

Welcome to today's webinar:

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

**Findings from OTRU's 2016 Annual Strategy Monitoring Report**

Presented by: Shawn O'Connor & Robert Schwartz

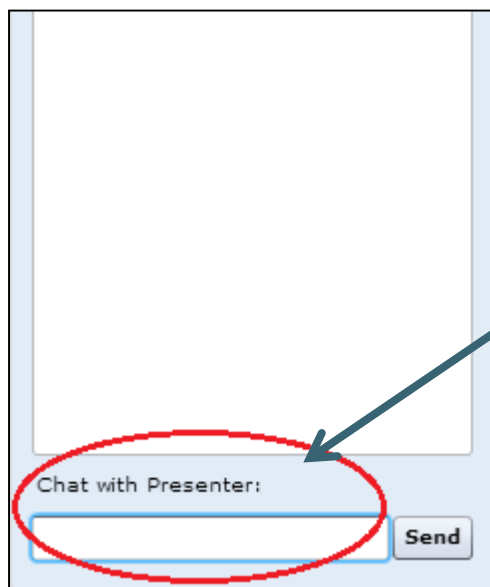
TIME: 1:30 P.M. – 3:00 P.M.

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# Today's Speakers



## Dr. Shawn O'Connor

Dr. Shawn O'Connor is a Senior Research Associate at OTRU, and 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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# Today's Speakers



## Dr. Robert Schwartz

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

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*Generating knowledge for public health*



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

## **Findings from OTRU's 2016 Annual Strategy Monitoring Report**

### **Shawn O'Connor & Robert Schwartz**

Ontario Tobacco Research Unit  
March 21, 2017

# 1994 to 2016



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**Chapter 1: Introduction**

**Chapter 2: Tobacco Use**

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**Chapter 4: Smoking Cessation**

**Chapter 5: Protection**

**Chapter 6: Concluding Note**



# 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 to increase price/tax?

# Key Issue

- ➔ Are we finished with protection?

# Goals 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, alPHa
  - ➔ Tobacco Endgame

# The good news: Where progress is evident

- ➔ Among high-school students, past 30-day cigarette use down by 60% over last decade
- ➔ Decrease in young adult smoking (24% to 17%)
- ➔ Increased reach of some cessation supports and of cessation training
- ➔ Protection from some outdoor SHS exposure
- ➔ Flavour prohibition in place (with exceptions)



# The less good news

- ➔ Increasing use of emerging products including Cannabis
- ➔ Older young adult cig use remains high
- ➔ Quit attempts & long-term quits static
- ➔ SHS exposure high among youth in public places (25%), homes (8%) and cars (5%)
- ➔ 15%<sup>M</sup> of Ontarians exposed to SHS in MUH

# MPOWER and SAC Standards Met (Selected)

Patio Ban+	✓
Flavour Ban	✓ (adult flavours excepted)
Monitoring and Evaluation	✓
Target High Risk Youth & Young Adults	Partial (regional)
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 public places	X

# Chapter 2

## Tobacco Use

# Tobacco Use

Past month

19.6% in 2014

*Cigarette, cigar, smokeless, pipe*

Versus

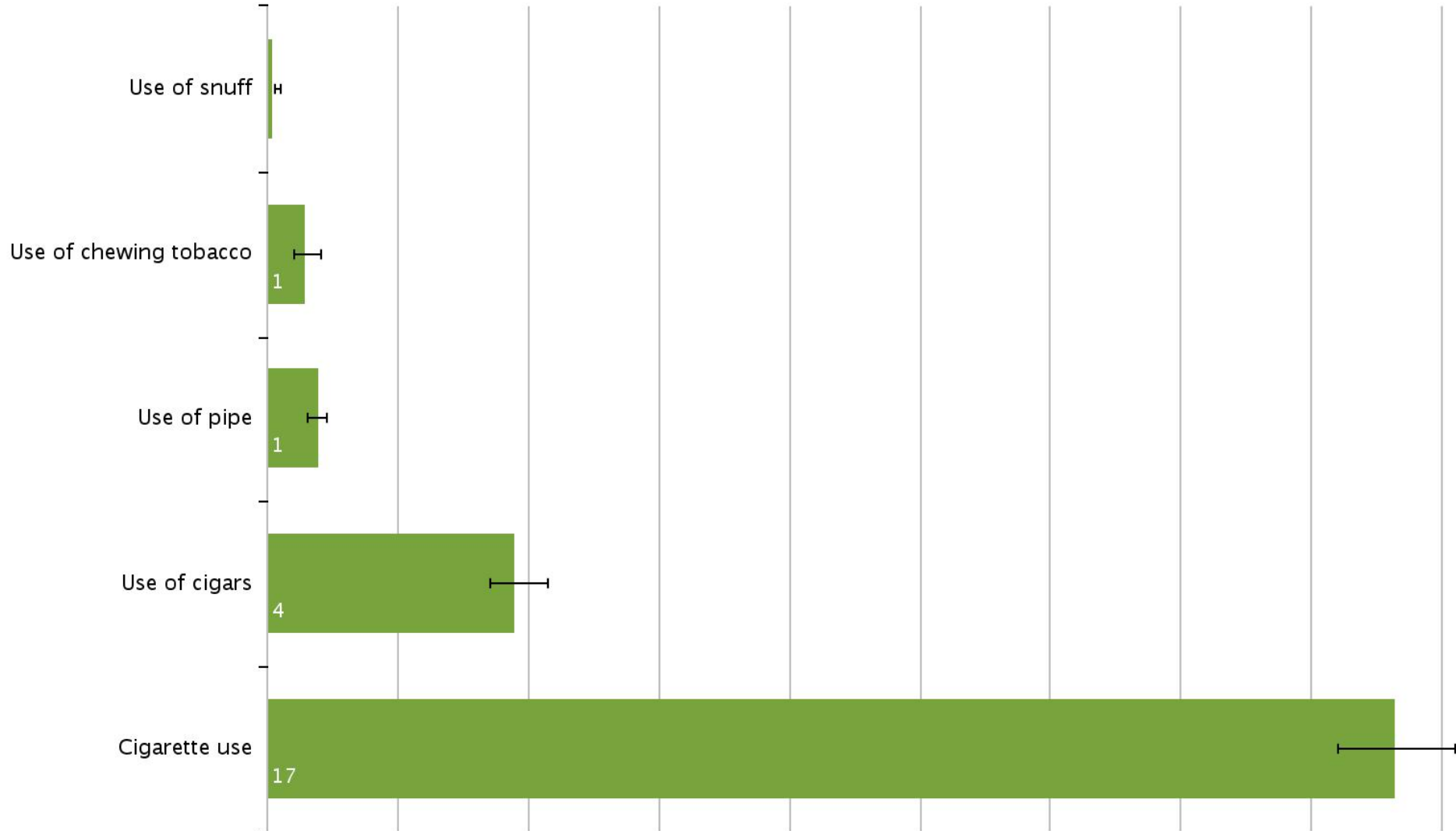
22.1% in 2010\*



Is tobacco use different from cigarette use?

