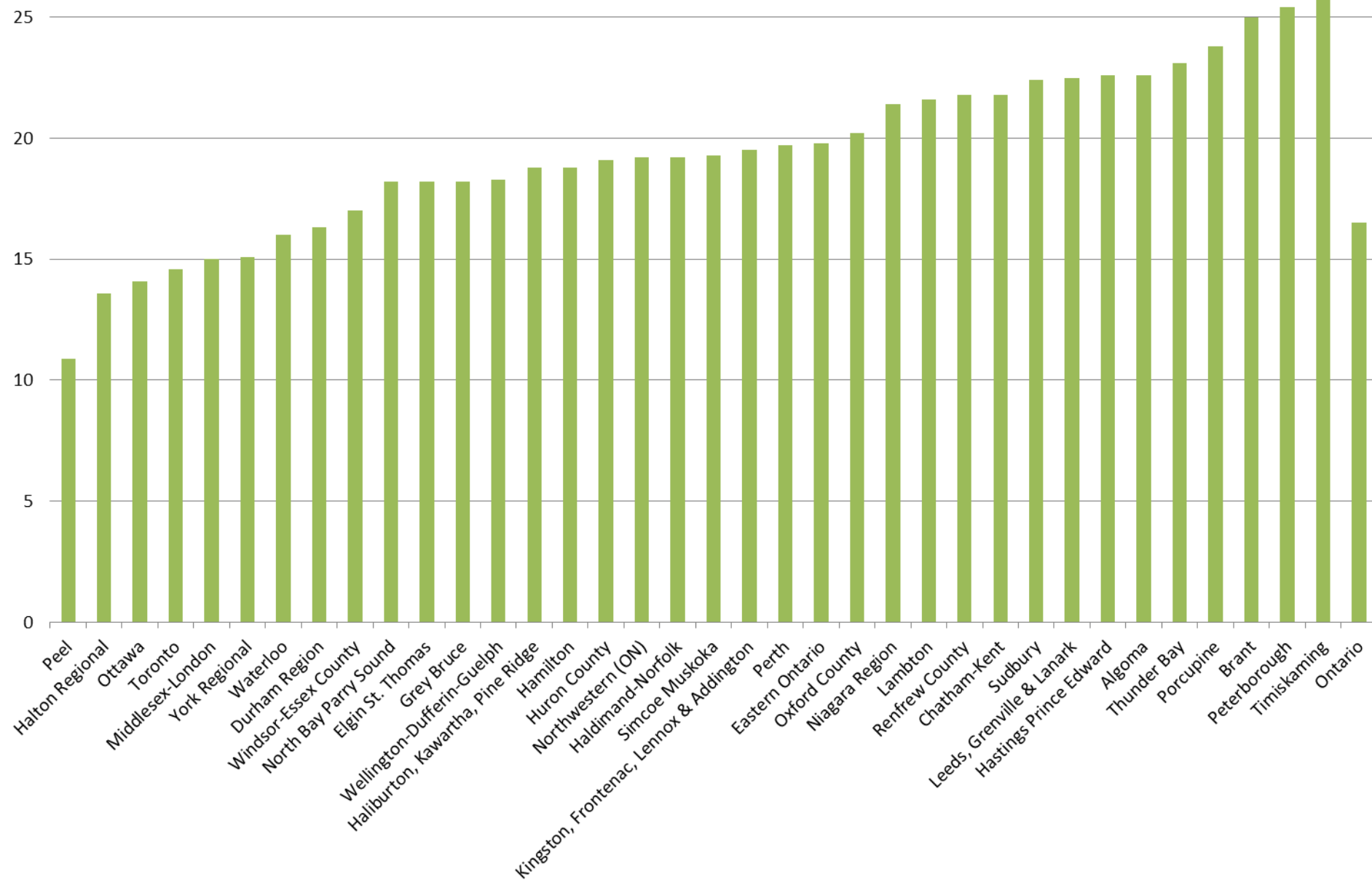


U.S. DEPARTMENT OF
HEALTH AND HUMAN SERVICES

Current Smoking (Past Month)

