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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- 1
- 2
- 3
- 4
- 5 or more (Please enter into the chat box the number of people attending this webinar with you)
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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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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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
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Chapter 2: Tobacco Use
Chapter 3: Youth Prevention
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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%\(^M\) of Ontarians exposed to SHS in MUH
# MPOWER and SAC Standards Met (Selected)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Patio Ban+</td>
<td>✔</td>
</tr>
<tr>
<td>Flavour Ban</td>
<td>✔</td>
</tr>
<tr>
<td>(adult flavours excepted)</td>
<td></td>
</tr>
<tr>
<td>Monitoring and Evaluation</td>
<td>✔</td>
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<tr>
<td>Target High Risk Youth &amp; Young Adults</td>
<td>Partial (regional)</td>
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<tr>
<td>Cessation throughout the Health System</td>
<td>Progress</td>
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<td>MPOWER and SAC Standards not yet Met (Selected)</td>
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<tr>
<td>-----------------------------------------------</td>
<td></td>
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<tr>
<td><strong>Taxes</strong></td>
<td>X</td>
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<tr>
<td><strong>Mass Media / Social Marketing</strong></td>
<td>Insufficient</td>
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<tr>
<td><strong>Universal Coverage for Cessation Supports</strong></td>
<td>X</td>
</tr>
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<td><strong>Adult Ratings for Smoking in Movies</strong></td>
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<tr>
<td><strong>Select public places</strong></td>
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</table>
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?
Cigar Use

4% for 12 years and older

Past month
Cigar Use, Past Month

CCHS 2014
Flavoured cigars comprise 82.6% of the market.
Menthol comprises 4.15% of all cigar sales
Current cigarette smoking: **16.1%**

CCHS 2014, Past-30 days, 100 in lifetime, 12+
Current Smoking, 12+

18.2% in 2010

16.1% in 2014*
Current Smoking (Past Month), 12+

Percent

23 21 20 20 19 18 18 18 18 17 16


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

[Graph showing the percentage of past 30-day current smoking across different regions, with numbers representing the percentage.]
## Rate of Smoking of 25% or More, 2013/14

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

CAMH Monitor 2015
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

<table>
<thead>
<tr>
<th>Grade 7</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
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<tbody>
<tr>
<td>80</td>
<td>91</td>
<td>93</td>
<td>94</td>
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<tr>
<th>Grade 8</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
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<td>72</td>
<td>84</td>
<td>88</td>
<td>88</td>
<td>90</td>
<td>92</td>
<td>93</td>
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<tr>
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<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
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<tr>
<td>61</td>
<td>69</td>
<td>76</td>
<td>82</td>
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<td>88</td>
<td>89</td>
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<th>Grade 10</th>
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<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
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<tbody>
<tr>
<td>52</td>
<td>59</td>
<td>67</td>
<td>68</td>
<td>77</td>
<td>80</td>
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</table>

<table>
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<tr>
<th>Grade 11</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
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<tbody>
<tr>
<td>42</td>
<td>54</td>
<td>57</td>
<td>63</td>
<td>65</td>
<td>72</td>
<td>69</td>
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</table>

<table>
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<tr>
<th>Grade 12</th>
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<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
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<td>41</td>
<td>49</td>
<td>55</td>
<td>58</td>
<td>65</td>
<td>66</td>
<td>68</td>
<td></td>
</tr>
</tbody>
</table>

OSDUHS
Past-Year Smoking

Grade 9: 8%  >  Grade 10: 16%  >  Grade 11: 21%  >  Grade 12: 24%
# Past-Year Smoking

![Graph showing the past-year smoking rates from 2003 to 2015 for different grades.](image)

## Past-Year Smoking Rates

<table>
<thead>
<tr>
<th>Grade</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 7</td>
<td>13</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>s</td>
</tr>
<tr>
<td>Grade 8</td>
<td>21</td>
<td>11</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>4</td>
<td>s</td>
</tr>
<tr>
<td>Grade 9</td>
<td>29</td>
<td>21</td>
<td>16</td>
<td>12</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Grade 10</td>
<td>35</td>
<td>29</td>
<td>20</td>
<td>23</td>
<td>16</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Grade 11</td>
<td>42</td>
<td>34</td>
<td>30</td>
<td>25</td>
<td>24</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Grade 12</td>
<td>43</td>
<td>36</td>
<td>30</td>
<td>29</td>
<td>25</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

OSDUHS
Current Smoking (Past-30 Days)

- Grades 9 to 10
- Grades 11 to 12

Yearly smoking percentages from 2003 to 2015:
- 2003: 15%
- 2005: 12%
- 2007: 8%
- 2009: 9%
- 2011: 6%
- 2013: 6%
- 2015: 5%

OSDUHS
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

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>EVER USE, %</th>
<th>PAST YEAR, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>E-Cigarettes</td>
<td>23</td>
<td>19</td>
</tr>
<tr>
<td>Waterpipe</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Cannabis</td>
<td>24</td>
<td>21</td>
</tr>
</tbody>
</table>
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.

OSDUHS 2015, CTADS 2013
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\textsuperscript{nd} lowest in Canada
Total Price, as of February 2016

- Manitoba ($133.25)
- Northwest Territories ($127.46)
- New Brunswick ($124.21)
- Nova Scotia ($123.60)
- Prince Edward Island ($118.78)
- Newfoundland ($118.77)
- Saskatchewan ($117.79)
- Nunavut ($115.87)
- Alberta ($104.92)
- Yukon ($103.32)
- British Columbia ($99.46)
- ONTARIO ($97.04)
- Quebec ($84.01)
Impact of Taxation

- Prevent Initiation (Goal: make smaller)
- Smoking Cessation (Goal: make bigger)
Quitting Behaviour
Intentions to Quit, 18+

Moderate levels, but no sig. change in recent years
One or More Quit Attempts, Past Year, 18+

No change in recent years
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

- % smokers reached (excluding smoking cessation by family physicians)
- % smokers reached (including smoking cessation by family physicians)

Data for years:
- 2011/12: 4%
- 2012/13: 5%
- 2013/14: 6%
- 2014/15: 8%
- 2015/16: 7%
Scientific Advisory Committee

Recommendations
є Tobacco-user support system: no wrong door
є Direct support: Integrate support system, free NRT and behavioural support
є 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)

Percent


Aged 12+
Aged 12 – 18

CCHS
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)

Percent

20 16 16 11 10 8 7 7 7 8 6


Aged 12+  Aged 12 – 15

CCHS
SHS at Home, Nonsmokers
(Nonsmokers, Every Day or Almost Every Day)

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

CAMH Monitor 2015
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
Thank You!

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Thank you for participating

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