

# TOBACCO Control in Ontario: Progress and Priorities

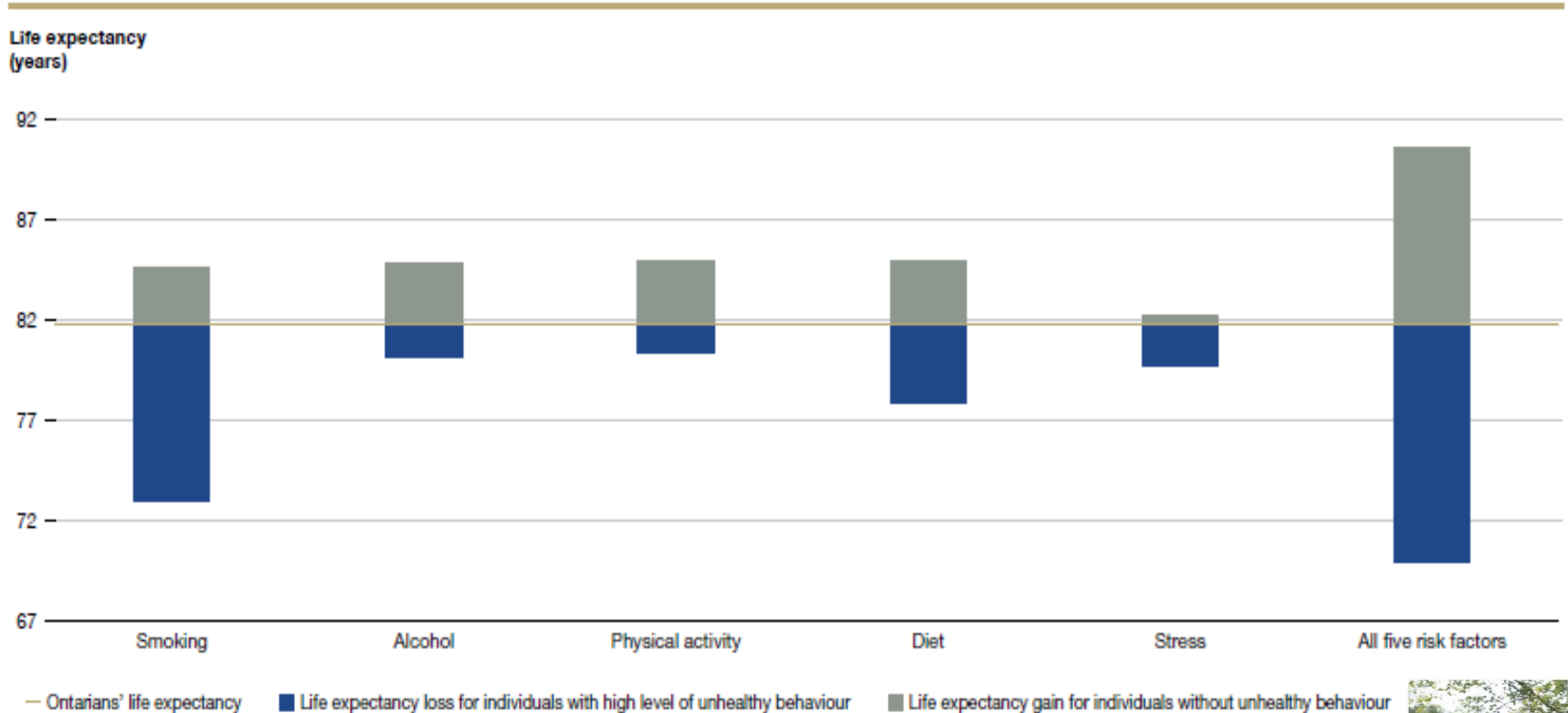
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MOH, Simcoe Muskoka District Health Unit  
February, 2016



