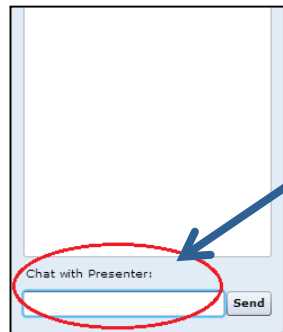




Smoke-Free Ontario Modernization: Report of the Executive Steering Committee

November 14, 2017

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Speakers



Michael Perley

Director, Ontario Campaign for Action on Tobacco

Speakers



Dr. Charles Gardner, MD, CCFP, MHSc, FRCPC

Medical Officer of Health and Chief Executive Officer
Simcoe Muskoka District Health Unit

SMOKE-FREE ONTARIO MODERNIZATION: REPORT OF THE EXECUTIVE STEERING COMMITTEE

November 14, 2017

Michael Perley
Director
Ontario Campaign for Action on Tobacco

Genesis of the SFOS

- ▶ Began with 2006 implementation of the *Smoke-Free Ontario Act*
- ▶ No written strategy: rather, a set of pillars and principles
 - ▶ Protection
 - ▶ Prevention (of smoking initiation)
 - ▶ Smoking Cessation
- ▶ 2006-16: *SFOA* frequently strengthened via amendments (flavourings/menthol ban, children in cars w smoking)

Genesis of the SFOS

- ▶ 2013: Former Health Minister Matthews announces SFOS target as the lowest smoking rate in Canada (of all provinces)
- ▶ 2014-16: Advocacy with former Associate Minister of Health Damerla and current Minister Eric Hoskins on the need to modernize (and formalize) the SFOS.
- ▶ March 2017: Minister Hoskins announces the formation of the Executive Steering Committee (ESC)

Basis of the ESC Modernization Report

- ▶ The report of the Smoke-Free Ontario Scientific Advisory Committee (SAC) summarizes the evidence for effective, innovative and promising tobacco control interventions
- ▶ SAC 2.0 provides advice on which interventions could be adapted for use in Ontario
- ▶ SAC 2.0 forms the evidentiary basis for the ESC report

Preparing the Report

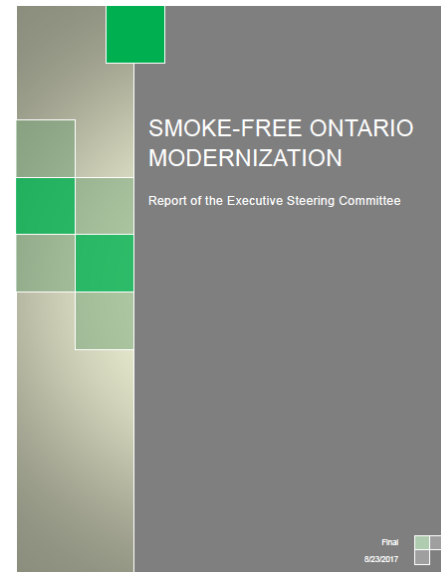
- ▶ The Committee is chosen from scientific experts, leading professional organizations and NGOs
- ▶ During half-day meetings from late May to August 2017, a Committee reviews SAC 2.0 recommendations and hears presentations from selected organizations (e.g., Ministry of Finance)
- ▶ The Committee debates the leading SAC 2.0 recommendations, with additional input from current research and analyses by OTRU and others, as well as experience from the field

Structure of the Report

- ▶ A case for a Smoke-Free Ontario Strategy
- ▶ The framework:
 - ▶ Visions
 - ▶ Goals
 - ▶ Targets
 - ▶ Principles guiding Committee's work

How can we do this?

1. Challenge and contain the tobacco industry.
2. Motivate and support many more Ontarians who smoke to quit and stay quit.
3. Keep more Ontarians from starting to smoke.
4. Expand policies that prevent exposure to secondhand smoke and harmful aerosol from vaped products.
5. Create a strong enabling system to execute the strategy.



