Welcome to today's webinar:

Ontario's New Tobacco Control Measures: Accomplishments, Snares and Snags

Presented by:
Dr. Michael Chaiton, Jolene Dubray, Dr. Robert Schwartz

TIME: 1:30 – 2:30 P.M.

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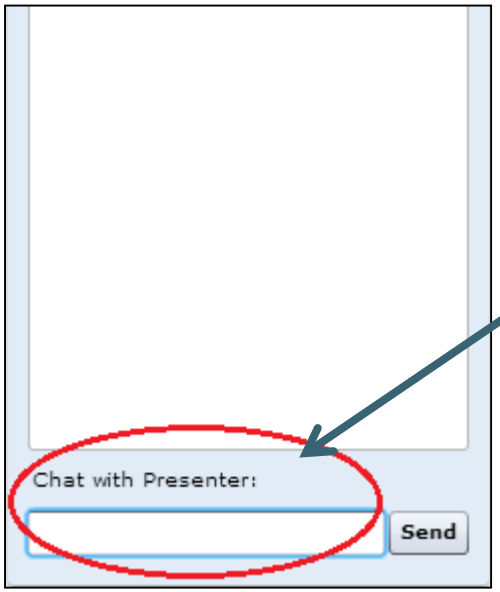

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Today's Speakers

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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Today's Speakers

Dr. Michael Chaiton

Scientist at OTRU and Assistant Professor at the Dalla Lana School of Public Health, University of Toronto. Michael's main areas of research include, smoking cessation, smoking co morbidities, and understanding the impact of widespread retail availability of tobacco.

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Today's Speakers

Jolene Dubray, MSc

Jolene Dubray is a Research Officer at the Ontario Tobacco Research Unit where she coordinates evaluation research related to implementation and enforcement of smoke-free policies, supports OTRU's Knowledge and Evaluation Service requests and contributes to the writing of OTRU's Strategy Monitoring Report.

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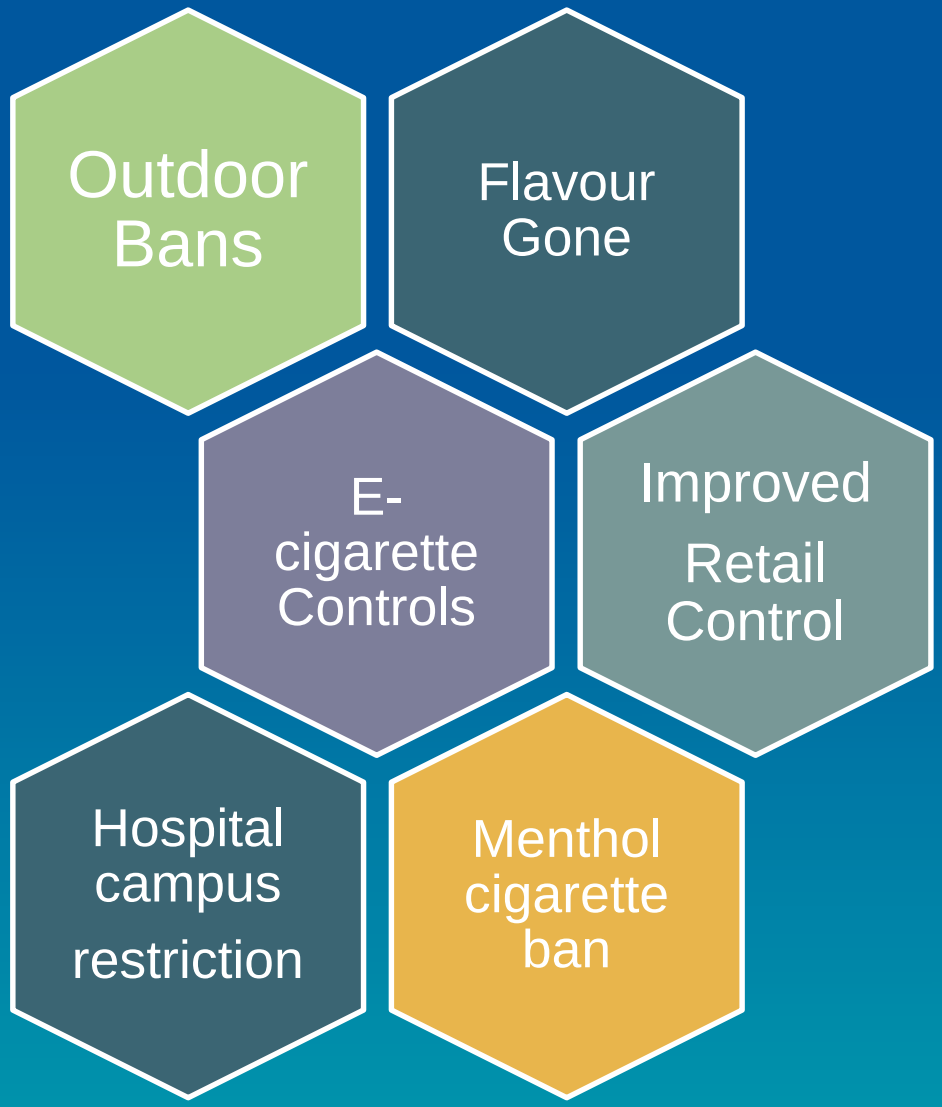
Ontario's New Tobacco Control Measures: *Accomplishments, Snares and Snags*

Michael Chaiton
Jolene Dubray
Robert Schwartz

What are the New Measures



Evaluating New Measures (1)

Measure	Action
Outdoor Smoking bans	2015-16 street intercepts
E-cigarettes	RECIG Enforcement data 2016-17 street intercepts
Flavour gone	Sales data Purchase study Enforcement data Youth interviews

Evaluating New Measures (2)

Measure	Action
Improved retail control	Enforcement data Key Informant Interviews
Menthol ban	Smoker Survey Purchase study
Hospital Campus Restrictions	Enforcement data Key Informant Interviews

Evaluation findings: *Smoke-Free Ontario Act* outdoor smoking regulations

STREET INTERCEPT SURVEYS

Methods:
Street Intercept Survey

Conducted June – October 2015

4 Public Health Units

- Algoma Public Health
- Lambton Public Health
- Toronto Public Health
- Windsor-Essex County Health Unit