**simcoe  
muskoka**  
DISTRICT HEALTH UNIT

# Still the Most Important Preventable Cause of Death

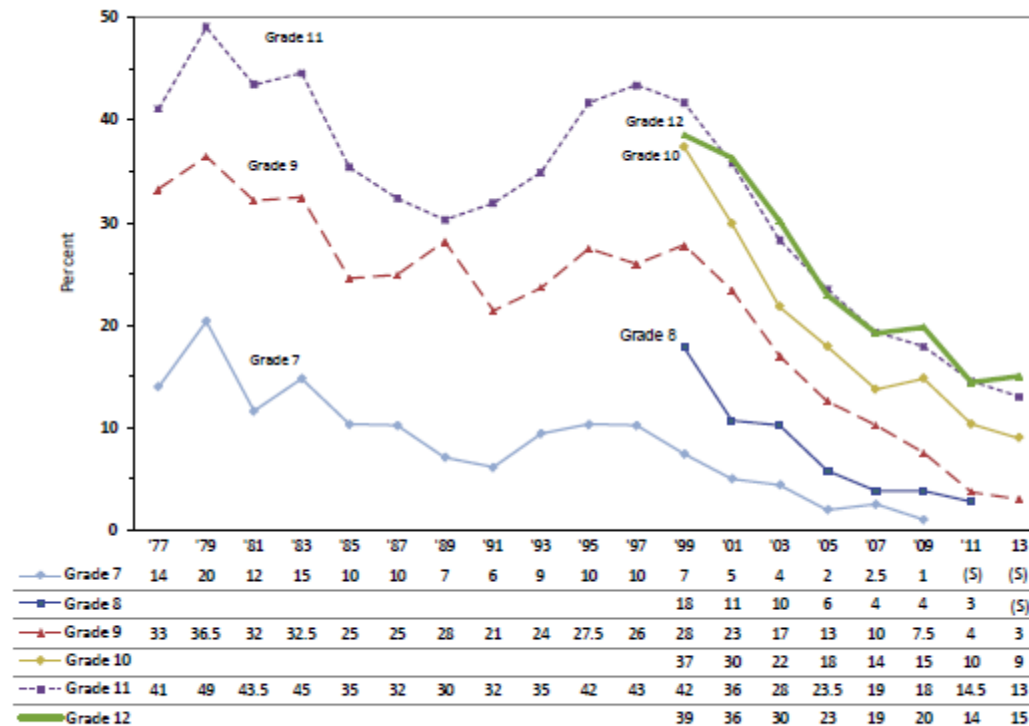
Gain or loss in life expectancy for Ontarians aged 20 and older with healthy versus high level of unhealthy exposure for selected behaviours, relative to average Ontario life expectancy, 2007