Structure of the Report

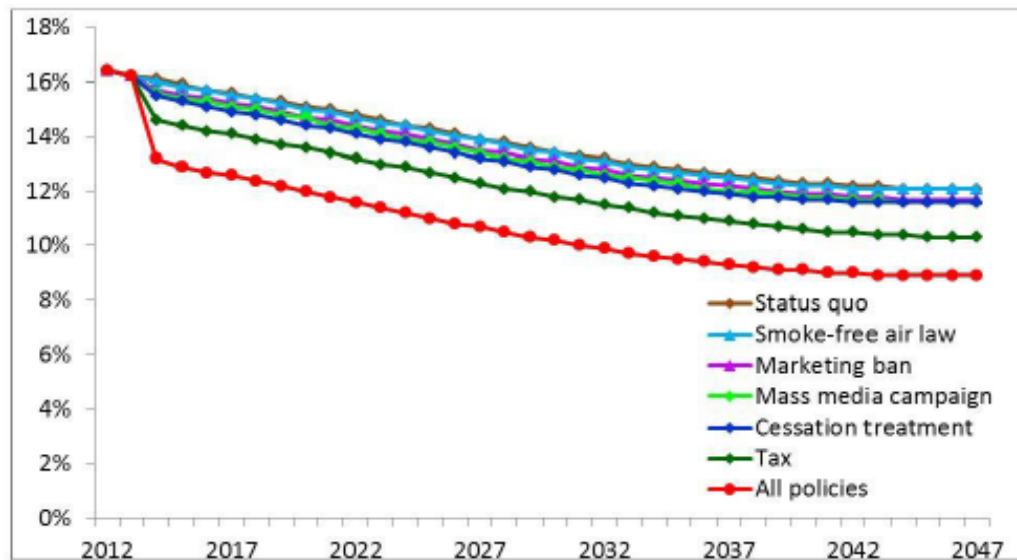
- ▶ Priority actions for the first five years
- ▶ Proposed ten-year strategy
- ▶ Recommendations

The Report's Framing and Targets

- ▶ Structured around the concept of an endgame for tobacco in Ontario, per conclusions from the Endgame Summit in Kingston in September/October 2016.
Ultimate target: less than 5% tobacco use by 2035

Choosing a Tobacco Endgame

Figure 6: Status Quo vs Fully Implementing WHO MPOWER Recommendations



* Source: Zhang, B. & Schwartz, R. Technical Report of the Ontario SimSmoke: The Effect of Tobacco Control Strategies and Interventions on Smoking Prevalence and Tobacco Attributable Deaths in Ontario, Canada. 2013. Toronto, ON: Ontario Tobacco Research Unit.

Choosing a Tobacco Endgame

Figure 5: Status Quo compared to Meeting Tobacco Endgame Targets



Constraining the Tobacco Industry

Increase the price of tobacco products by:

- ▶ Tax increases leading to doubling of current prices;
- ▶ Reducing the differential between premium, mid-priced and discount brand prices;
- ▶ Banning incentives to retailers to promote discount products;
- ▶ Eliminating tax deductions/other fiscal advantages available to the industry