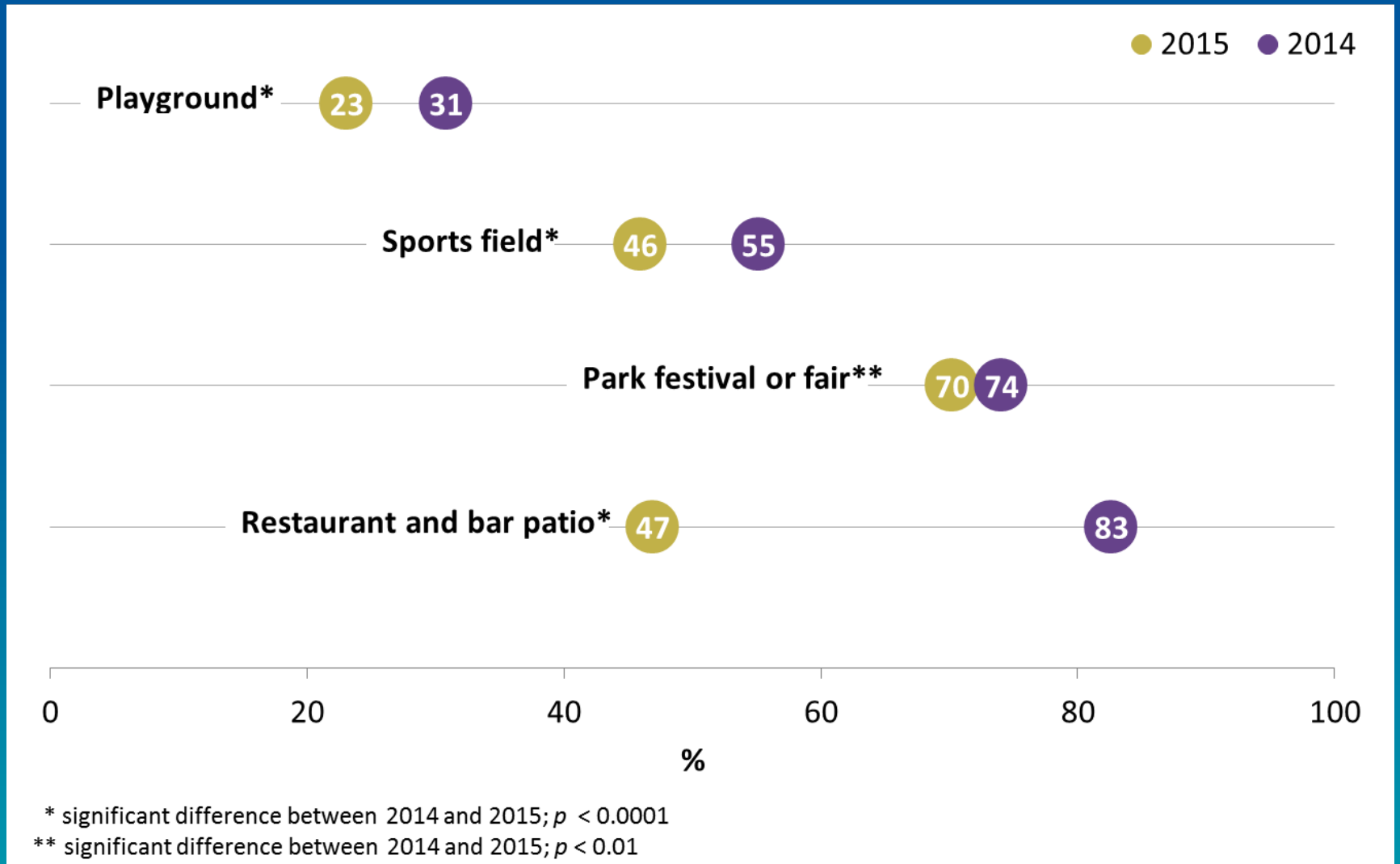
Methods:
Street Intercept Survey

1,305 survey respondents (46% smokers)

Questions included:

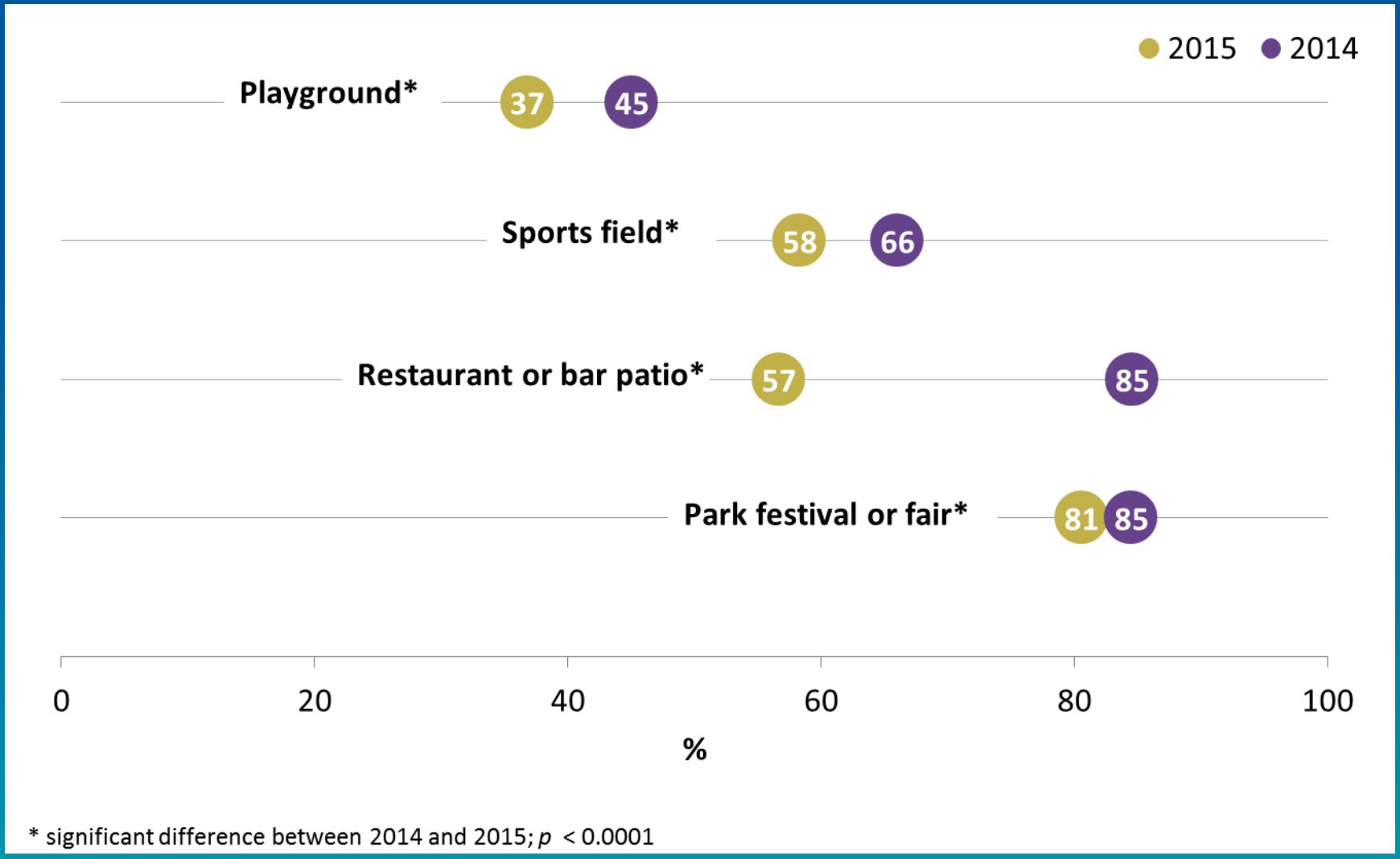
- Smoking behaviour at affected venues
- Exposure to SHS
- Awareness of outdoor smoking regulations
- Impact of outdoor smoking regulations