# Major Improvement Over the Long Term

## Youth Smoking Trends in Ontario

Figure 17: Past-Year Smoking, by Grades 7 to 12, Ontario, 1977 to 2013

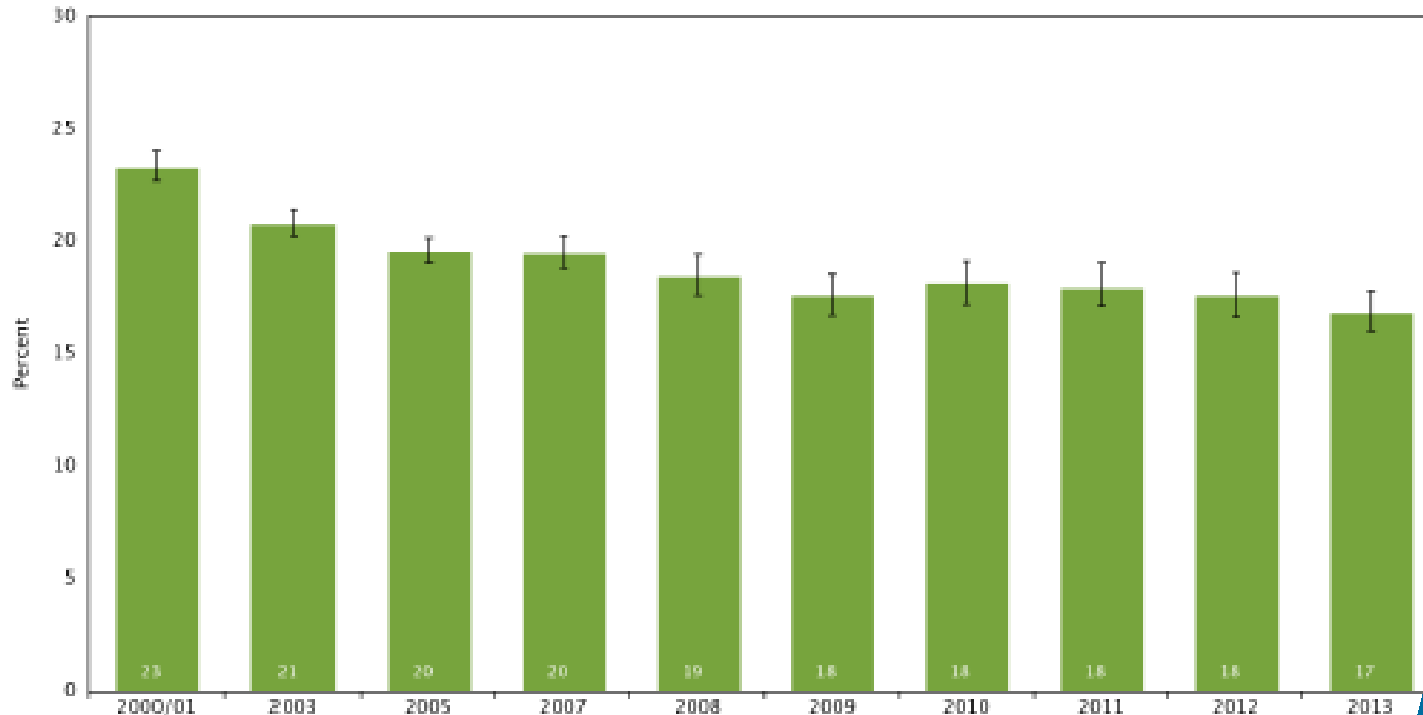


Note: Data collection for Grades 8, 10, and 12 started in 1999. For Grade 7, 2011 data suppressed due to small sample sizes.  
Source: Ontario Student Drug Use and Health Survey 1977–2013 (Biennial).



# Slower Progress In Recent Years: Smoking rates over time in Ontario

Figure 1: Current Smoking (Past 30 Days), Ages 12+, Ontario, 2000/01 to 2013



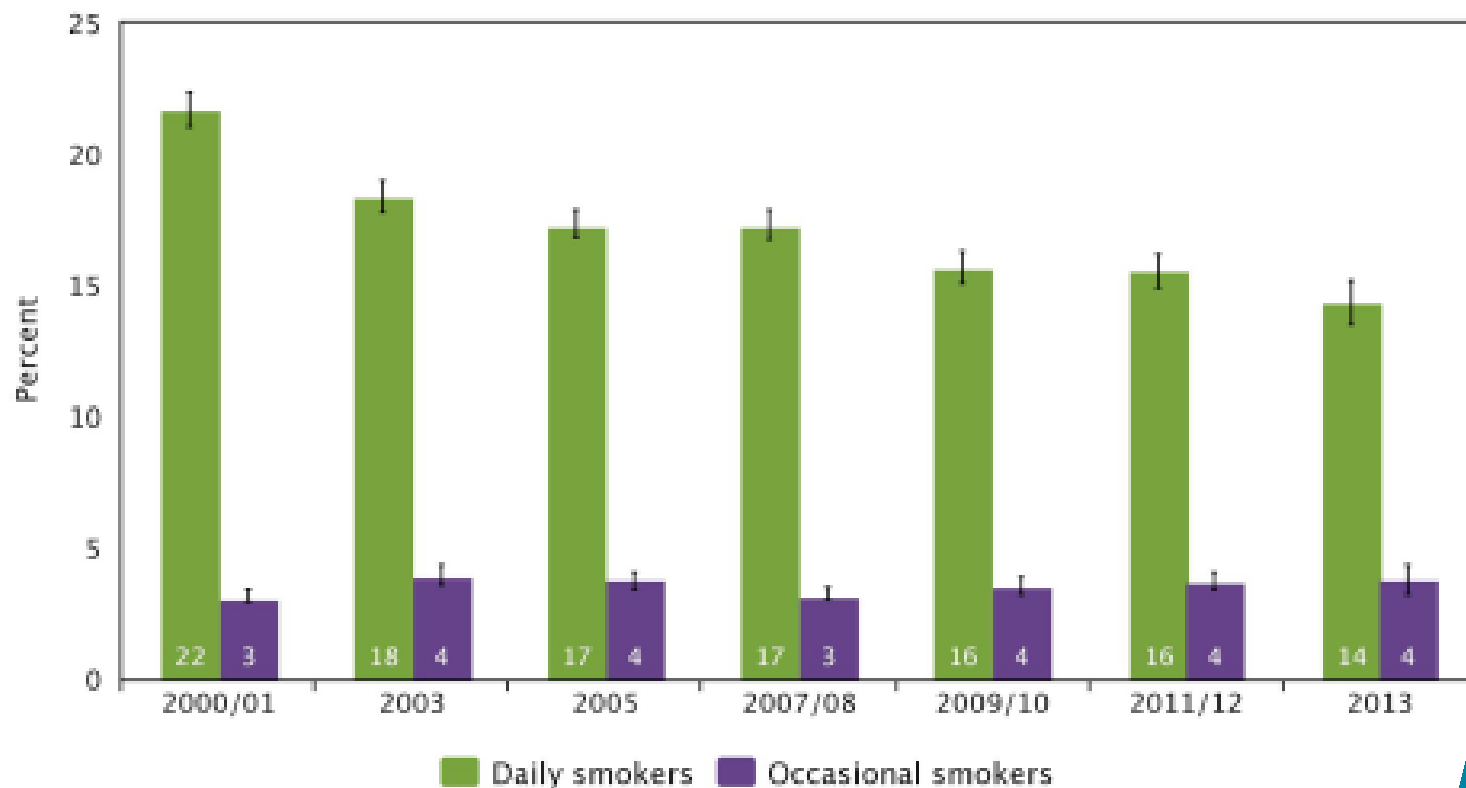
*Note:* Vertical lines represent 95% confidence intervals.