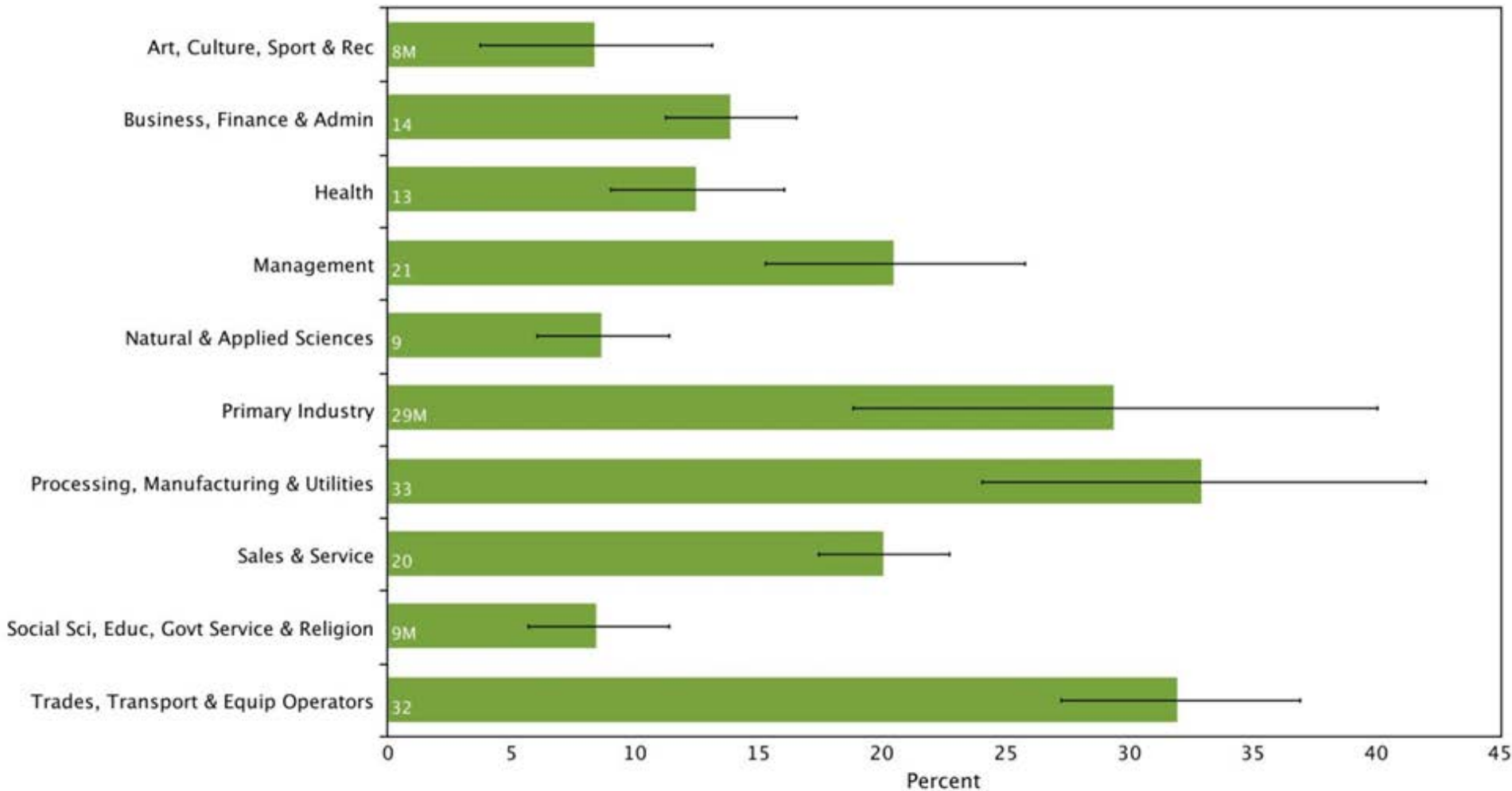


Past 30-Day Current Smoking 2013/14, 12+



Current Smoking by Occupation

Ages 15 to 75, Ontario, 2014



Education, 18+

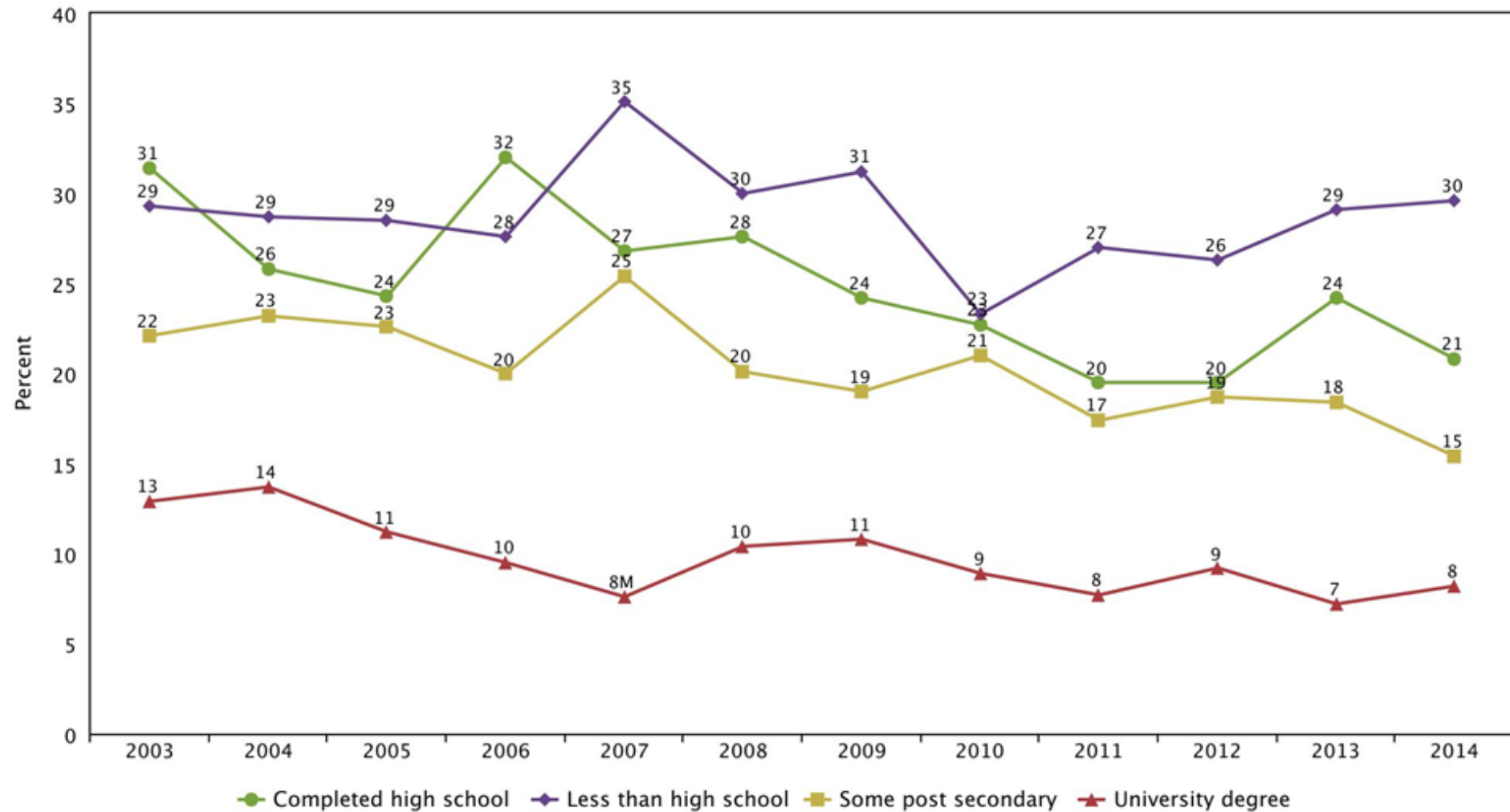
Less than High School: 30% (239,800)

High School: 21% (430,400)

Some Post Secondary: 15% (535,300)

University: 8% (299,600)

Current Smoking by Education



Questions



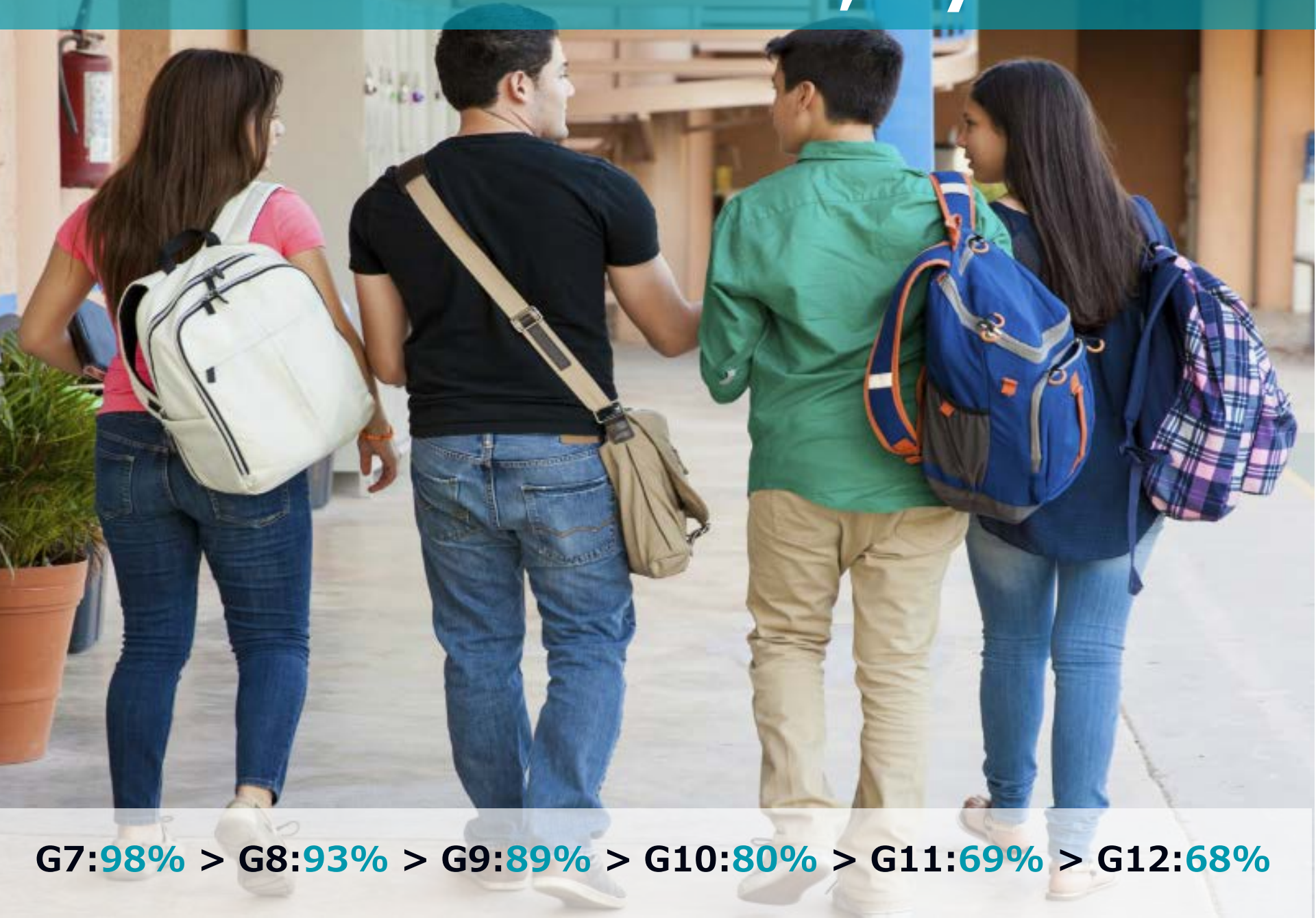
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Chapter 3