Self-reported smoking at affected venues



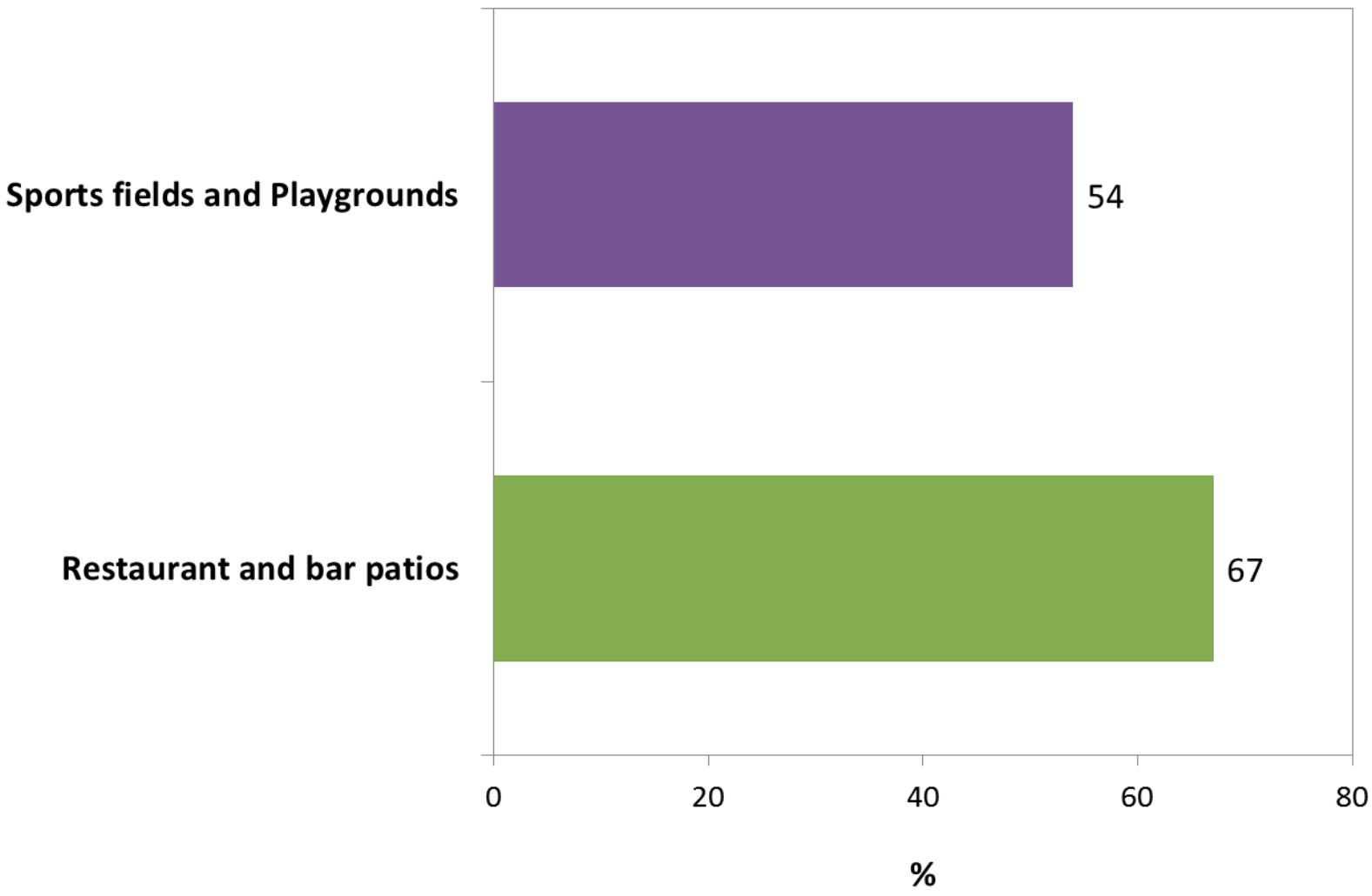
* significant difference between 2014 and 2015; $p < 0.0001$
** significant difference between 2014 and 2015; $p < 0.01$

Exposure to SHS at affected venues



* significant difference between 2014 and 2015; $p < 0.0001$

Public Awareness of Policies



Impact of smoking regulations on quitting behaviour

42%

of smokers believed that the new smoking regulations would help them quit or cut down the number of cigarettes smoked