**Figure 1: Reported Volume and Wholesale Value of the Cigarette Market in ON
2001-2016**

Source: Health Canada, TRR Section 13
In billions of units and dollars

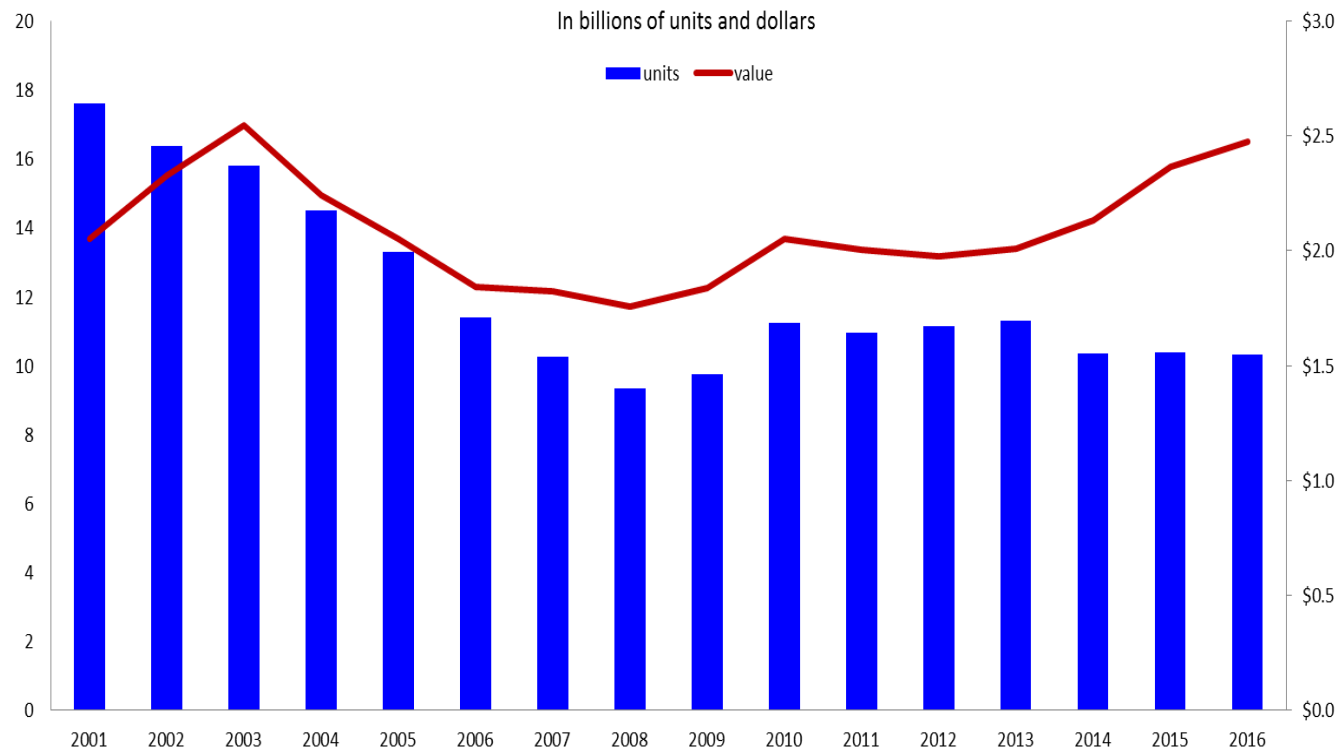
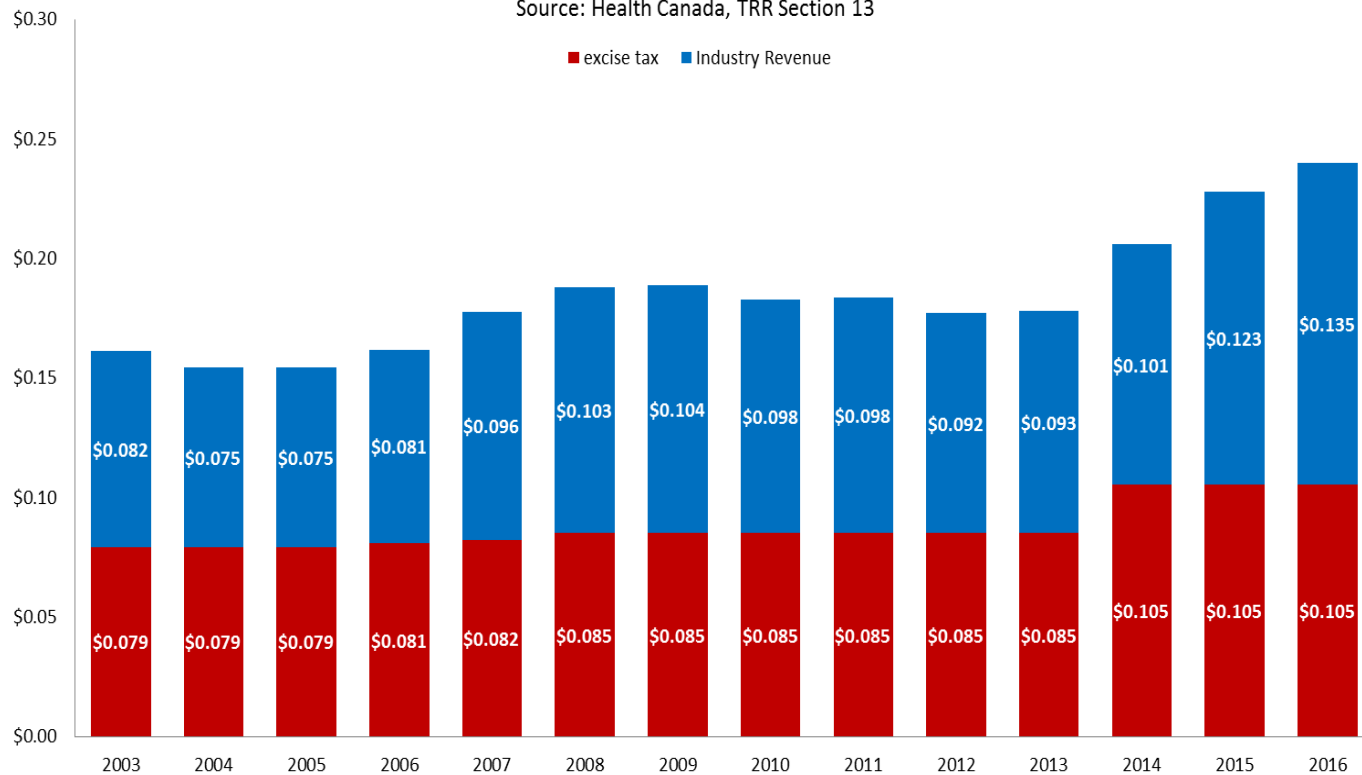