Prevention

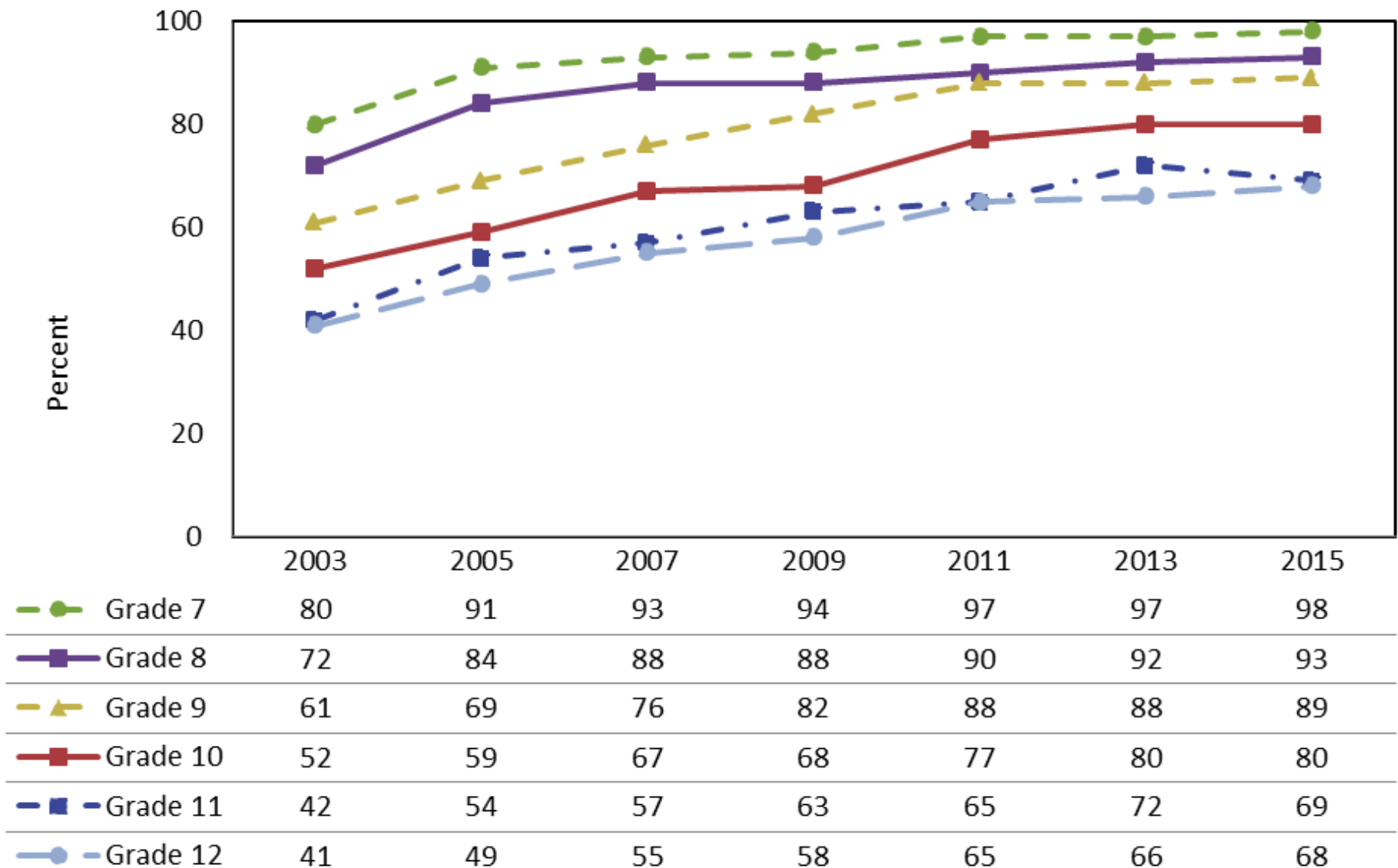
Does smoking increase gradually with age or does the rate jump?