ENFORCEMENT STAFF SURVEY

Methods:
Enforcement Staff Survey

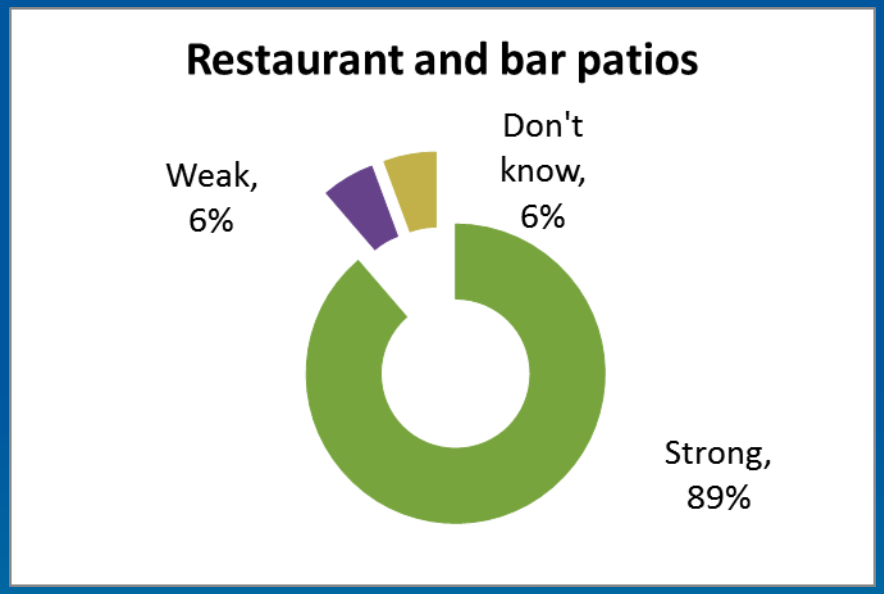
- Conducted in November 2015 (11 months after implementation)
- 64 survey respondents (49% response rate) from 30/36 Public Health Units

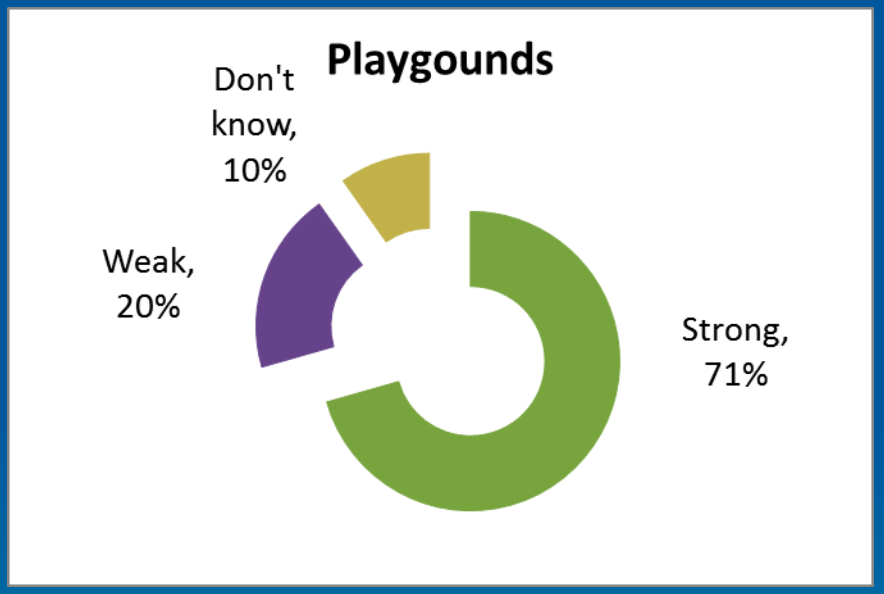
Methods:
Enforcement Staff Survey

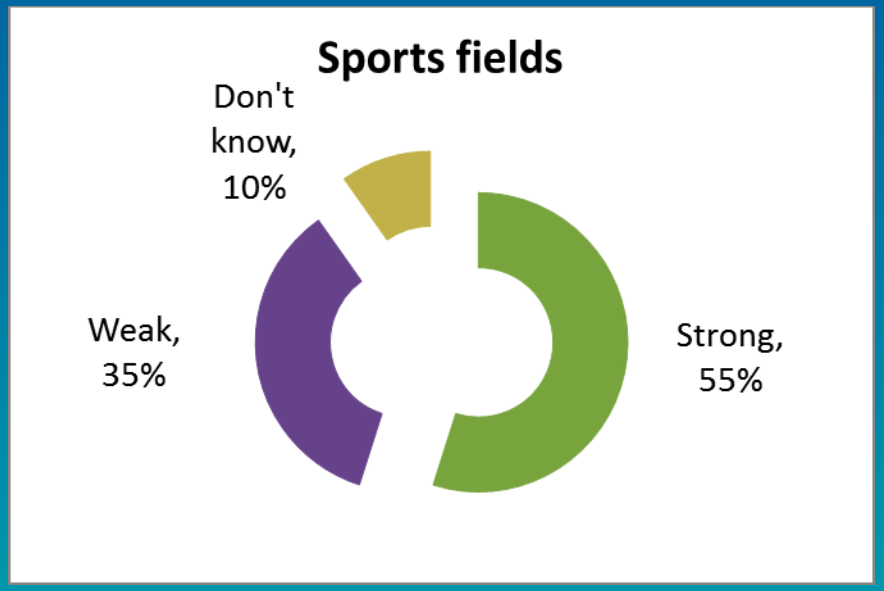
Questions included:

- Compliance
- Active enforcement
- Challenges in implementation
- Successes

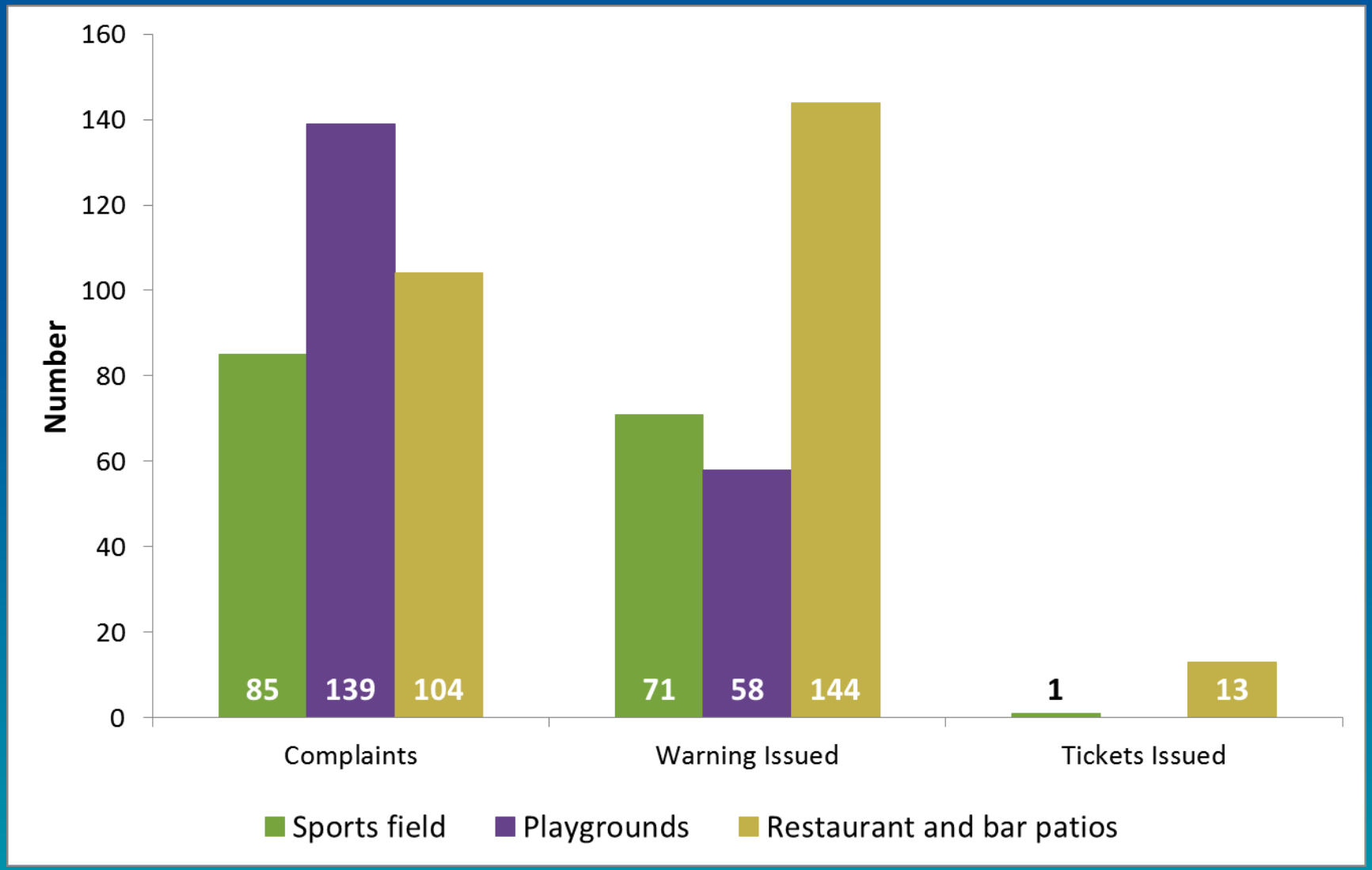
Perceived compliance







Active enforcement



Implementation challenges

	%
No challenges	11
Lack of public awareness about the new regulations	55
Overlapping bylaw and SFOA regulations	49
Other challenges	38
Adequate staffing to proactively enforce the new regulations	30
Approaching non-compliant individuals	28
Individuals who were vocal about their lack of support for the new regulations	28
Adequate staffing to address complaints	23

Implementation successes

	%
Increased awareness among owners/operators	81
Increased awareness among the public	72
Improved compliance at affected venues	60
Other successes	13

KEY INFORMANT INTERVIEWS

Methods:
Key Informant Interviews

- Conducted November 2015 – January 2016
- 10 Key Informants representing 6 PHUs
- Identified factors facilitating and/or impeding the implementation of the new *SFOA* outdoor smoking regulations.

Education

- PHUs created supplemental education materials
- Local outreach campaign
- In-person education to municipal staff and/or bars and restaurants

Enforcement

- Largely complaint-based
- Some proactive enforcement on restaurant and bar patios, park festivals/fairs
- Provided education when non-compliance observed
- Verbal and written warnings for repeat offenders

Compliance: Playgrounds and Sports Fields

- Compliance high during daytime hours when children present
- Compliance decreased at sports fields during evening when adult recreational leagues played

Compliance:
Restaurant and Bar Patios

- Compliance varied by region
- Recurring issues with handful of restaurant owners
- Almost all patios were compliant by the end of summer

Compliance:
Park Festivals and Fairs

- Compliance not 100%
- Larger space, more difficult to enforce
- Success due to partnerships with organizers and display of banners advertising smoke-free places

Barriers:
Municipalities posting signage

- Some municipalities had not posted signage
- Difficult to enforce without signage posted
- PHUs reluctant to ticket and fine non-compliant municipalities, prefer Province to take action

Barriers:
Capacity and Bylaws

- Staffing and financial constraints limited capacity to actively inspect regulated areas

- SFOA regulations conflicted with pre-existing bylaws
  - where bylaw more strict, continued to enforce
  - where bylaw similar or less strict, cumbersome to replace signage

Facilitators

Success in achieving compliance attributed to:

- Partnerships with vendors, municipality staff, and the Alcohol and Gaming Commission
- In-person education visits

CONCLUSION

Conclusion

- The new outdoor regulations appear to have had a positive effect on reducing smoking behaviour and exposure to SHS at affected venues.

- However the levels of self-reported SHS exposures are still high (37% - 81%).

Conclusion

- More work needs to be done to increase public awareness and compliance at sports fields and playgrounds.

Conclusion

- Partnerships and proactive education contributed to success
- Capacity constraints, signage and pre-existing bylaws were main challenges
- Consideration should be given to these challenges when drafting future amendments.

Public Support for New Measures

CAMH Monitor

- Population representative cross sectional survey of adults 18+ in Ontario, 2015
- Stratified by region
- 1005 participants on tobacco policy module

CAMH Monitor

- Participants were asked for their support for various tobacco policies: Strongly agree/somewhat agree/somewhat disagree/strongly disagree
- These were collapsed to agree/disagree

Flavours

Question: Some tobacco products can have different flavours such as menthol, strawberry, coffee, or wine, should flavoured products be banned?