# Past-30 Day Use

## 12 Years and Older



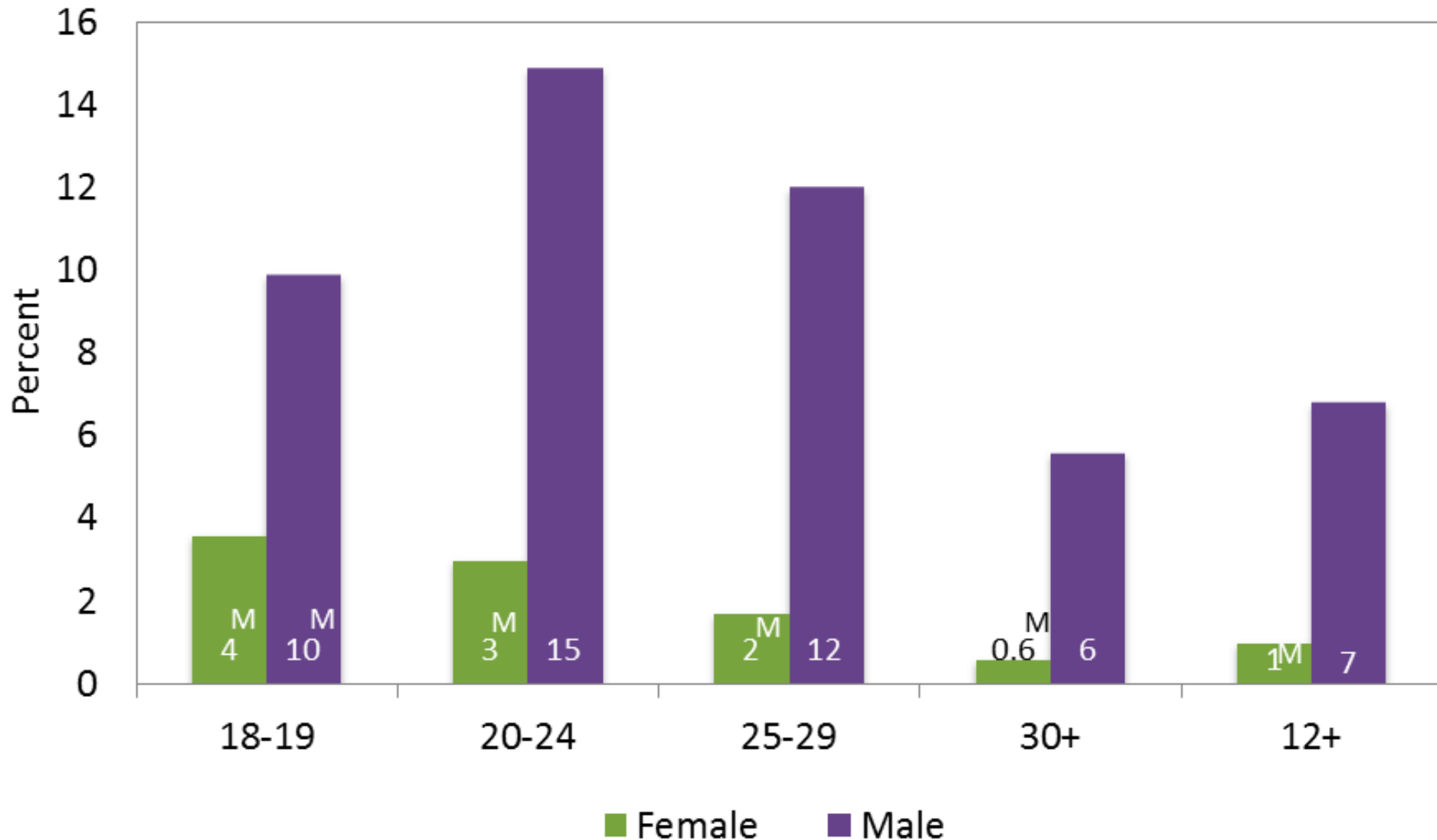
# Cigar Use

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  
82.6% of the market



Menthol comprises 4.15% of all cigar sales



**Current cigarette  
smoking: 16.1%**

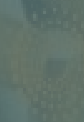


# Current Smoking, 12+

18.2% in 2010

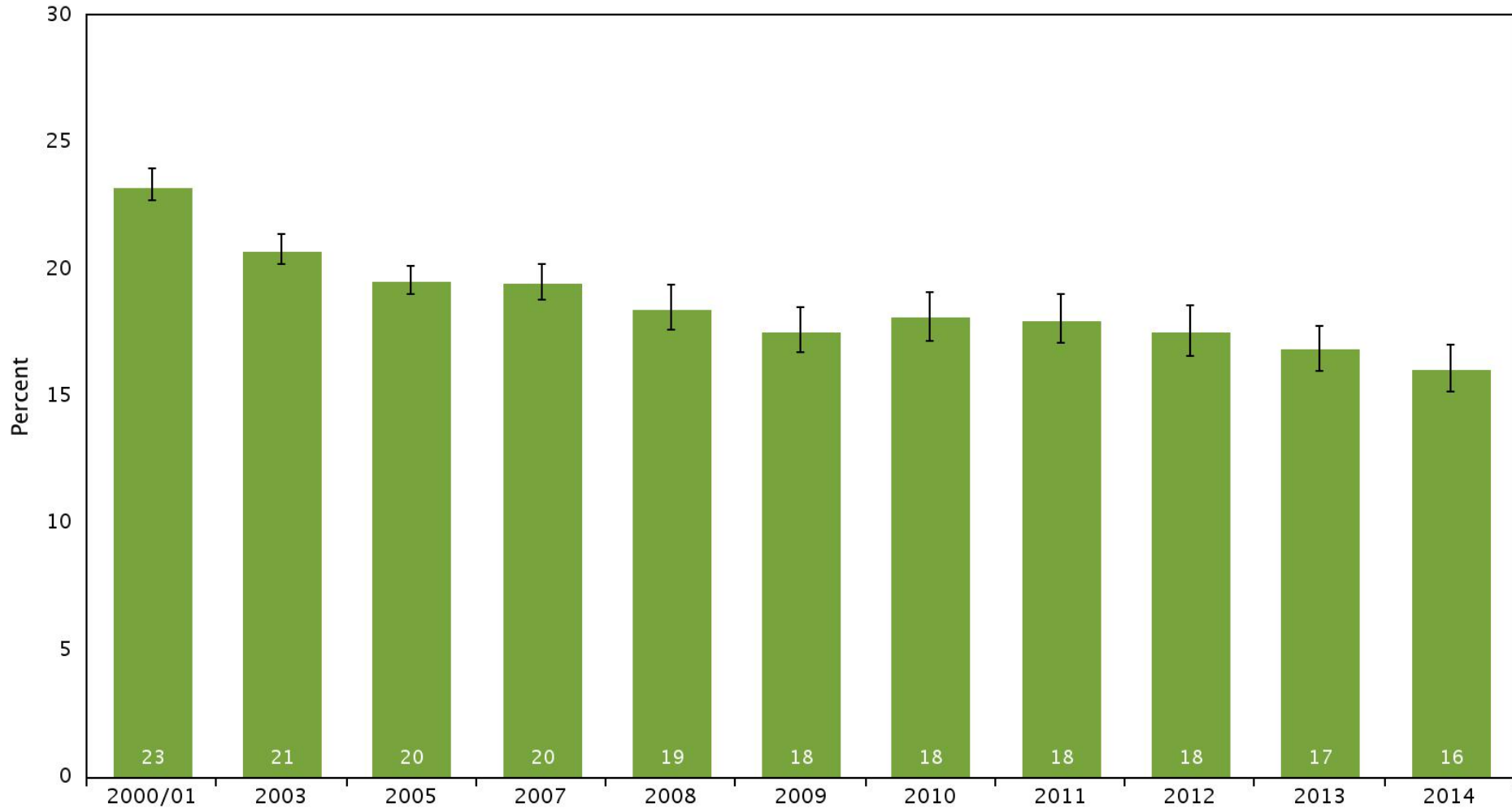


16.1% in 2014\*

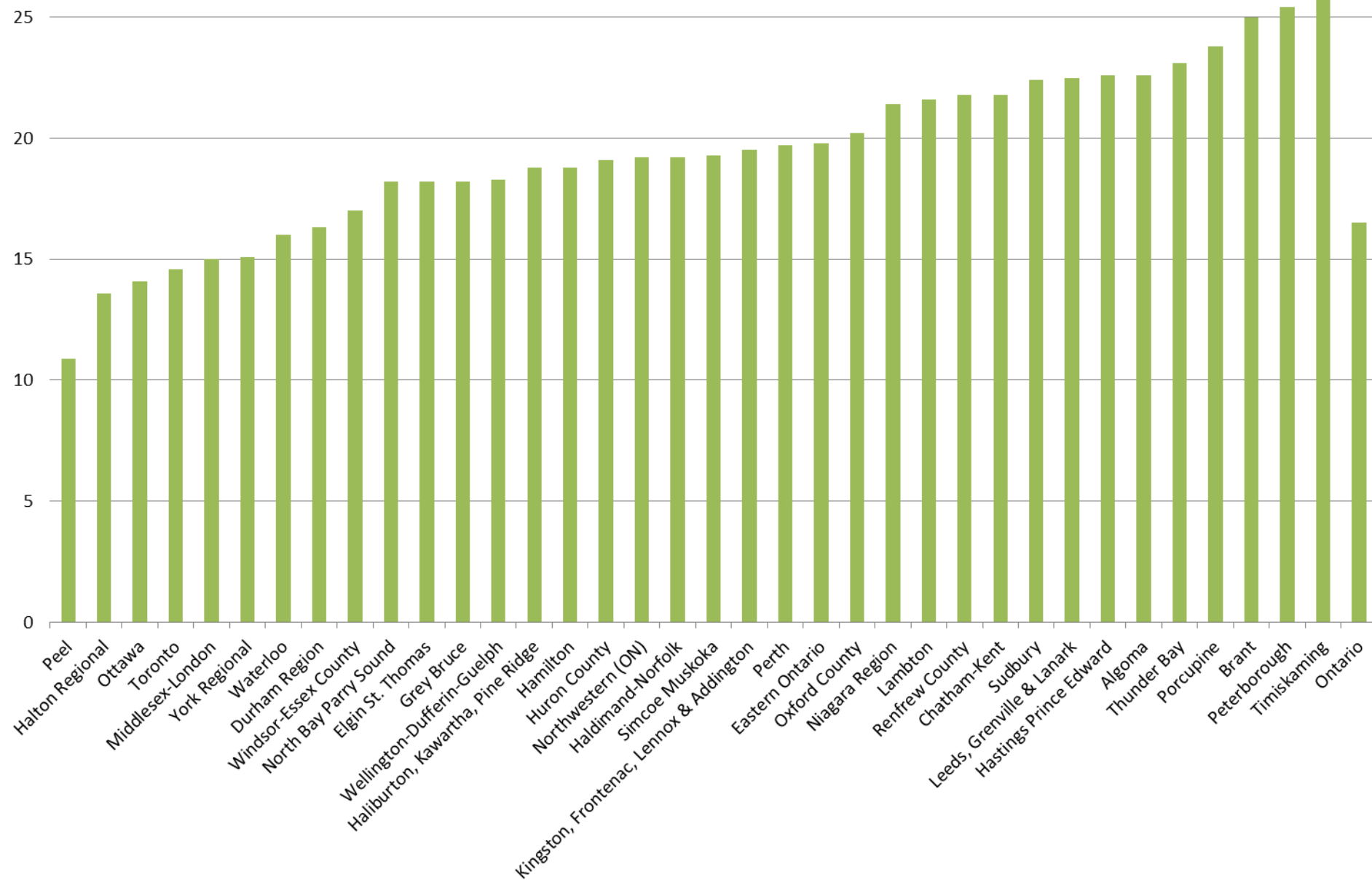


CENTERS  
FOR DISEASE CONTROL  
AND PREVENTION

# Current Smoking (Past Month), 12+



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





# Rate of Smoking of 25% or More, 2013/14

Group	Value (%)	Pop.
12+ (baseline)	16	1,924,900
18+ (baseline)	18	1,904,500
Income: \$5,000 – \$9,999 (Age 18+)	35	34,300
Income: \$10,000 – \$14,999 (Age 18+)	34	83,800
Cultural background: Aboriginal <sup>a</sup> (Age 12+)	33.5	96,400
Occupation: Trades (Age 15-75)	32	304,600
Chronic disease: Mood disorder (Age 12+)	31	306,000
Chronic disease: Exceed low-risk drinking (Age 19+)	31	496,100
Homosexual/Bisexual (Age 18-59)	28.5	57,700
Age 25-29, Male	28	131,100
Occupation: Manufacturing (Age 15-75)	28	91,700
Age 35-39, Male	27	115,400
Age 50-54, Male	26	136,300
Age 20-29, Male	26	249,500
Age 45-49, Male	26	123,700
Country of origin: Poland (Age 12+)	26	30,200
Occupation: Primary Industry (Age 15-75)	25	36,600
Country of origin: Portugal (Age 12+)	25	31,300
Age 30-44, Male	25	329,100



## Poll Question 1

Which alternative product has the highest rate of past-year use among adults?