Lifetime Abstinence, by Grade



G7:98% > G8:93% > G9:89% > G10:80% > G11:69% > G12:68%

Lifetime Abstinence

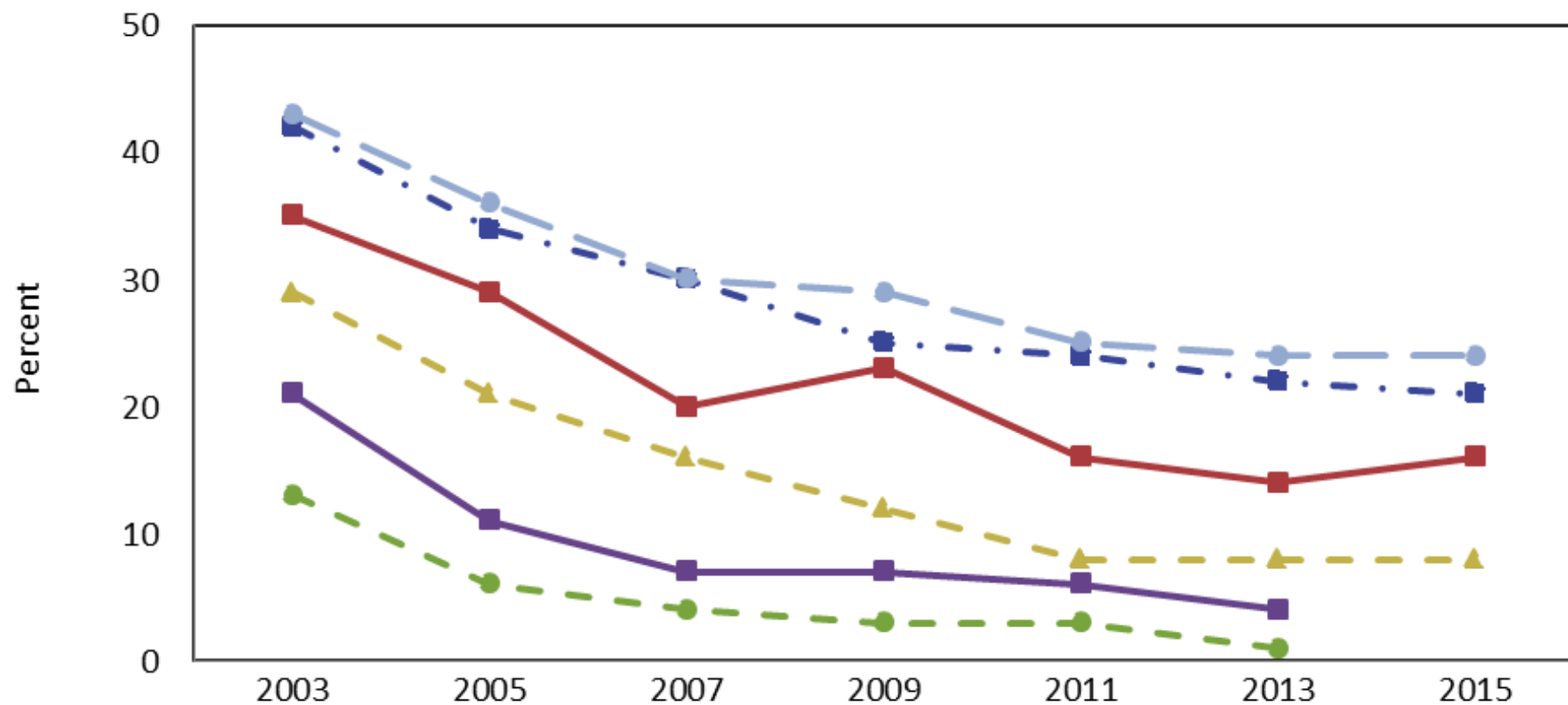


Past-Year Smoking



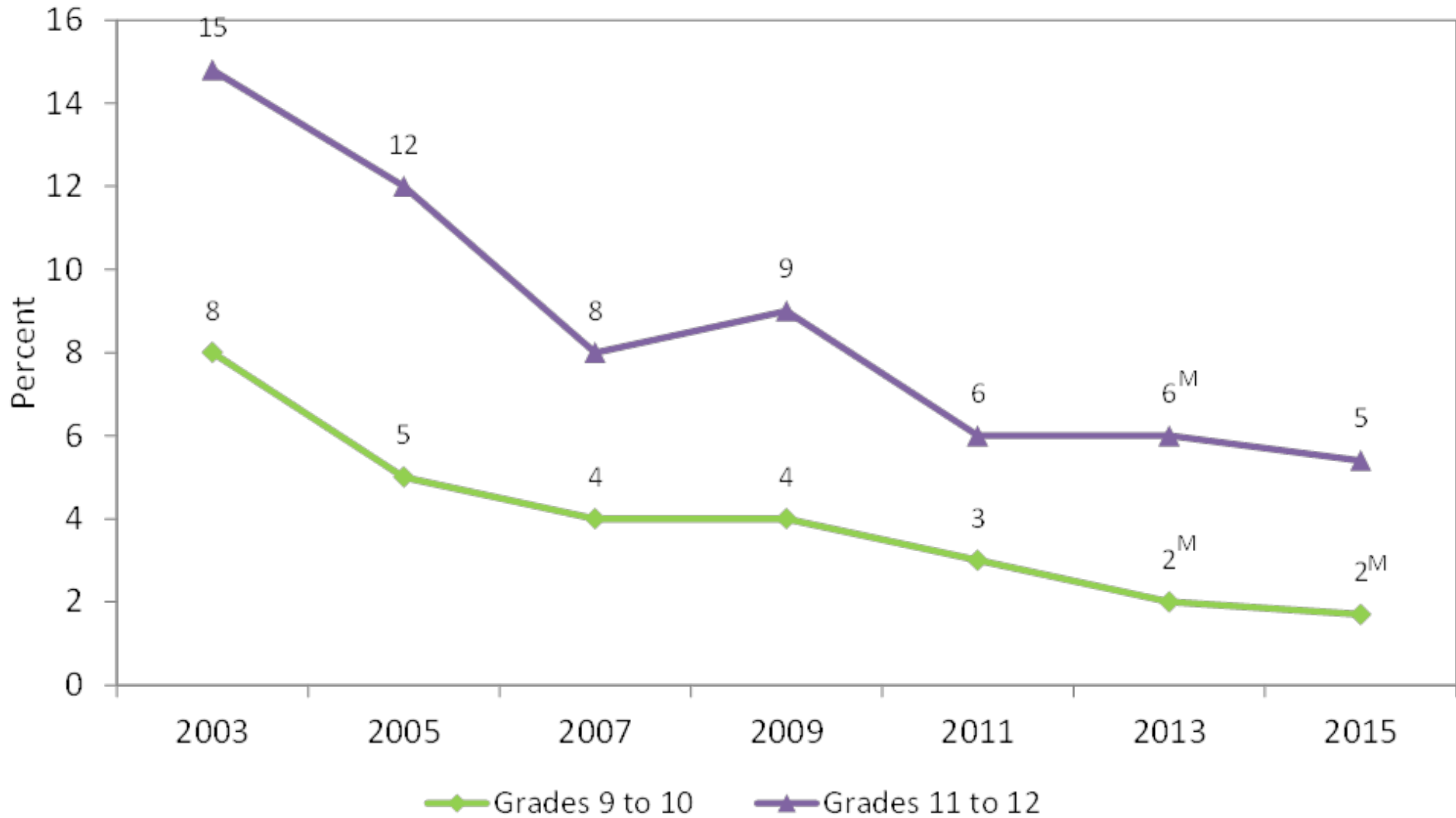
Grade 9: 8% > Grade 10: 16% > Grade 11: 21% > Grade 12: 24%

Past-Year Smoking

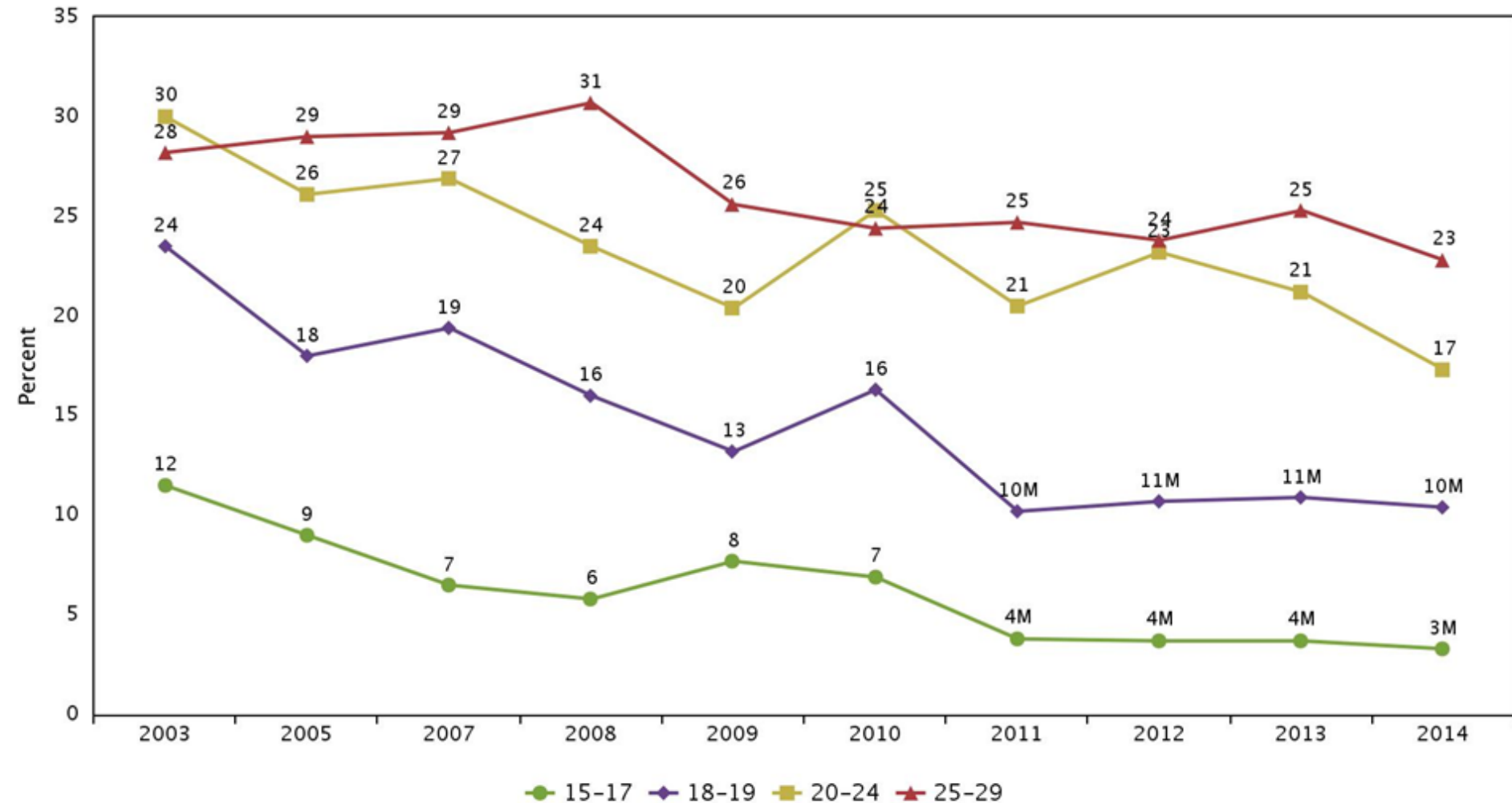


Grade 7	13	6	4	3	3	1	5
Grade 8	21	11	7	7	6	4	5
Grade 9	29	21	16	12	8	8	8
Grade 10	35	29	20	23	16	14	16
Grade 11	42	34	30	25	24	22	21
Grade 12	43	36	30	29	25	24	24

Current Smoking (Past-30 Days)



Current Smoking (Past-30 Days)



Are emerging products an issue?

Question 2

Which product has the higher rate of past-year use among Grades 7 to 12 students in Ontario?

- a) Cigarettes
- b) E-Cigarettes
- c) Waterpipe

Product Spotlight

PRODUCT	EVER USE, %	PAST YEAR, %
Cigarettes	19	14
E-Cigarettes	23	19
Waterpipe	14	12

E-Cigarette Use (Lifetime), Grade 7-12



Lifetime: **23%** (27% for males / 18% for females)

Waterpipe Use (Lifetime)

14% among students (7-12),
...peaking at 26% in grade 12

8% among 15 years and older



Smokeless Tobacco, Grades 7 to 12



- ⇒ 6.3% of students tried in past year
 - ⇒ Among these users, 78% tried just a few times

Scientific Advisory Committee

Recommendations

- ⇒ Target interventions to schools, colleges, universities & workplaces where youth and young adults are at greatest risk
- ⇒ Align cessation and prevention programs
- ⇒ Increase media and social marketing