- Non smokers: 65%
- Current smokers: 32%

Flavours

Question: Some *e-cigarette* products can have different flavours such as menthol, strawberry, coffee, or wine, should flavoured products be banned?

- Non smokers: 62%
- Current smokers: 20%

E-cigarette Age

The sale of e-cigarettes to youth under 19 years of age should be banned.

- Non smokers: 91%
- Current smokers: 80%

E-cigarette Free Spaces

The use of electronic or e-cigarettes should be banned in settings currently covered by "smoke-free" legislation

- Non smokers: 90%
- Current smokers: 59%

Smoke Free Spaces

Non Smokers

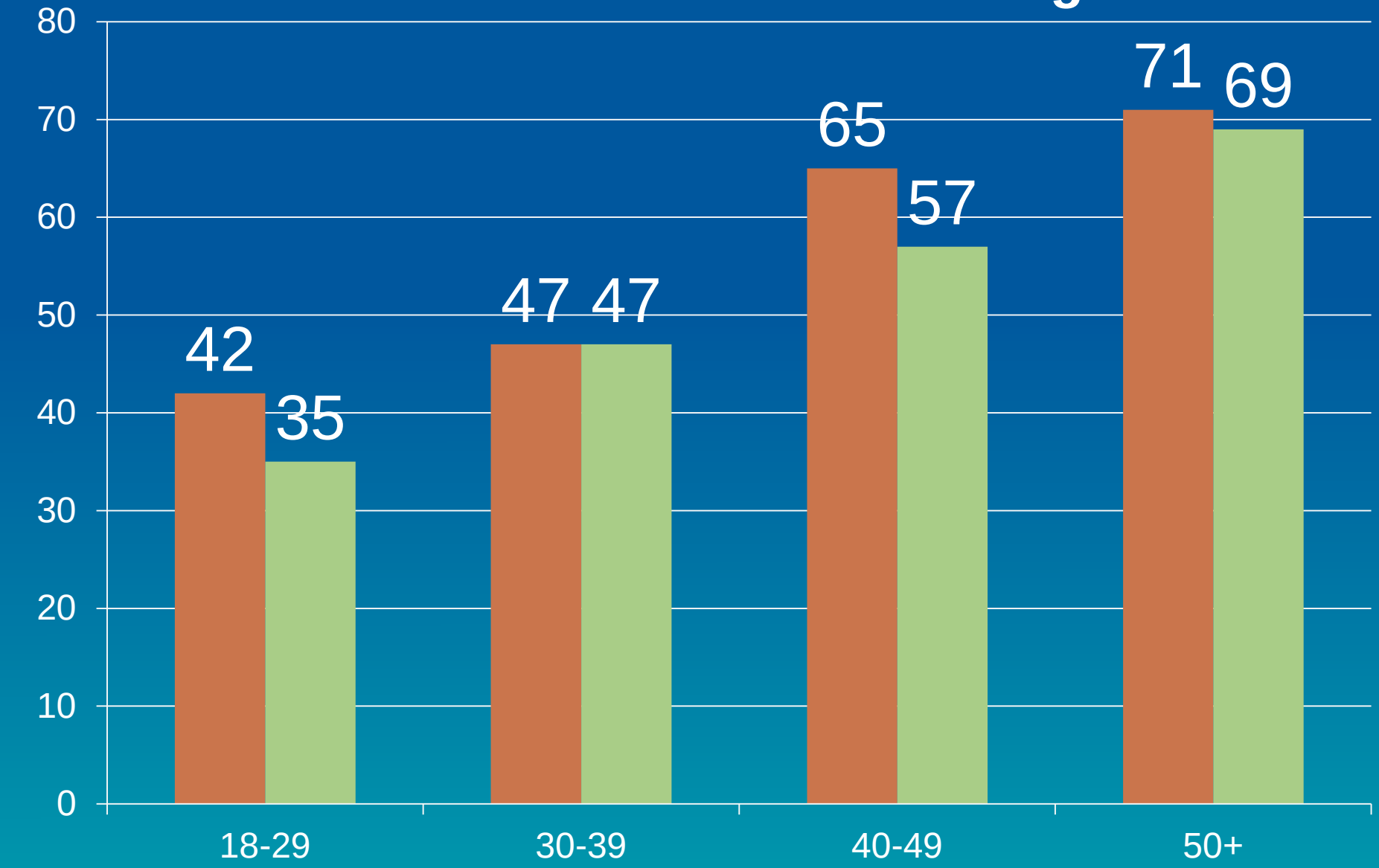
- Near public building entrances 93%
- On outdoor patios/restaurants/bars 79%
- In public parks and beaches 74%
- Near outdoor recreation facilities/fields 87%
- Near outdoor children's playgrounds 96%

Smoke Free Spaces

Current Smokers

- Near public building entrances 75%
- On outdoor patios/restaurants/bars 32%
- In public parks and beaches 37%
- Near outdoor recreation facilities/fields 61%
- Near outdoor children's playgrounds 84%