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

# E-Cigarette Use

Past month: 3%

Past year: 11%

Lifetime: 15%



# Waterpipe Use

Lifetime

15 years and older: **8%**  
- CTADS 2013

18 years & older: **2%**  
- CAMH M 2012



# Cannabis Use

Past year: 32%

Lifetime: 45%



# Questions



# Chapter 3

## Prevention

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

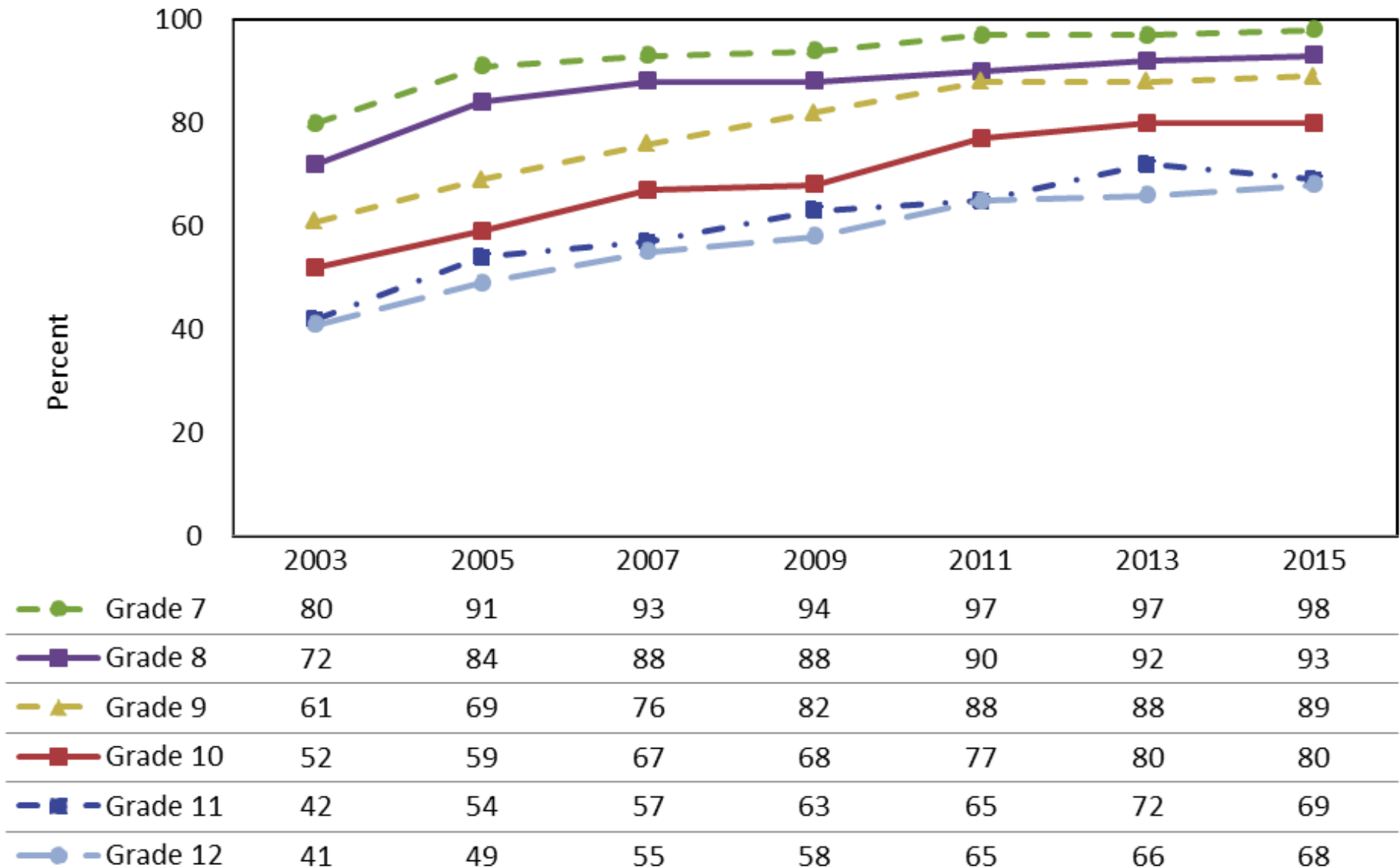
# Lifetime Abstinence, by Grade



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



# Lifetime Abstinence

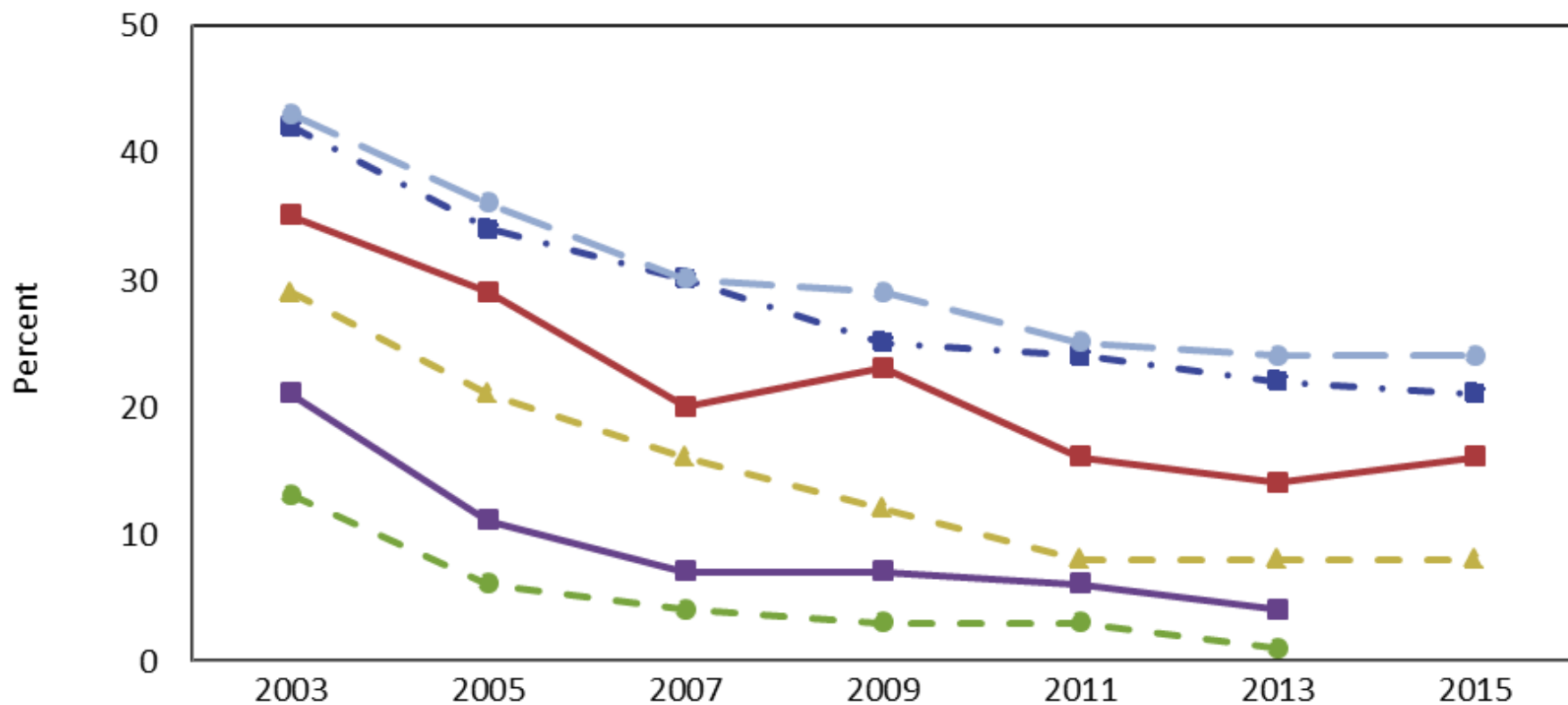


# Past-Year Smoking



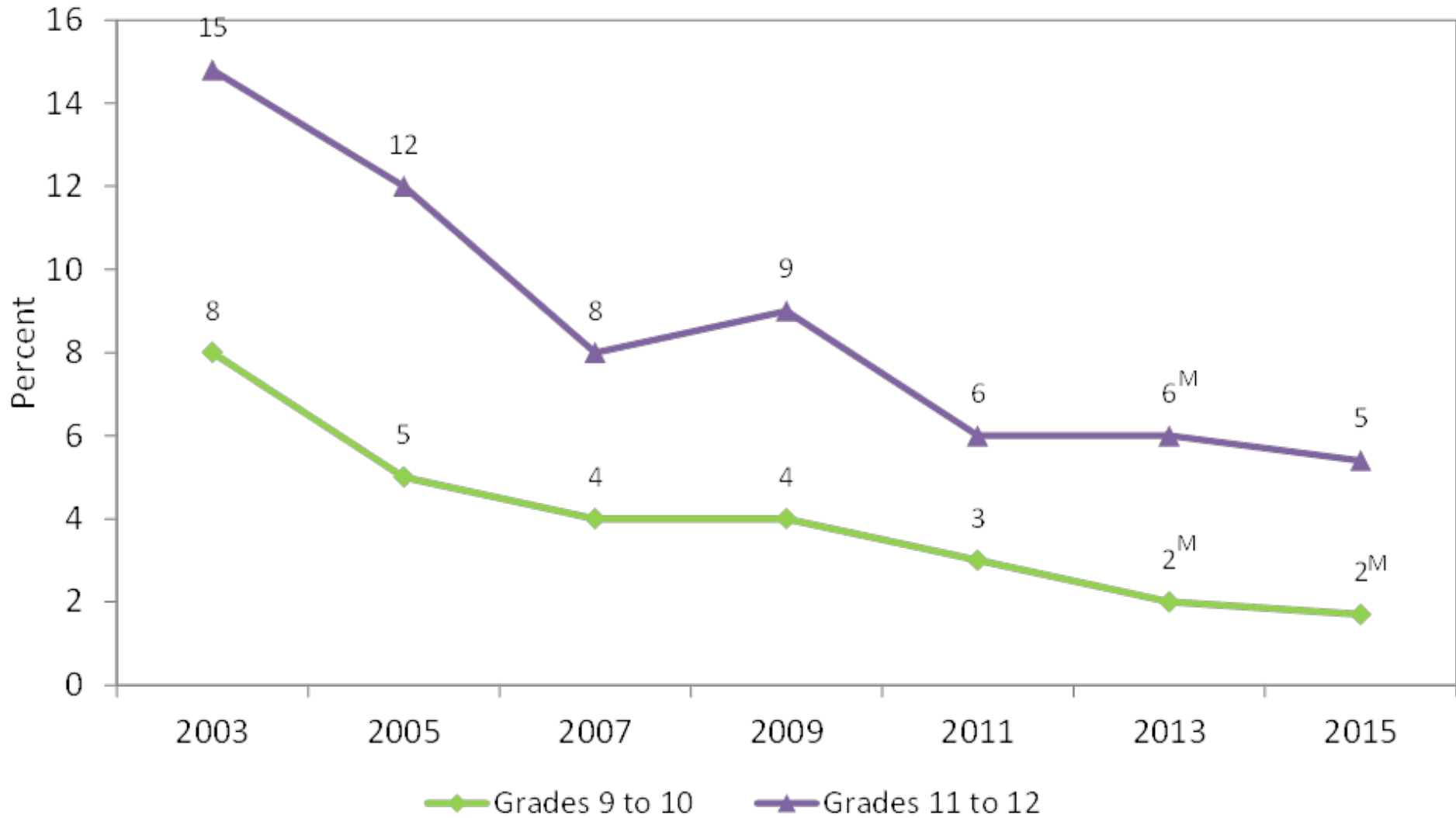
Grade 9: 8% > Grade 10: 16% > Grade 11: 21% > Grade 12: 24%

# Past-Year Smoking

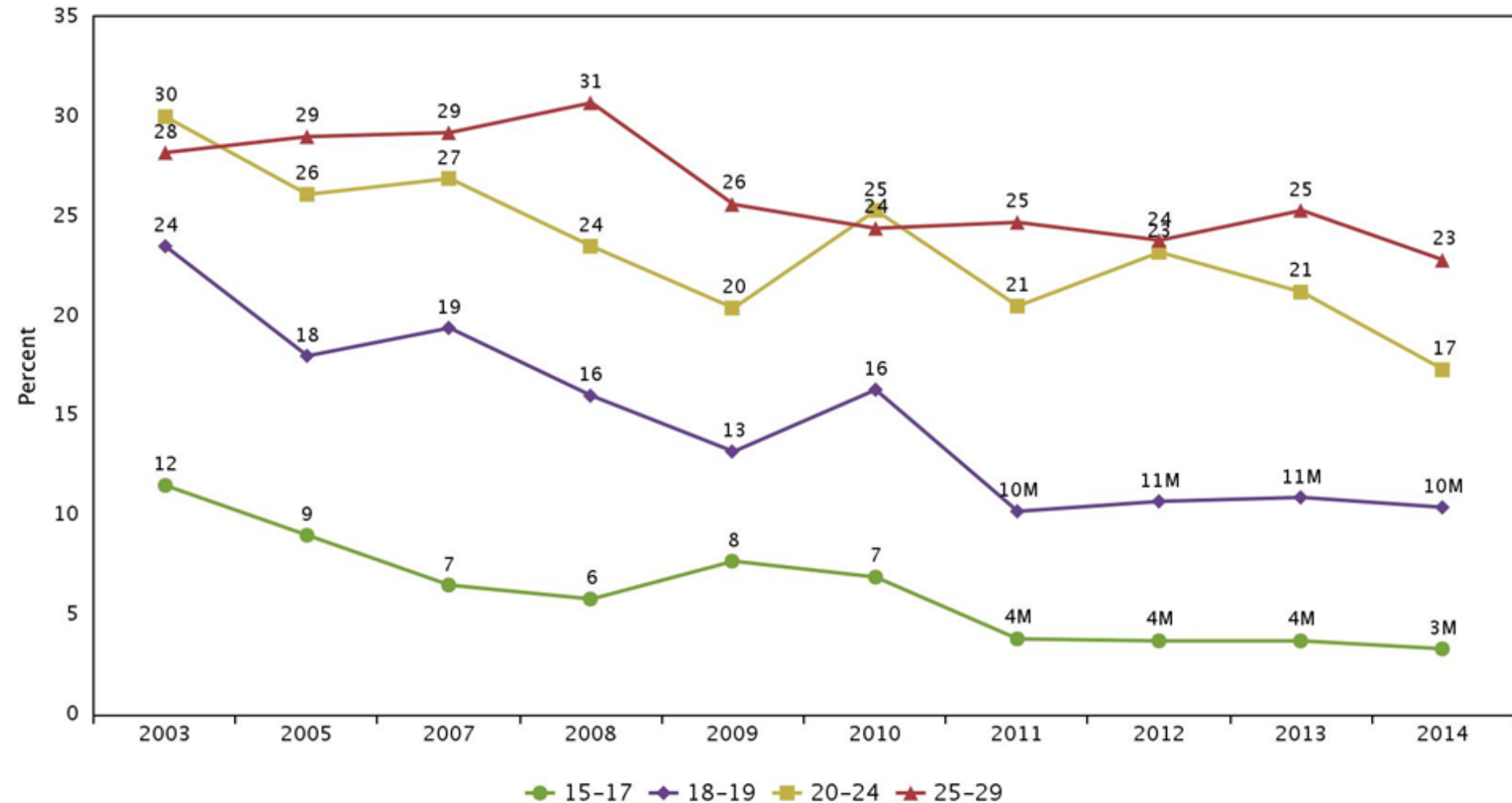


Grade 7	13	6	4	3	3	1	5
Grade 8	21	11	7	7	6	4	5
Grade 9	29	21	16	12	8	8	8
Grade 10	35	29	20	23	16	14	16
Grade 11	42	34	30	25	24	22	21
Grade 12	43	36	30	29	25	24	24

# Current Smoking (Past-30 Days)



# Current Smoking (Past-30 Days)



Are emerging products an issue?

## Poll 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
- d) Cannabis

# Product Spotlight

PRODUCT	EVER USE, %	PAST YEAR, %
Cigarettes	19	14
E-Cigarettes	23	19
Waterpipe	14	12
Cannabis	24	21



# 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



# Cannabis Use, Grades 7 to 12

- ⇒ 14% of students used in past month
- ⇒ 21% tried in past year
  - ⇒ 10% in grade 9
  - ⇒ 25% in grade 10
  - ⇒ 35% in grade 11
  - ⇒ 37% in grade 12