Figure 2: Reported Wholesale Unit price of cigarettes in ON, 2003-2016

Federal Excise Tax vs. Industry Revenue

Source: Health Canada, TRR Section 13

■ excise tax ■ Industry Revenue



Constraining the Tobacco Industry

Reduce tobacco availability at retail by:

- ▶ Reducing the number and density of retail tobacco vendors (66% of Ontarians agree with this)
- ▶ Reducing the supply of tobacco products by:
 - ▶ Reducing the amount of tobacco released to the market for sale (53% of Ontarians believe sales should be stopped or phased out in 5-10 years)
 - ▶ Enhancing unregulated tobacco enforcement

Constraining the Tobacco Industry

Implement FCTC Article 5.3 in order to prevent industry involvement in health policy-making by:

- ▶ Ensuring transparency of all government-industry contacts;
- ▶ Requiring the industry to disclose information on all its practices

Constraining the Tobacco Industry

Phase out tobacco growing on non-Indigenous lands in Ontario within 10 years, using a mandatory timeline

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Motivating and Supporting More Ontario Smokers to Quit and Stay Quit

Motivating and Supporting More Ontario Smokers to Quit and Stay Quit

Implement a highly-visible, well-promoted, high-quality, person-centred cessation services by:

- ▶ Coordinating all health care, community and population-based services and provide systematic referrals;
- ▶ Expanding available cessation services;
- ▶ Significantly increasing promotion of these services;
- ▶ Maintaining and enhancing robust clinical standards;
- ▶ Exploring the potential of non-combustible nicotine delivery systems to reduce harm for people who are unable or unwilling to quit smoking