Support for cigarette / e-cigarette flavour restrictions increases with age



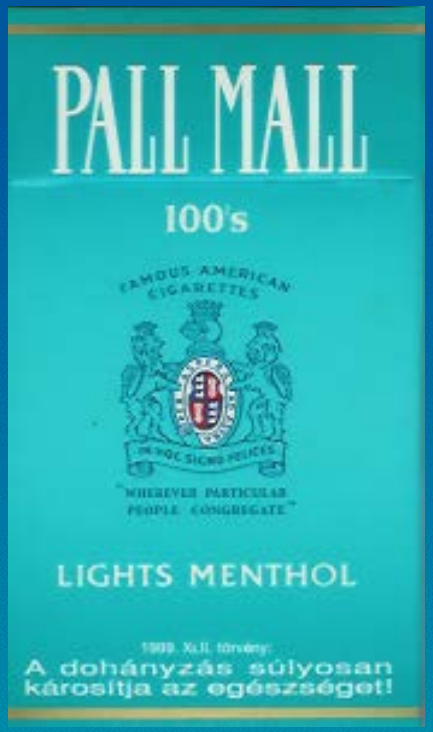
Gender

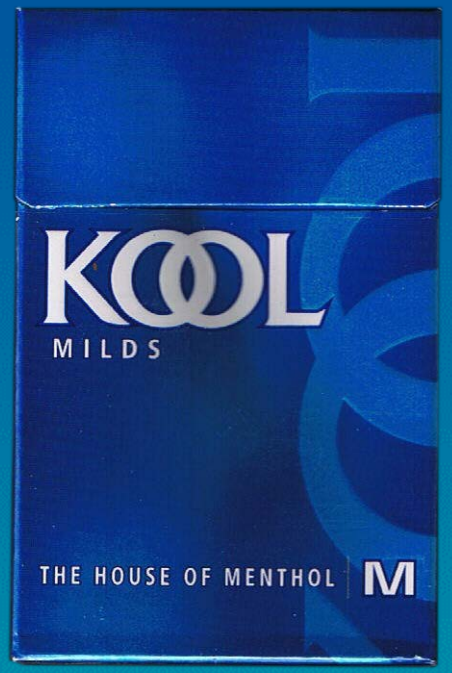
Women were more likely to support restrictions on cigarette/ecigarette flavours, as well as bans on smoking on playgrounds, outdoor fields, and parks

Region

- Few significant differences by region
- Support for bans of smoking on outdoor patios was highest in Toronto (82%)

Menthol Ban


PALL MALL
100's
FAMOUS AMERICAN CIGARETTES
LIGHTS MENTHOL
A dohányzás súlyosan károsítja az egészséget!


KOOL
MILDS
THE HOUSE OF MENTHOL
M

OPEN ACCESS

Tobacco industry response to menthol cigarette bans in Alberta and Nova Scotia, Canada

Jennifer Brown,[1] Teresa DeAtley,[1] Kevin Welding,[1] Robert Schwartz,[2,3] Michael Chaiton,[2,4] Deirdre Lawrence Kittner,[5] Joanna E Cohen[1,6]

[1]Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health, Baltimore, Maryland, USA
[2]Ontario Tobacco Research Unit, University of Toronto, Toronto, Ontario, Canada
[3]Social and Behavioral Health Sciences Division, Dalla Lana

Menthol cigarettes are associated with increased initiation and progression to regular smoking and decreased likelihood of smoking cessation.[1–8] Menthol smokers are more likely to be women and adolescents in several countries.[9] The Conference of the Parties to the Framework Convention on Tobacco Control recommend that Parties regulate ingredients that make cigarettes more palatable,

products with a few exceptions, our analysis focused on cigarettes.

COMPLIANCE

Findings suggest that tobacco manufacturers are complying with the 'letter of the law'. No cigarette packs labelled as 'menthol' were purchased Alberta or Nova Scotia postban. However, amon