# **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



# Chapter 4

## Cessation

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

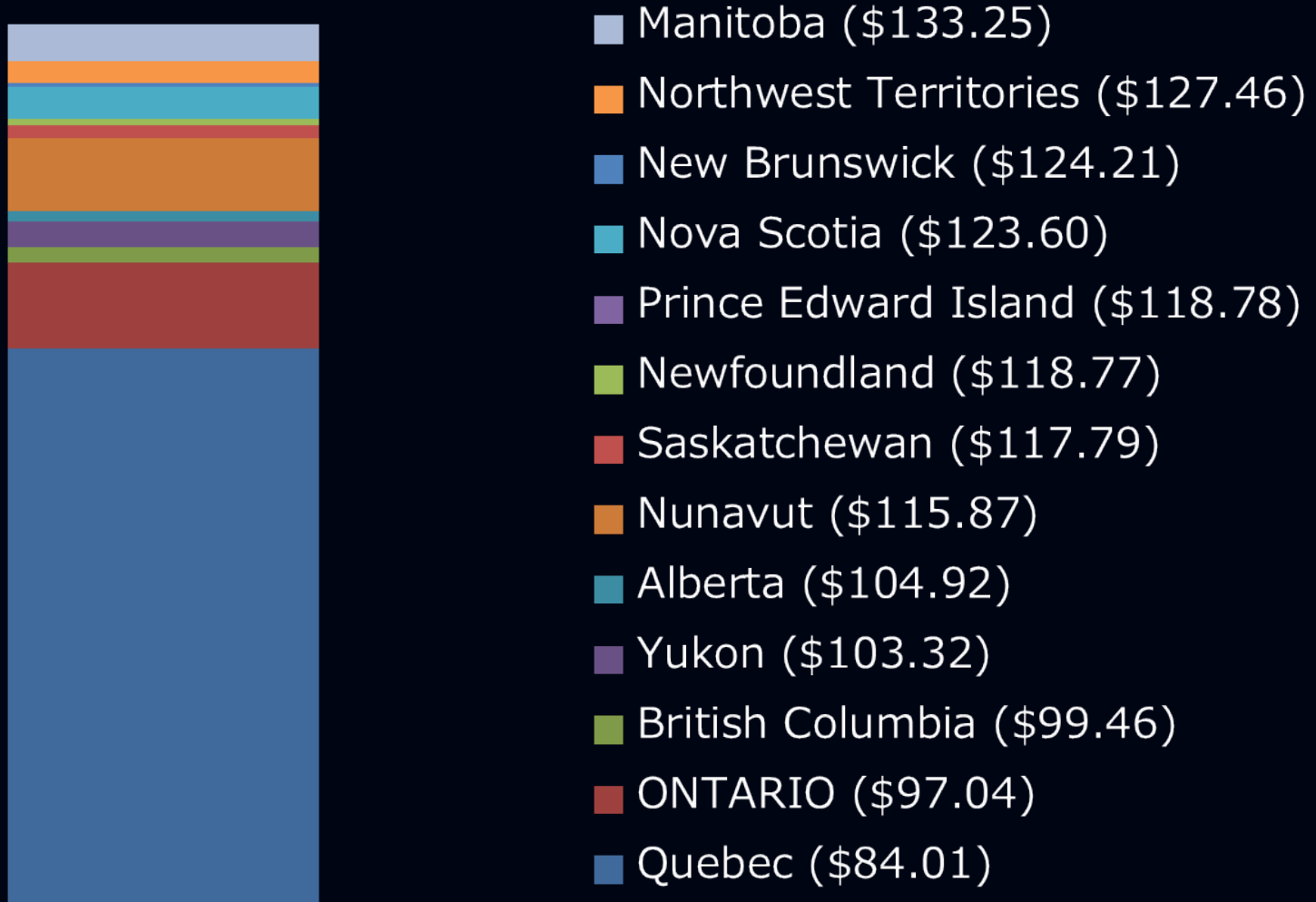


# SAC Recommendation

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

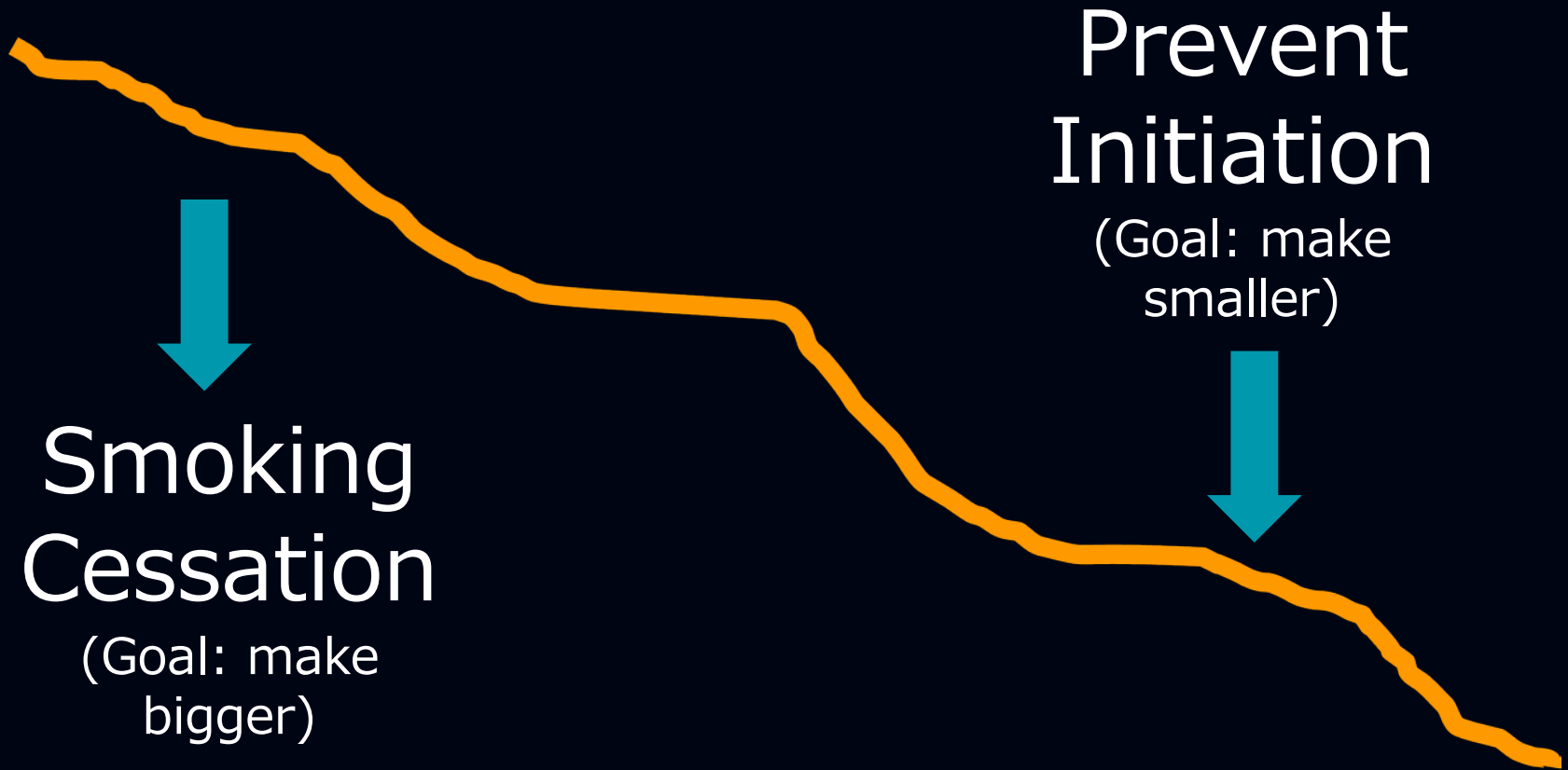
**Price/tax: 2<sup>nd</sup> lowest in Canada**