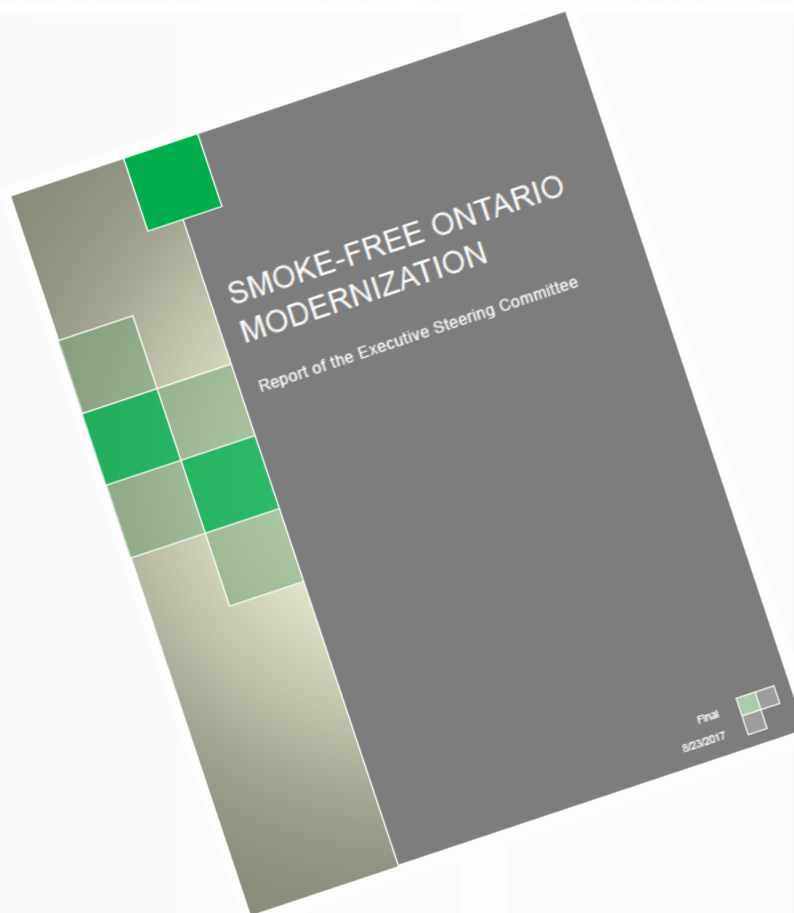
Motivating and Supporting More Ontario Smokers to Quit and Stay Quit

Ensure equitable access to cessation services by:

- ▶ Providing cost-free cessation pharmacotherapies;
- ▶ Targeting cessation services to those with high rates of smoking

Q&A

Modernizing Smoke-Free Ontario



Charles Gardner, MD, CCFP, MHSc, FRCPC
Medical Officer of Health

Content

- Prevention key recommendations
- Protection key recommendations
- Roles for Public Health regarding some key recommendations throughout the report



Keep More Ontarians from Starting to Smoke

- Implement comprehensive policies and programs to keep youth and young adults from starting to smoke
 - Raise the minimum age to buy tobacco products to 21 (within the first 5 years)
 - Intensify tobacco prevention policies and education in elementary, secondary and post-secondary schools, with particular emphasis on trade schools
 - Implement prevention interventions (policies and programs) in a variety of youth-centred settings

PHO SAC 2 Report

- Innovative
- Moderate - Intensify



Keep More Ontarians from Starting to Smoke

- Reduce youth and young adult social exposure to tobacco use
 - Reduce youth and young adults exposure to on-screen smoking by:
 - requiring any movie that contains tobacco imagery to be assigned an adult rating (18A);
 - requiring movie theatres to show strong anti-tobacco ads (PSAs) before movies that contain smoking or tobacco use and trailers that discount any credibility of association with tobacco; and
 - making media productions that include smoking ineligible for public subsidies.