Questions



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Chapter 4

Cessation

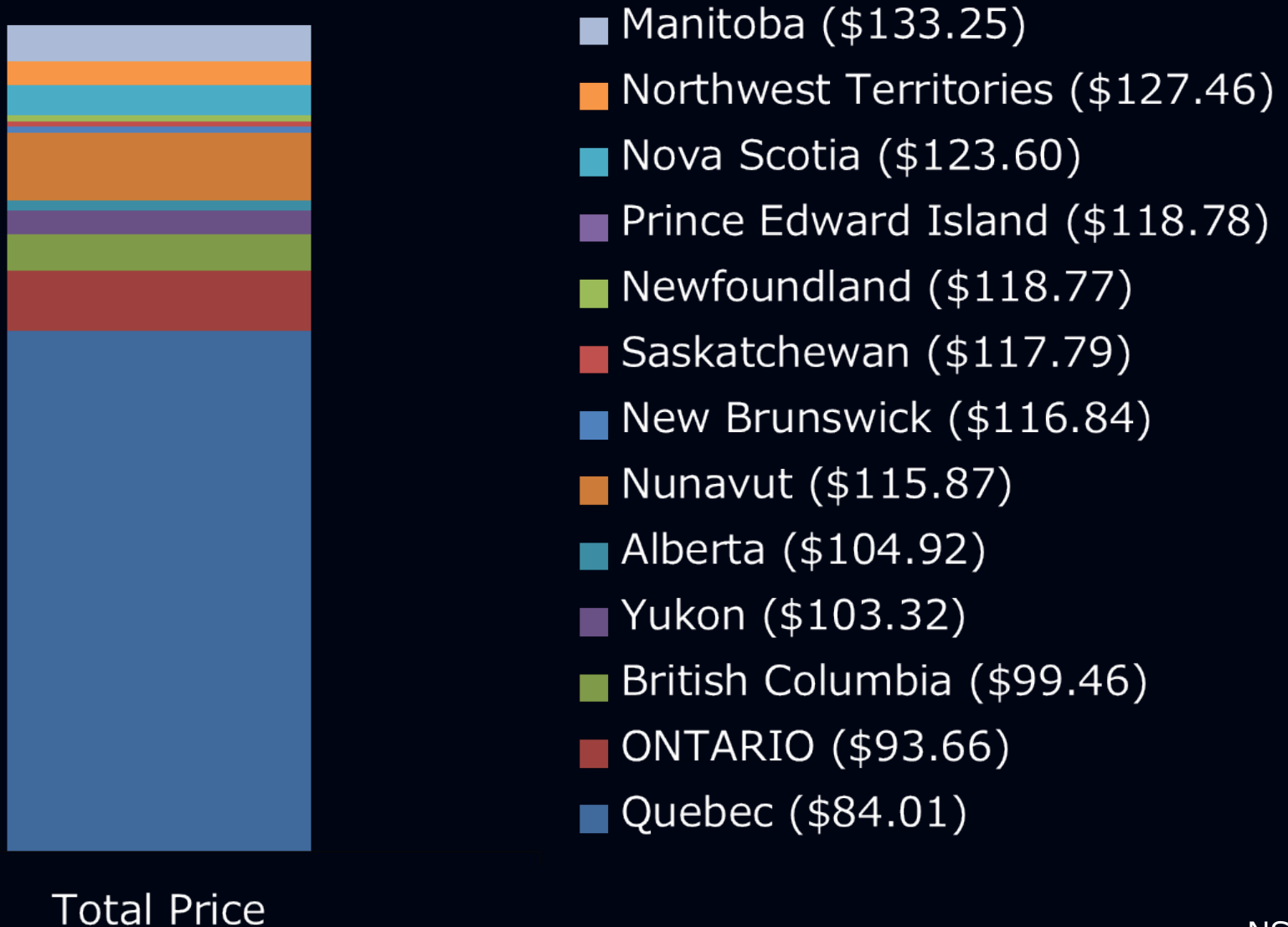
Is there any need for an increase in price/tax?

SAC Recommendation

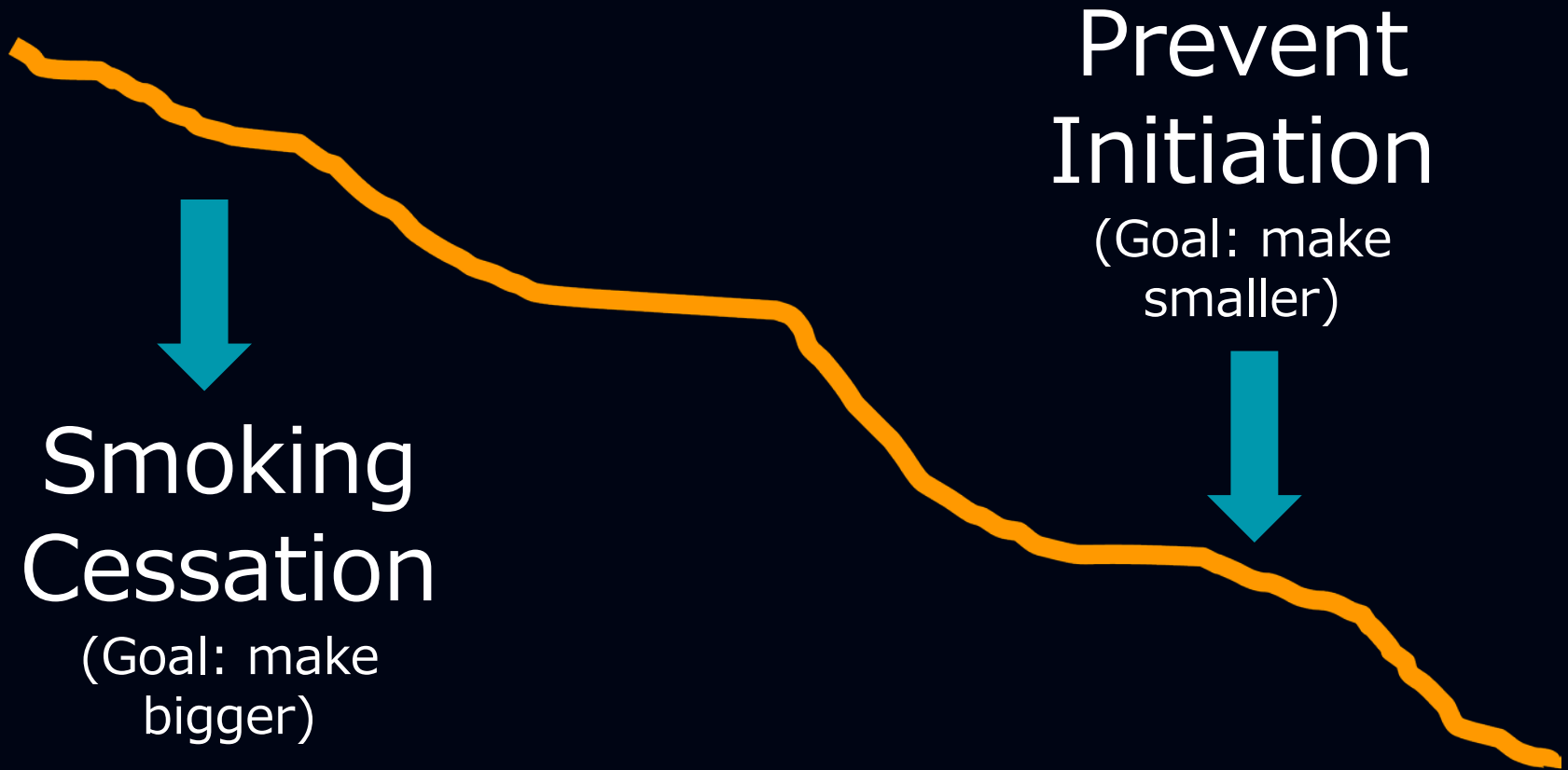
4.1 Implement a **substantial increase** in provincial tobacco taxes