# Total Price, as of February 2016



Total Price

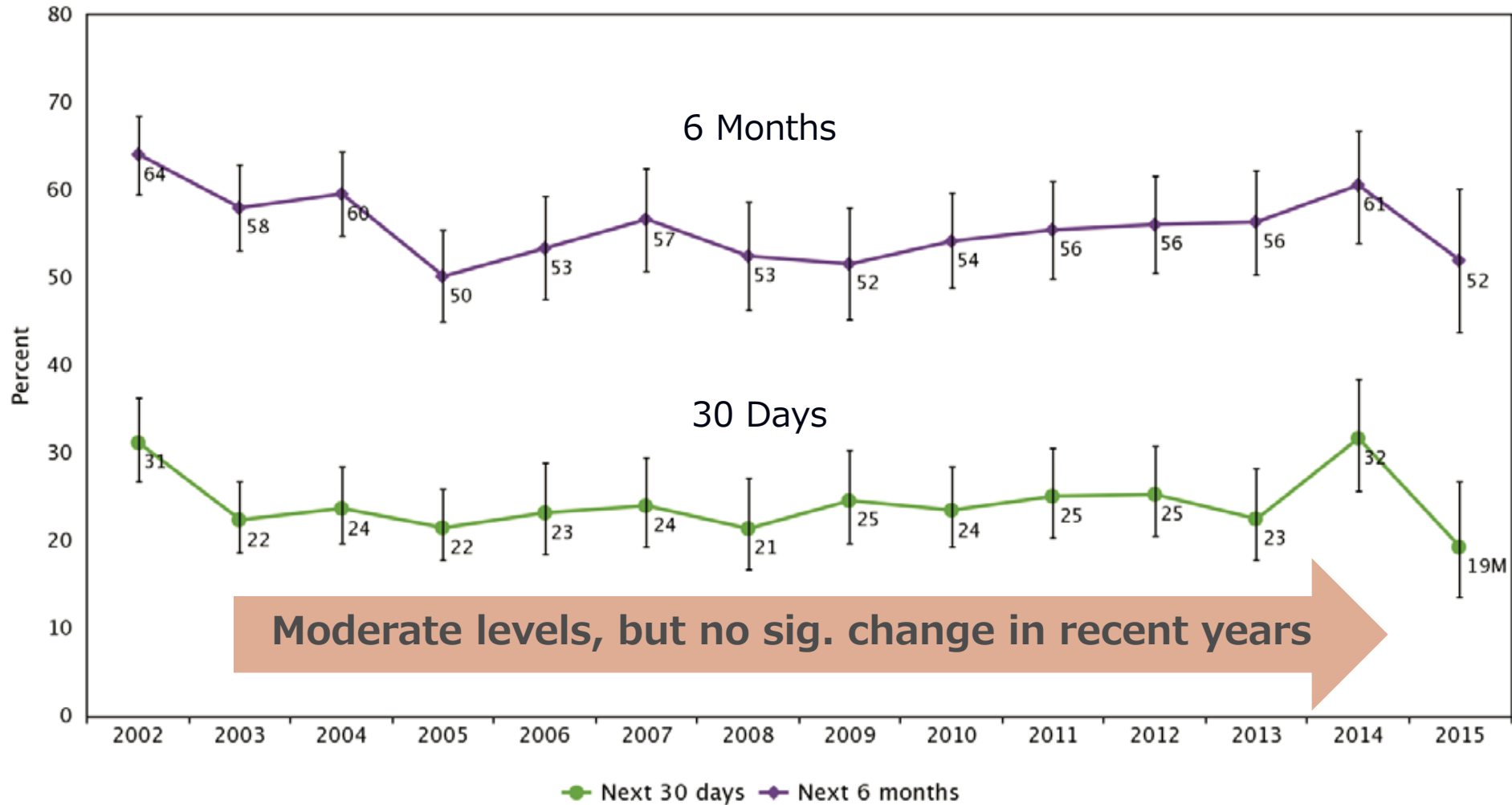
# Impact of Taxation



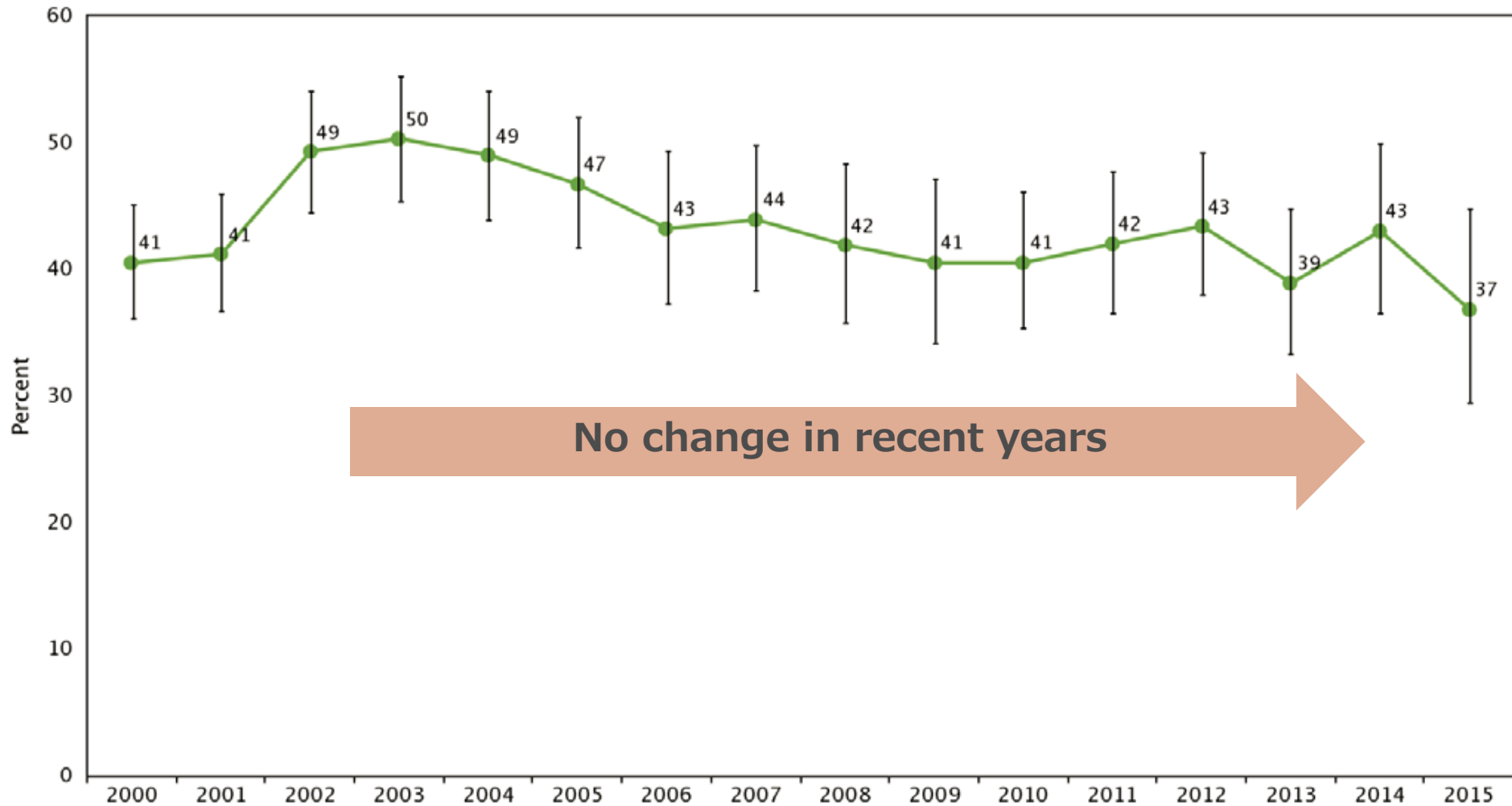
# Quitting Behaviour



# Intentions to Quit, 18+



# One or More Quit Attempts, Past Year, 18+



## Poll Question 3

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

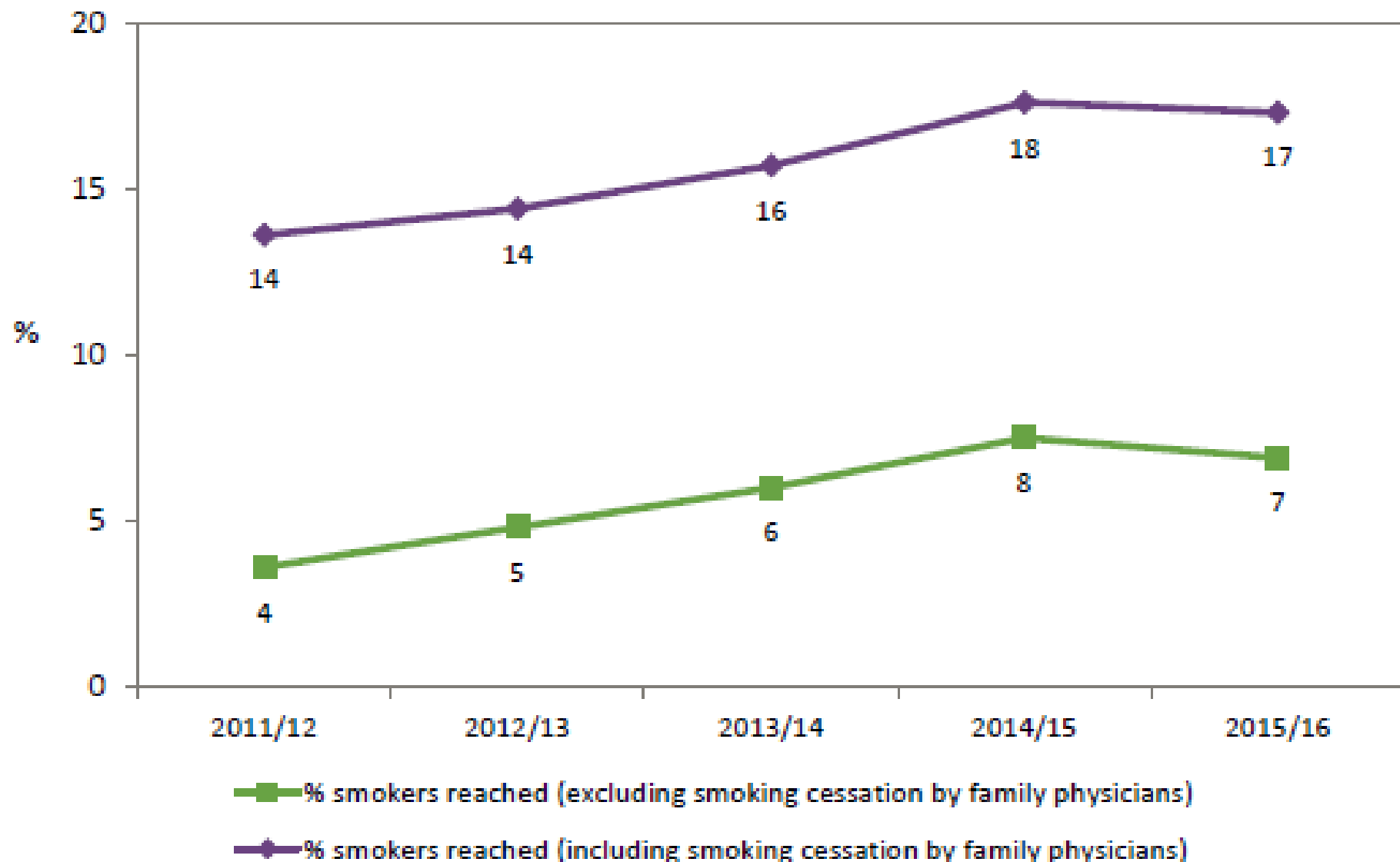
- a) 2%
- b) 5%
- c) 8%
- d) 10%