PHO SAC 2
Report

- Innovative



Keep More Ontarians from Starting to Smoke

- Reduce youth and young adult social exposure to tobacco use
 - Make Ontario post-secondary campuses smoke-free, tobacco-free and free from tobacco industry influence

PHO SAC 2 Report

- Moderate - Intensify



**BRIGHTER
WORLD**

Breathe Easy

A HEALTHIER CAMPUS FOR ALL

On January 1, 2018 McMaster becomes Ontario's first 100%
Tobacco and Smoke-Free Campus.

Learn how you can prepare to breathe easier.



Preventing Exposure to Secondhand Smoke / Aerosol Products

- Continue to reduce exposure to secondhand smoke at home
 - Raise awareness through a public engagement campaign about the importance of smoke-free homes
 - Increase the number of smoke-free multi-unit housing buildings in Ontario
 - Amend the Ministry of Housing Residential Tenancies Act to allow landlords to evict a tenant who violates the no-smoking provision in a tenancy agreement and include an optional smoke-free housing clause in the new standard lease

PHO SAC 2 Report

- High – intensify
- High – intensify



Helping Increase Options
for Smoke-Free Living

Preventing Exposure to Secondhand Smoke / Aerosol Products

- Establish more smoke-free spaces
 - Amend the Smoke-Free Ontario Act to ban vaping and the smoking of nontobacco products, including shisha and cannabis, in all the indoor and outdoor settings where tobacco is banned
- PHO SAC 2 Report
- Innovative
 - Moderate - intensify



Preventing Exposure to Secondhand Smoke / Aerosol Products

- Establish more smoke-free spaces

PHO SAC 2 Report

- Amend the Smoke-Free Ontario Act to prohibit smoking of tobacco, shisha and cannabis:

- within a 9-metre buffer zone around the entrances, exits, windows and air intakes of public buildings; and

- in outdoor spaces on post-secondary campuses (i.e., universities, colleges, vocational institutions, trade schools).

- High – intensify

- Moderate – intensify



Preventing Exposure to Secondhand Smoke / Aerosol Products

- Establish more smoke-free spaces
 - Protect workers in outdoor workplaces from exposure to secondhand smoke by:
 - expanding the Smoke-Free Ontario Act to prohibit smoking in outdoor workplaces;
 - working with employers to develop effective smoke-free outdoor workplaces policies; and
 - enforcing the law.

PHO SAC 2 Report

- High – intensify
- High – intensify



Roles for Public Health

- Needs assessment / surveillance / reporting
 - Local use, trends, priority populations, needs and challenges
 - Local impacts of endgame strategies
- Advocacy for healthy public policy
 - Municipalities
 - Water pipes, community housing, entrances
 - Private housing
 - MUHs / condos / apartments
 - LHINs / hospitals
 - Ottawa Model for Smoking Cessation



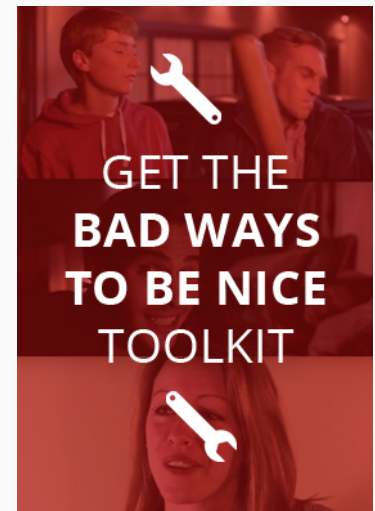
Roles for Public Health

- Advocacy for healthy public policy
 - Provincial
 - Tobacco taxation increase, SFOS endgame strategy, cannabis, water pipes, heat-not-burn, e-cigarettes, smoke-free movies
 - Support for resource centres
 - Cessation supports
 - National
 - Tobacco control endgame strategy, Tobacco taxation increase, plain packaging