Price/tax: 2nd lowest in Canada

Total Price, as of October 2015



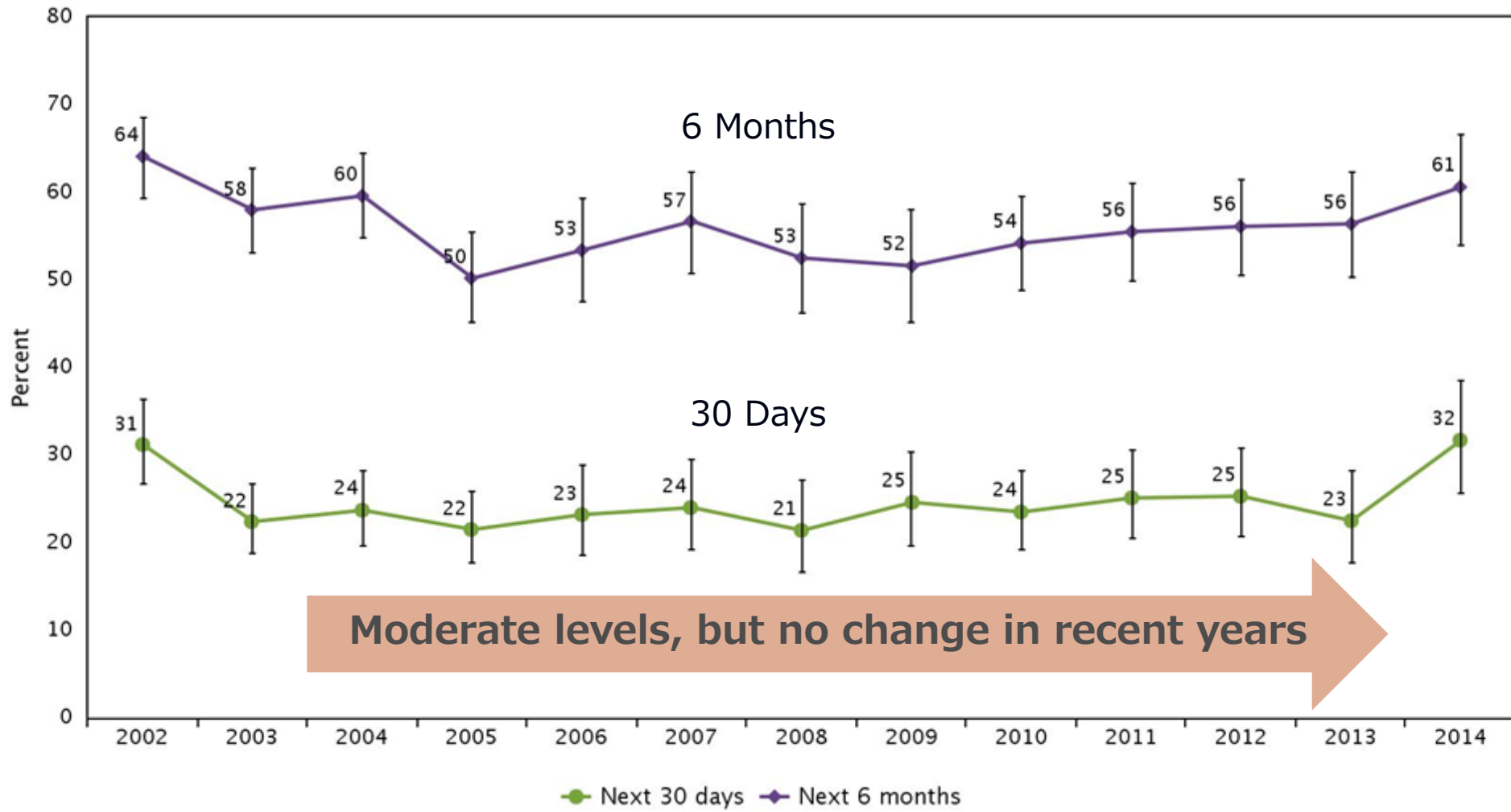
Impact of Taxation



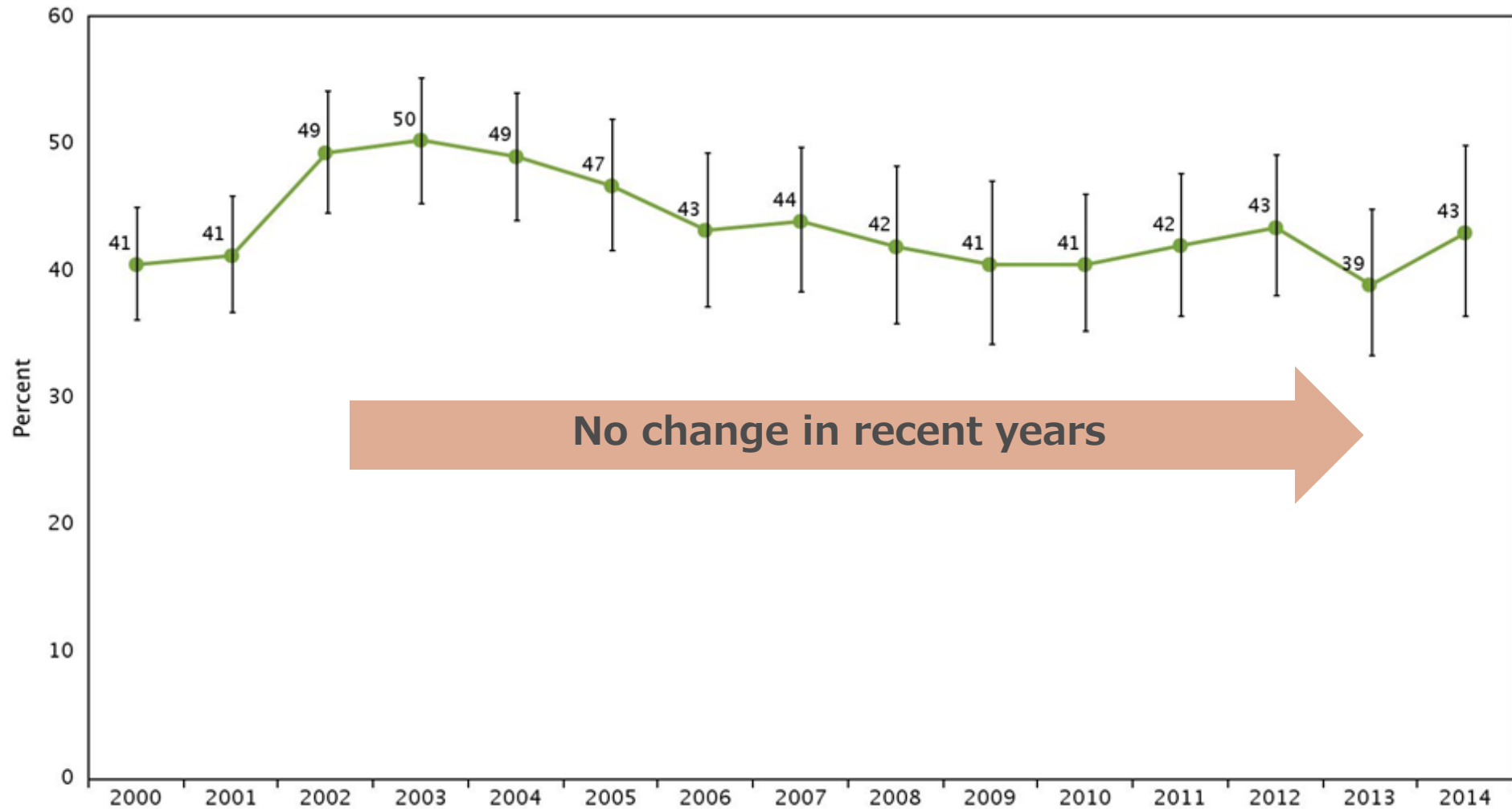
Quitting Behaviour



Intentions to Quit, 18+



One or More Quit Attempts, Past Year, 18+



Question 3

What is the percentage of previous-year smokers who quit and remained smoke-free for the subsequent 12 months

- a) 2%
- b) 5%
- c) 8%
- d) 10%

Long-Term Quit Rate

- ⇒ In 2014, 7.9% of past-year smokers quit for 30 days or longer
- ⇒ Relapse is about 79%
- ⇒ 1.7% of previous-year smokers who quit and remained smoke-free for the subsequent 12 months

Scientific Advisory Committee

Recommendations

- ➡ Tobacco-user support system: **no wrong door**
- ➡ **Direct support**: Integrate support system, free NRT and behavioural support
- ➡ Create accountability mechanisms (ask, advise, assist **at every point of contact** with health-care system)

- ⇒ **Systematize** and **expand** evidence-based policies, services, and supports
- ⇒ Target **high-risk** subpopulations
- ⇒ **Innovate**: workplaces & community-based organizations; schools, colleges & universities
- ⇒ Mass media: **Sustained, intensive, integrated**
- ⇒ **Align** cessation and prevention programs