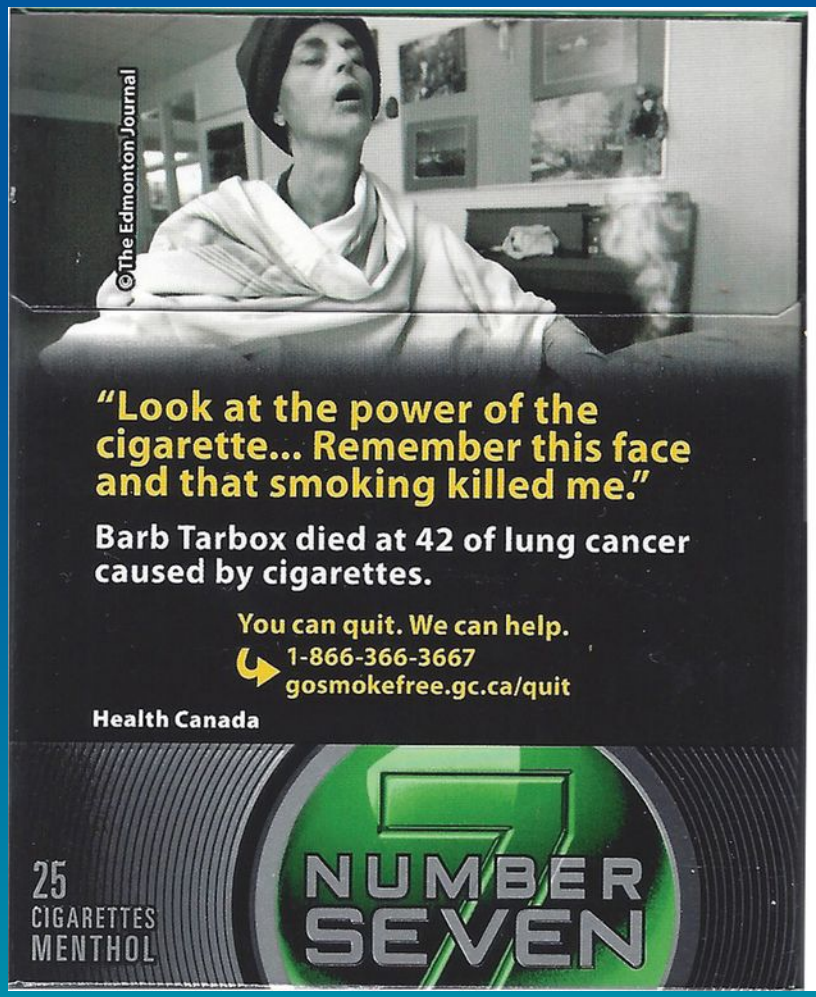
Methods

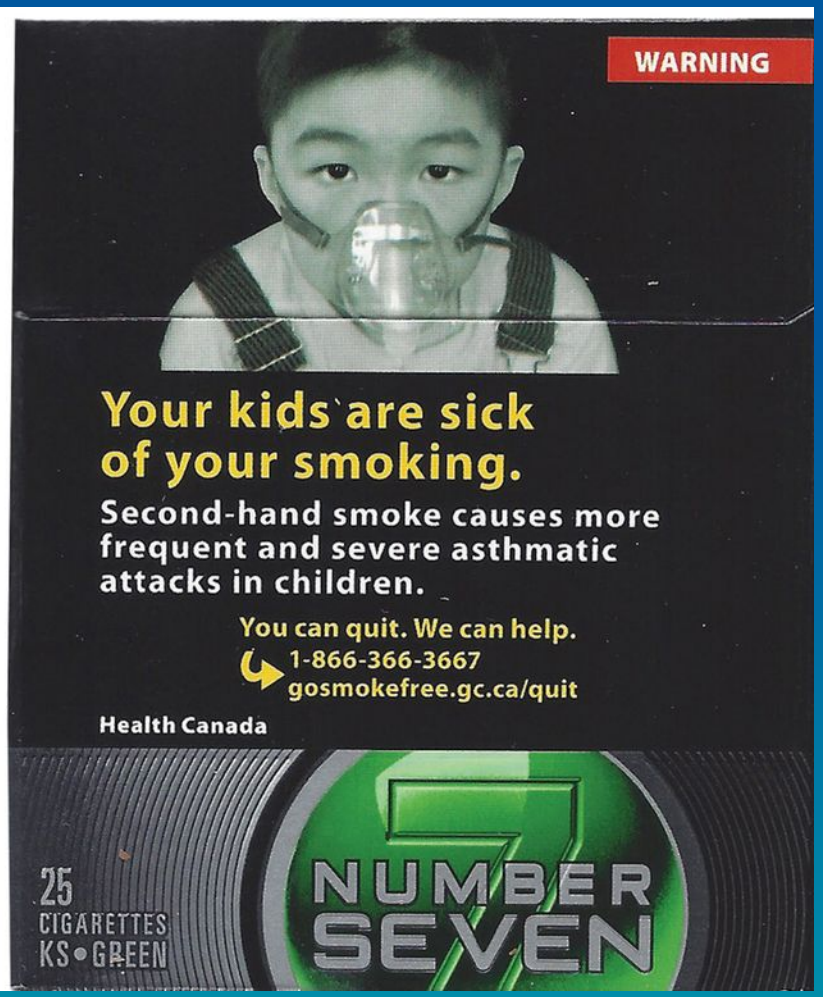
- Sample cigarette purchase in Alberta (422 packs) pre and post-ban; Nova Scotia (76 packs) post ban.
- Clerks were asked for menthol and green packs preban; menthol, menthol replacement, and green postban
- Unique packs identified
- Content analysis of menthol packs and descriptors

Results

- In Alberta, 199 menthol packs from 14 brand families purchased preban; post 63 menthol replacement packs from 4 brand families owed by one parent company
- No menthol replacement packs in Nova Scotia

Left: Number Seven menthol pack preban with the ‘menthol’ descriptor at the bottom left; **Right:** Number Seven menthol replacement pack postban with the ‘green’ descriptor at the bottom left.





Jennifer Brown et al. Tob Control
doi:10.1136/tobaccocontrol-2016-053099

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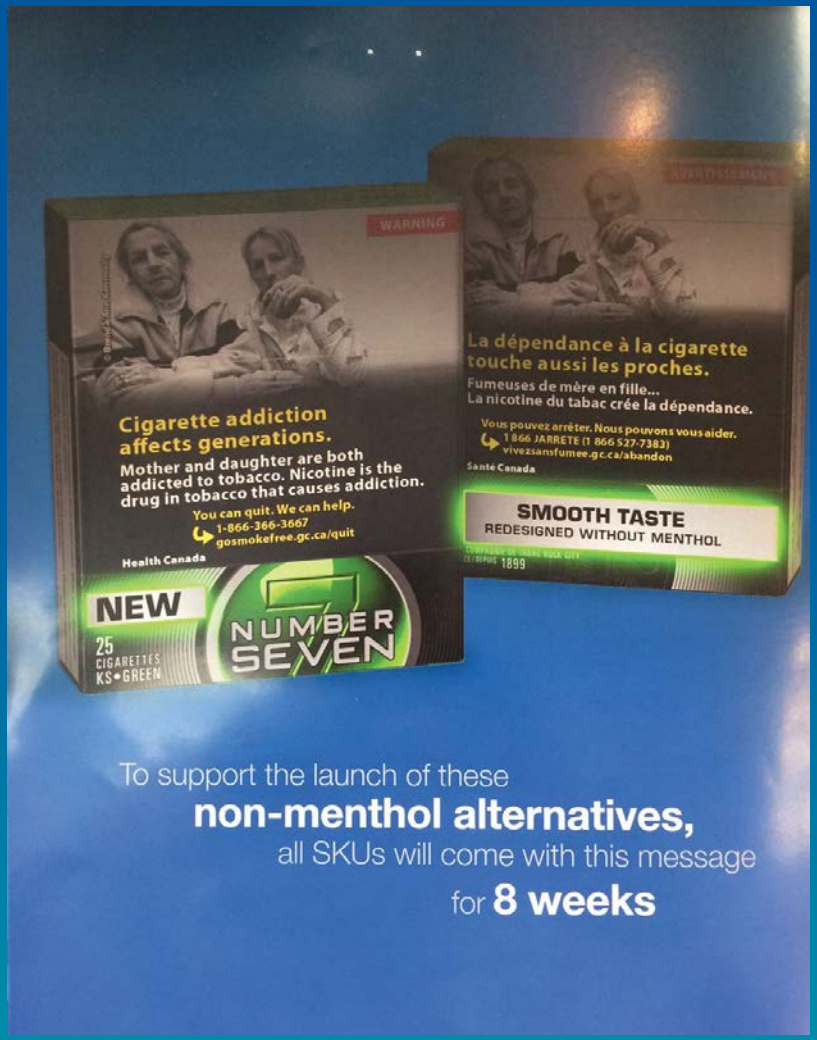
Business-to-business marketing materials from Rothman, Benson & Hedges (owned by Philip Morris International), highlighting the message on cellophane wrapping on new packs.



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Conclusions

- PMI has repackaged their products postban to communicate menthol-like flavouring using colour and substitution descriptors.
- More research and monitoring of menthol ban implementation needed

OTRU New Measures Evaluation Advisory Group

PHUs: Kellie Milani, Angelo Apfelbaum

YATI: Kristy Ste Marie

SHAF: Lorraine Frye

OCAT: Michael Perley

CCS: Rowena Pinto

Invited: MOHLTC representative

NIH Menthol Study

- Consumer arm
  - Longitudinal study (pre, post, post) of 1,000 menthol smokers
- Industry arm
  - Pre-post pack purchases

Questions

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