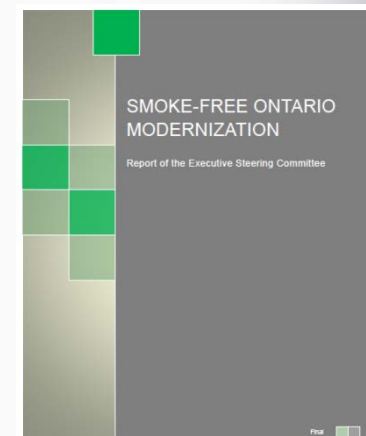
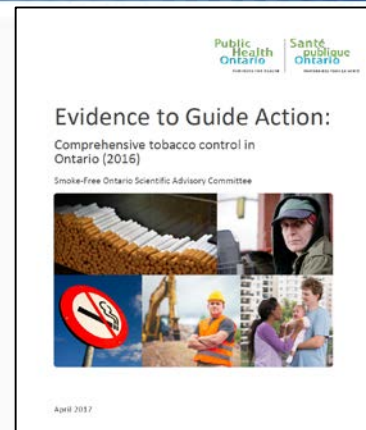
Roles for Public Health

- Engagement / education / awareness raising
 - Public awareness – smoke-free movies, smoke-free housing, social supply, cessation promotion, health education in schools



Roles for Public Health

- Knowledge exchange / capacity building
 - PHO, resource centres
 - SAC 2 report – everfresh process
 - Emerging evidence – water pipes, e-cigarettes, cannabis
 - Identify research needs – PHO, OTRU and university partnership
 - Monitoring impacts of endgame strategies provincially



Roles for Public Health

- Enforcement
 - SFOA – new content (e-cigarettes, water pipes, heat-not-burn, additional outdoor environments)
 - Cannabis – collaboration with police
 - Working in collaboration with Min of Finance / federal government re taxation enforcement



Roles for Public Health

- Cessation supports
 - Promotion / advocacy for system enhancement locally and provincially
 - Organization of provider training
 - Provision to clients – priority populations, research partnerships



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Final Thoughts

- Tobacco is the industry-driven cause of the greatest loss of life in modern history
- We have made progress with the Smoke Free Ontario Act / Strategy
- To bring the tobacco epidemic to an end we need provincial commitment and local action to implement the SFO Modernization Report



Q&A

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PART 2:

Report Status and Advocacy

Report Status Indicators

- ▶ Only recommendation from report included in Bill 174: the ban on tobacco brand paraphernalia - no other legislative recommendations from report included
- ▶ No indication that government has endorsed or accepted the report as a whole
- ▶ Some indications that some cessation services will be expanded

NOTE: Tobacco specific health promotion resource centres (TEACH, OTRU, NSRA/SHAF, PTCC) will be defunded beginning 1/4/18

Advocacy

OCAT Focus:

- ▶ Inclusion of recommendations in election platforms
- ▶ Possible amendments to Bill 174 and/or its regulations
- ▶ Secure additional funding for pharmacotherapies/ other aspects of SFOS in 2018 pre-election provincial Budget
- ▶ Questions in the Legislature, continuing petitions re: smoke-free movies/MUDs

NEED:

- ▶ Unified and visible demand from provincial Medical Officers of Health re: endorsement and implementation of report ASAP

Q&A



Thank you for participating

Your feedback is important to us!

A link to our **webinar survey** will be emailed to you following this webinar.

Program Training and Consultation Centre

PTCC increases the capacity of organizations and providers to deliver effective, comprehensive, tobacco use reduction interventions in Ontario

**SFOA Resource Centre (since 1993-94)
Funded by Public Health Ontario**

- Technical assistance, training & resource development
- Knowledge development, exchange & programming to increase the use of research & practice-based evidence (LEARN, Communities of Practice)
- Media relation training & consultation services through Media Network