# 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

# Proportion of Smokers Reached by Ontario Smoking Cessation Interventions



# **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



# Chapter 5

## Protection

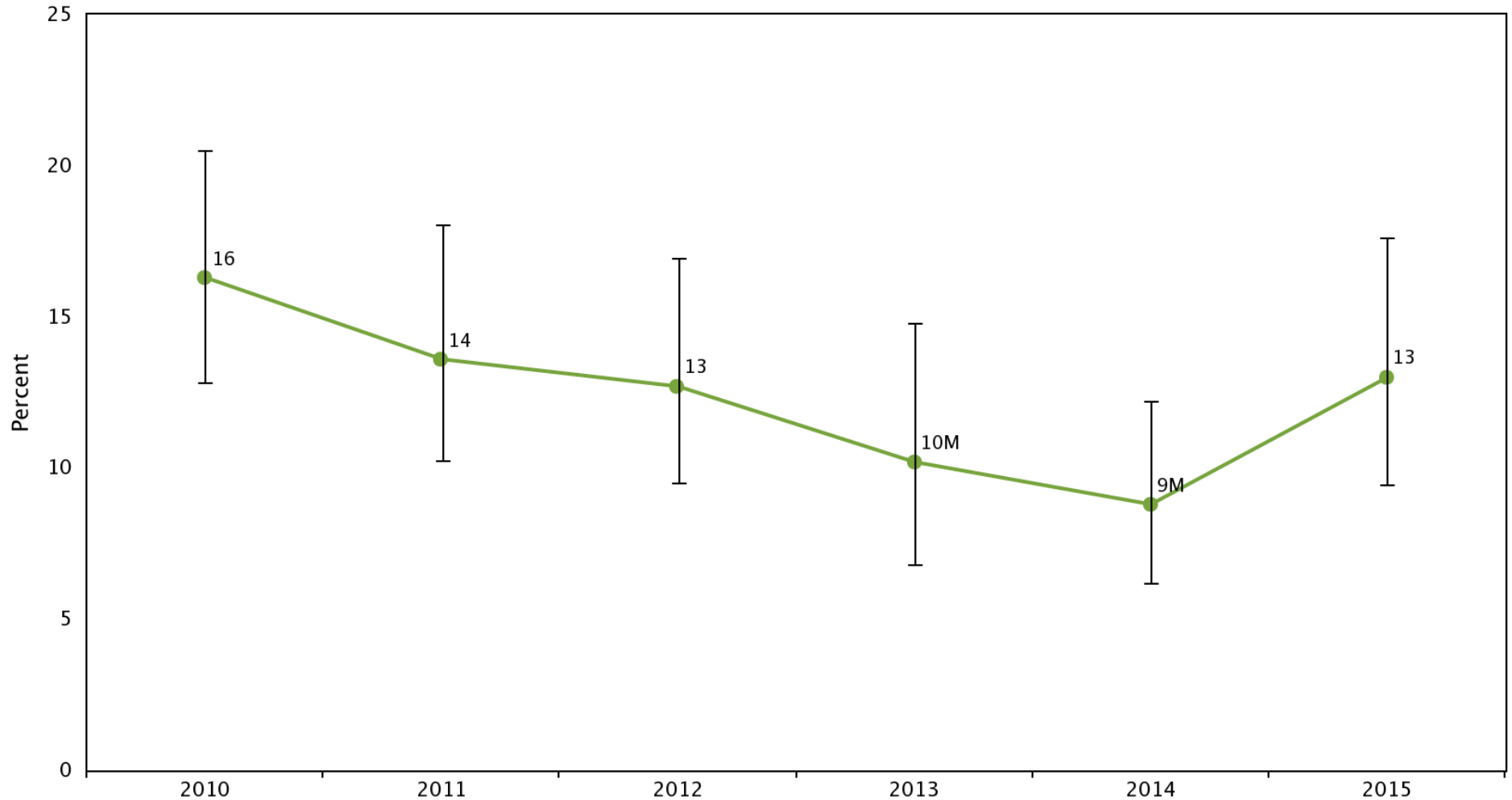
**Are we finished with  
protection?**





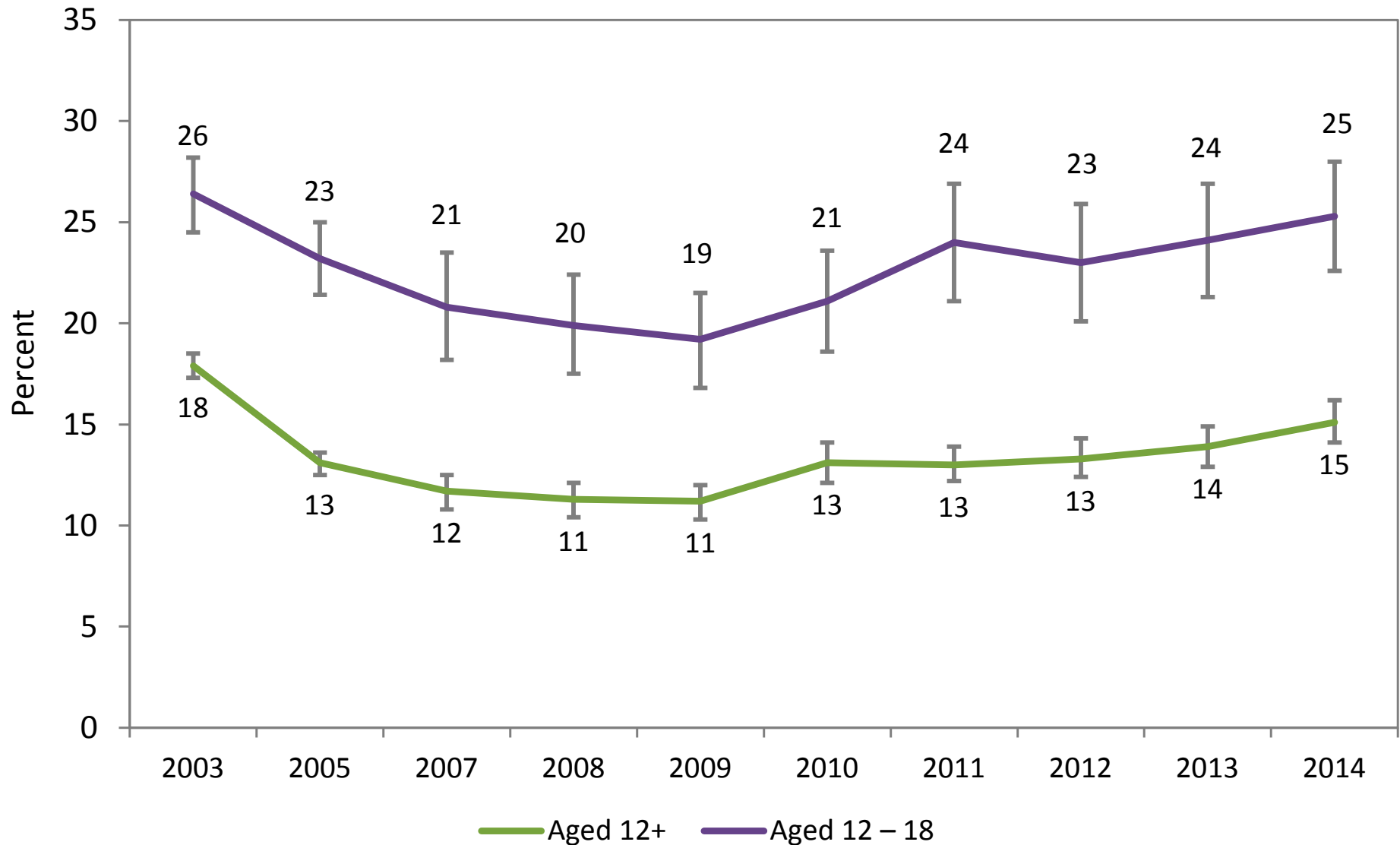
# Workplace Exposure (Past Week) Indoors or in a Work Vehicle

Ages 18+, Ontario, 2010 to 2015



# Public Place Exposure

(Nonsmokers, Every Day or Almost Every Day)