Questions



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Chapter 5

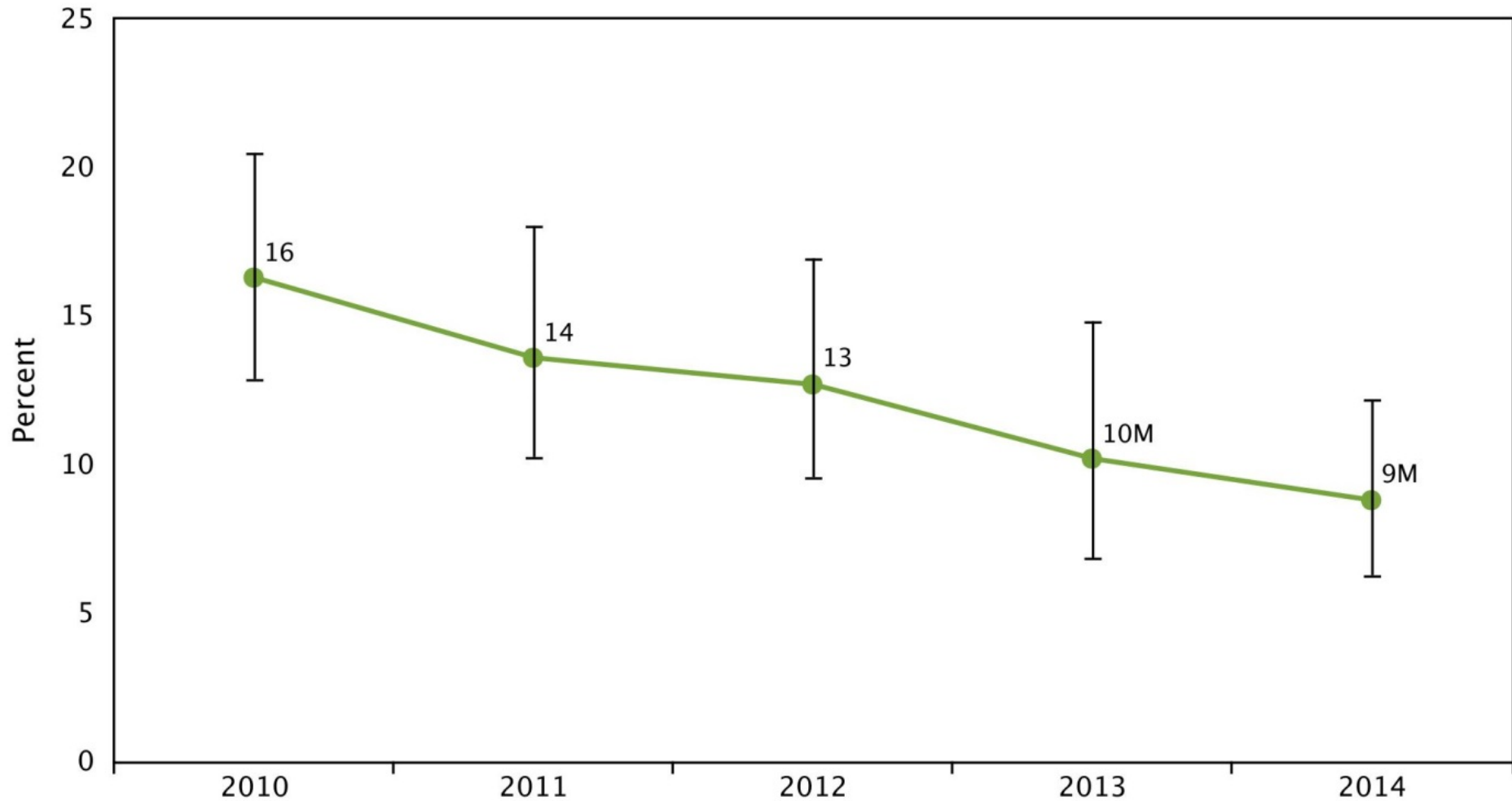
Protection

**Are we finished with
protection?**



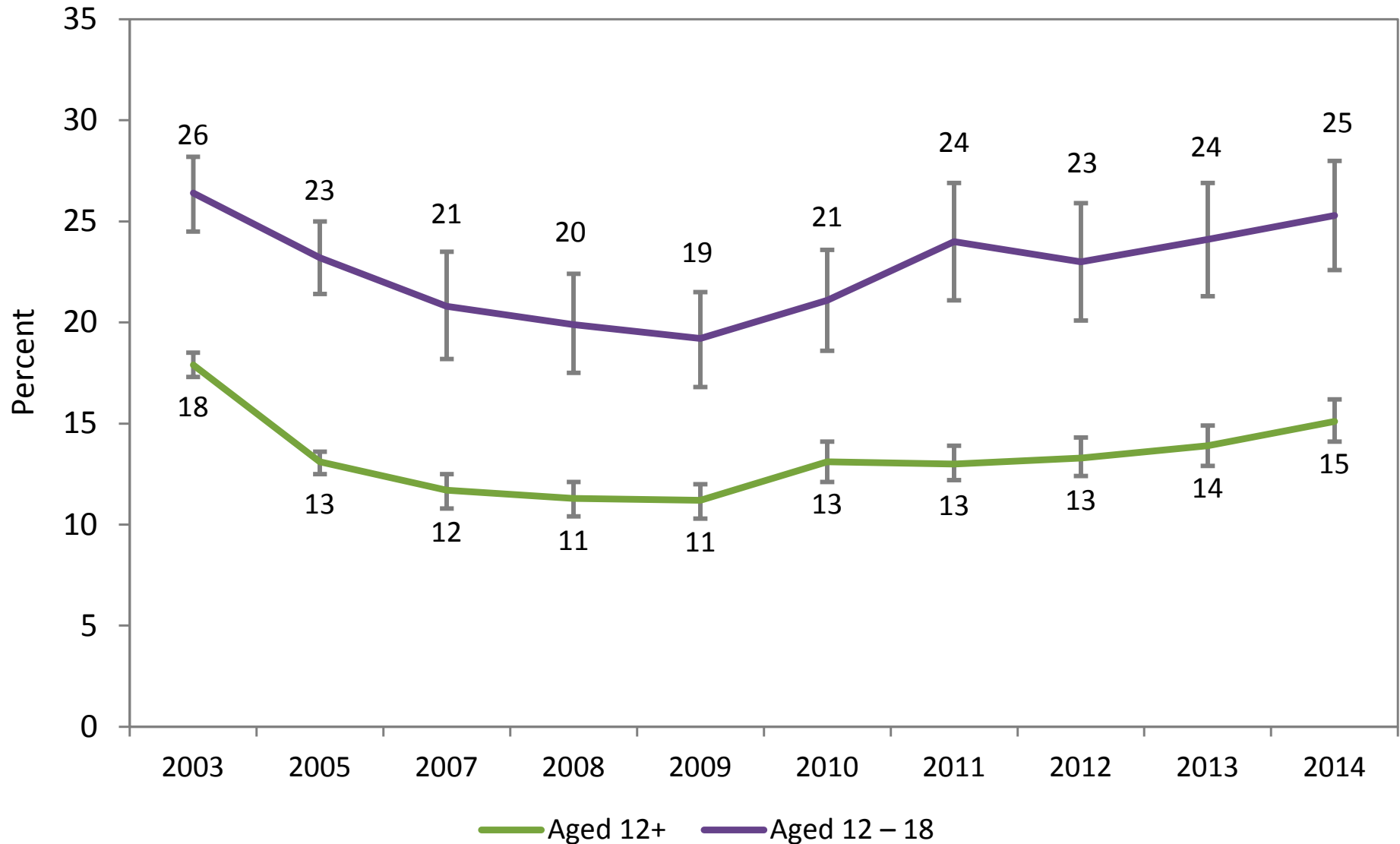
Workplace Exposure (Past Week) Indoors or in a Work Vehicle

Ages 18+, Ontario, 2010 to 2014



Public Place Exposure

(Nonsmokers, Every Day or Almost Every Day)

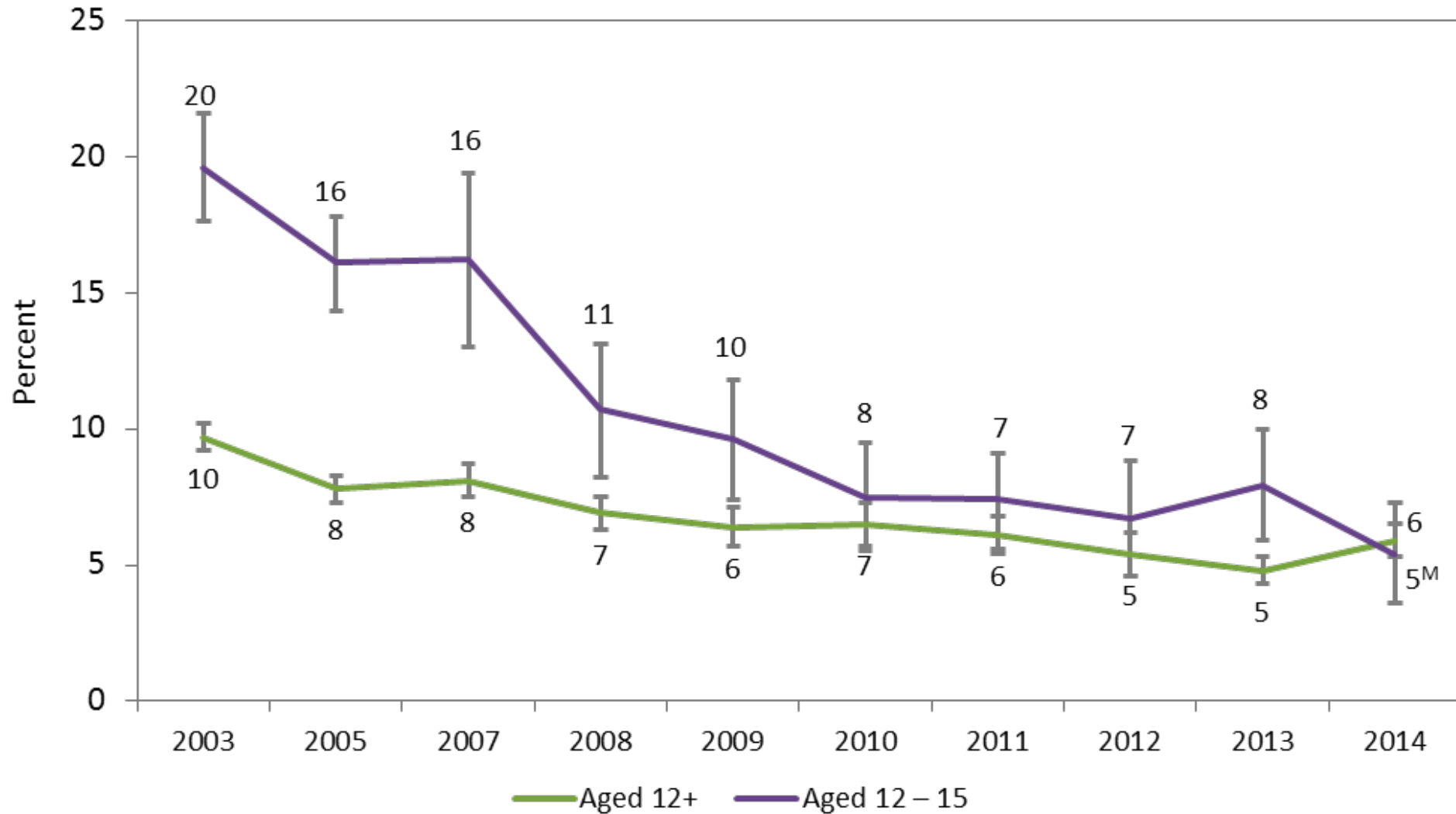


5% of 12 to 15 Year Olds Exposed to SHS in Vehicles in 2014



SHS in Vehicles, Nonsmokers

(Nonsmokers, Every Day or Almost Every Day)



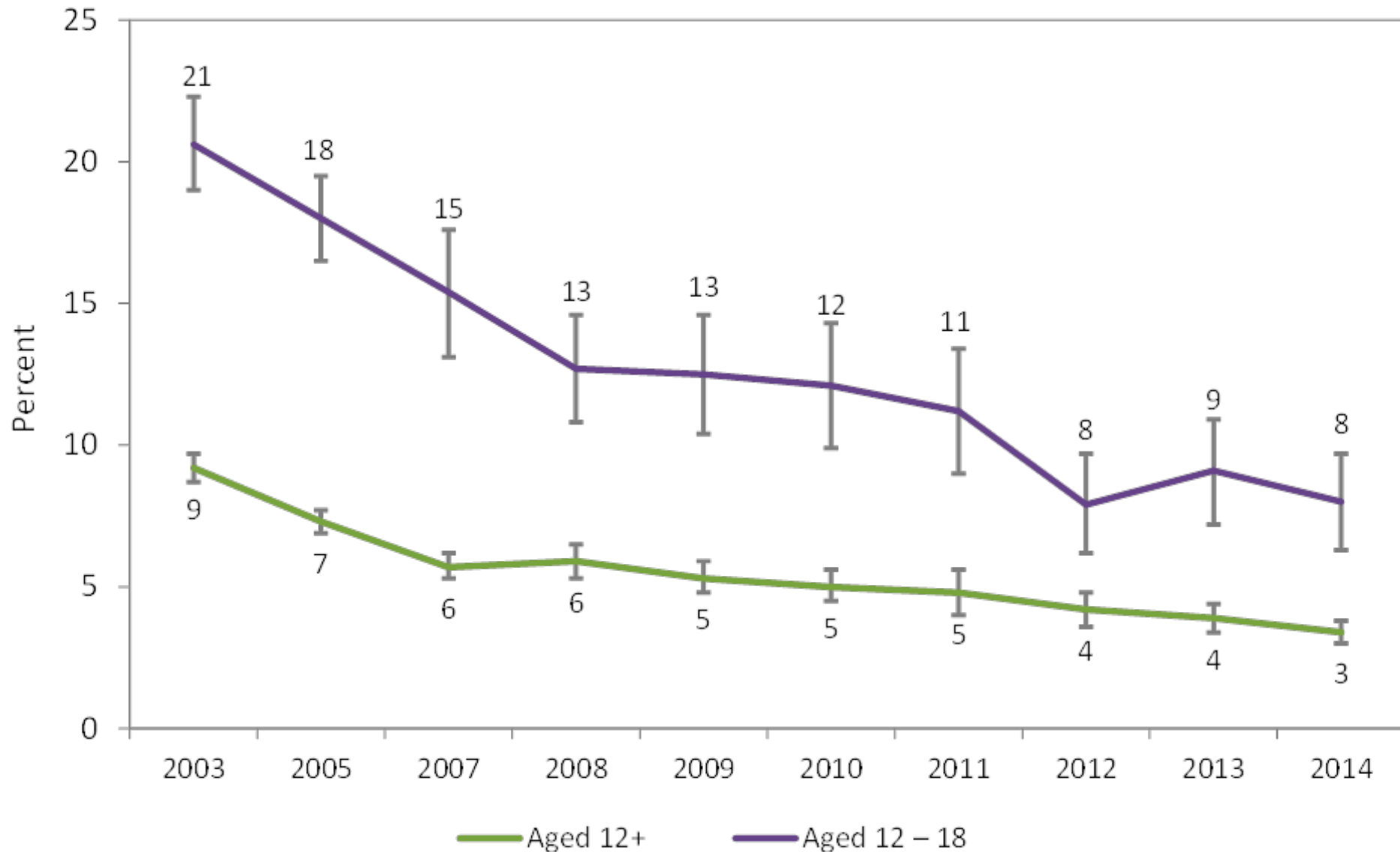
Question 4

Are nonsmoking youth aged 12 to 18 exposed to SHS at home to the same level as the nonsmoking population 12 years and older?

- a) Same level
- b) Lower level
- c) Higher level

SHS at Home, Nonsmokers

(Nonsmokers, Every Day or Almost Every Day)



Scientific Advisory Committee

Recommendations

- ⇒ Maximize compliance & enforcement
- ⇒ Broaden the *SFOA*
- ⇒ Increase media and social marketing
- ⇒ Develop a program to facilitate grassroots local action, social-norm change
- ⇒ Support a learning system: research, surveillance, evaluation

Overall Conclusions

Most of MPOWER in place

...but

several SAC recommendations

remain **unfulfilled**

Conclusions

Downward trend for youth may well
have positive effects in future years

...but

emerging products a concern

Conclusions

Cessation expected to produce gains

...but

reach remains a concern

Conclusions: Protection

Progress is **strong** in many areas

...but

SHS exposure merits continued monitoring
particularly among **youth**

A hand-drawn black frame with a stand. The frame is rectangular with rounded corners and a thick black border. Below the frame is a simple stand consisting of two vertical lines and a curved base.

Report

<http://otru.org>

Data

tims.otru.org

Questions



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Thank You!



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Thank you for participating

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