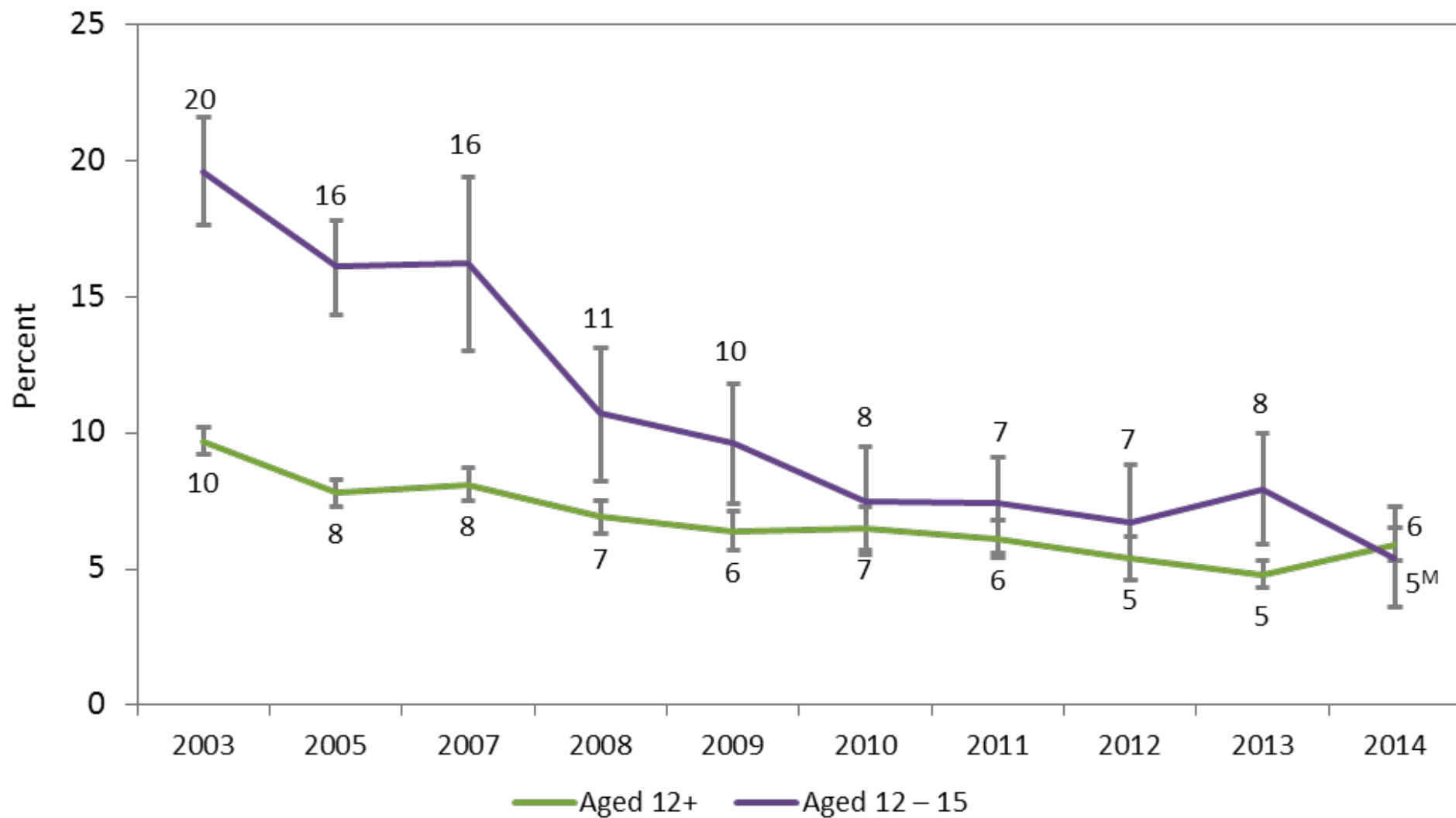


# 5% of 12 to 15 Year Olds Exposed to SHS in Vehicles in 2014



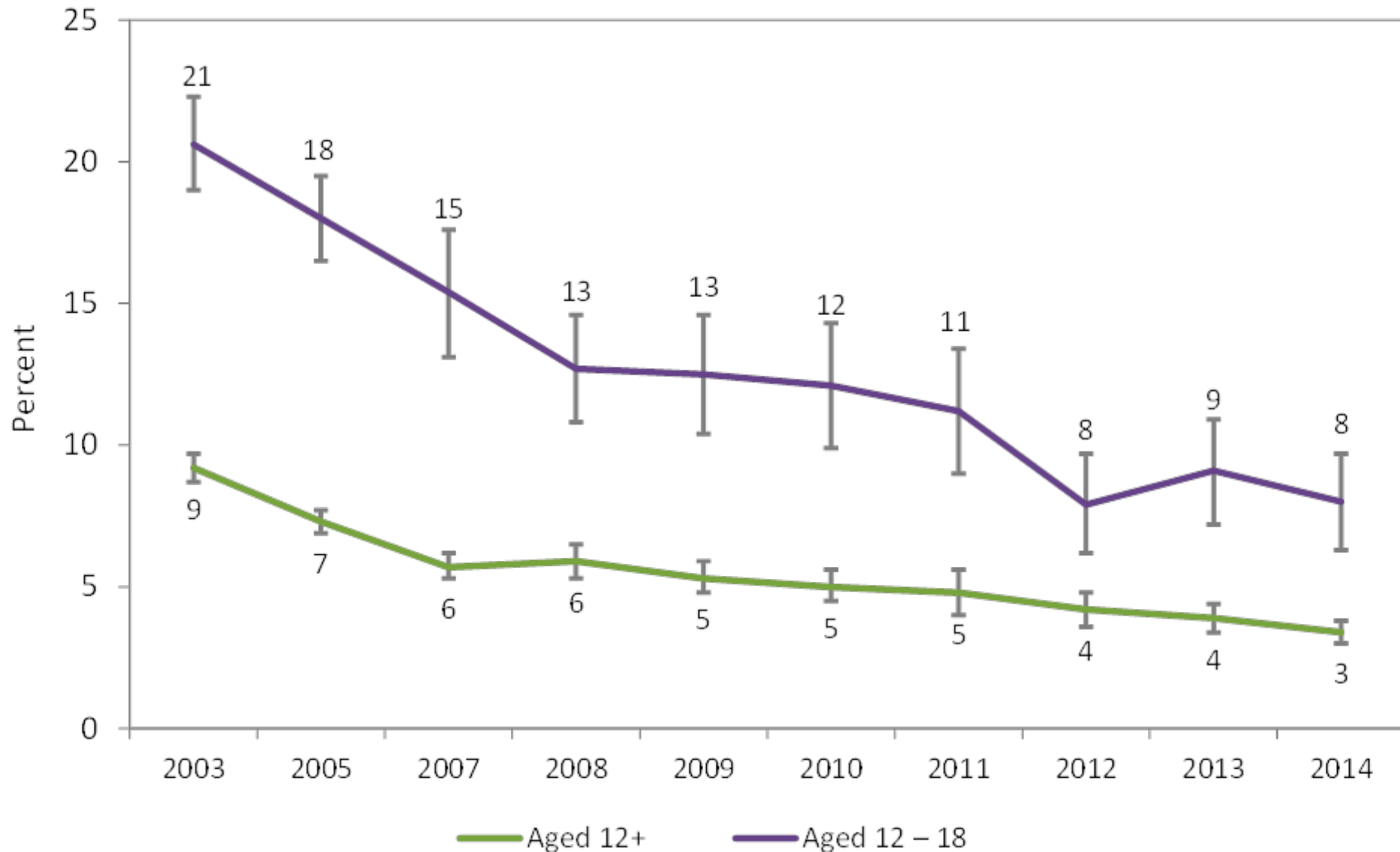
# SHS in Vehicles, Nonsmokers

(Nonsmokers, Every Day or Almost Every Day)

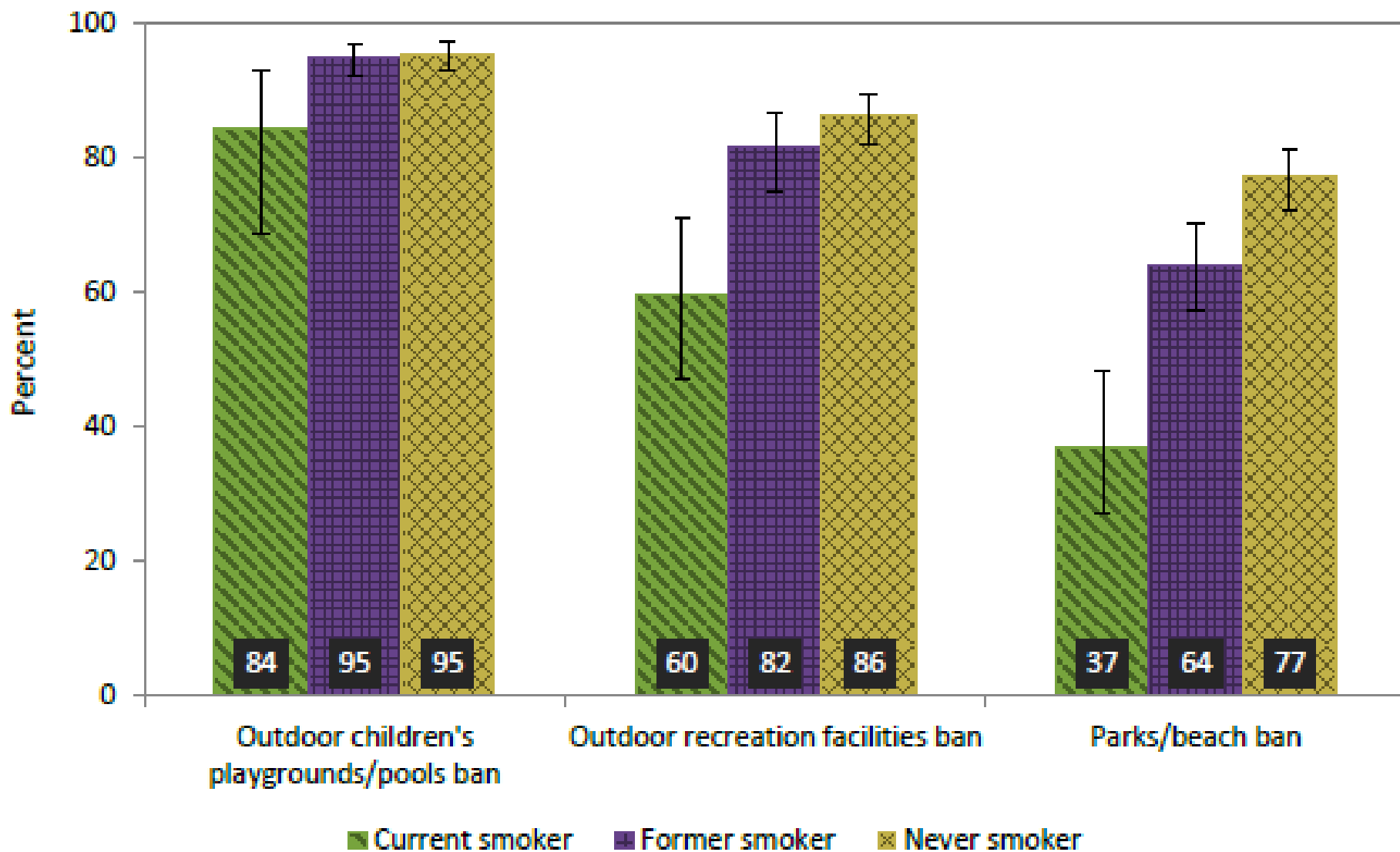


# SHS at Home, Nonsmokers

(Nonsmokers, Every Day or Almost Every Day)



# Agreement that Smoking Should be Banned in Playgrounds, Outdoor Rec Facilities and Parks/Beaches



# **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



# Questions



# 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**



***Report***

<http://otru.org>

***Data***

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

# Thank You!



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# Thank you for participating

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