*Source:* Canadian Community Health Survey 2000/01, 2003, 2005, 2007-2013.



# More Hopeful Trend for Daily Smoking

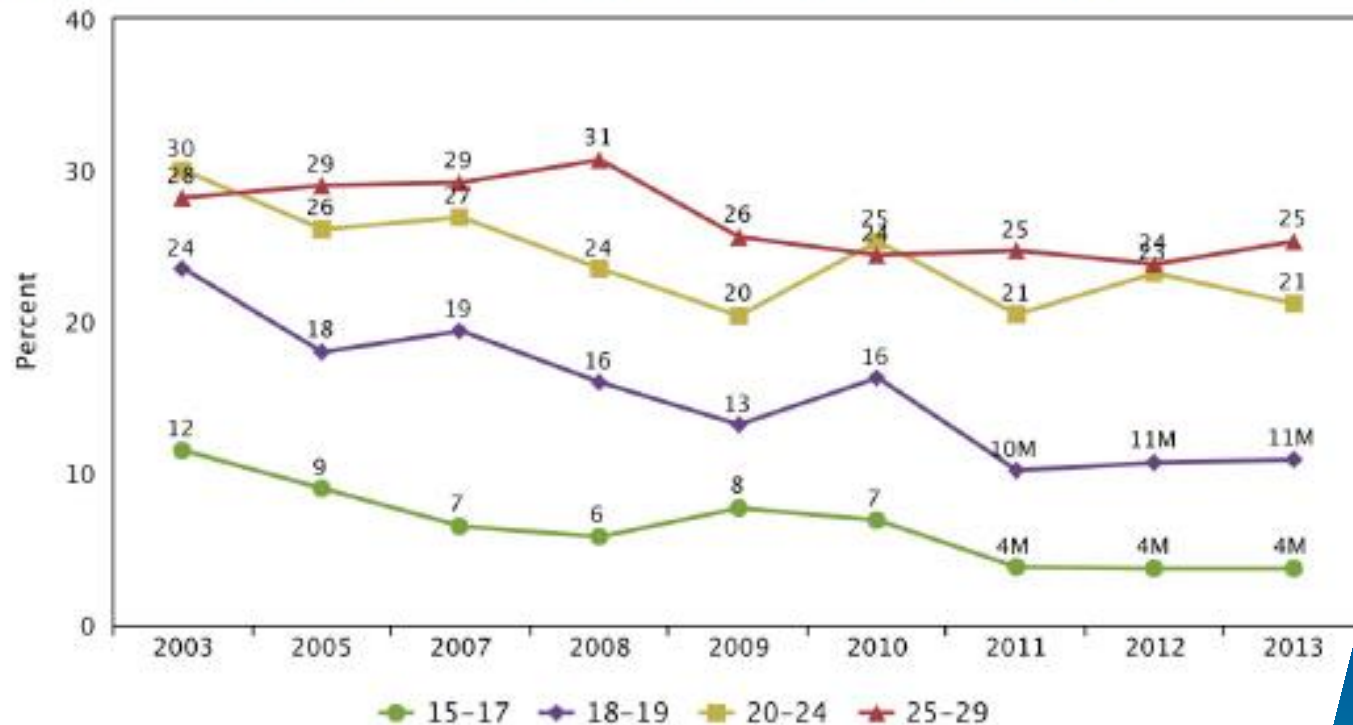
Figure 3: Daily and Occasional Smoking (Past 30 Days), Ages 18+, Ontario, 2000/01 to 2013



# Less Progress for Young Adults

## Youth & Young Adult Smoking Trend

Figure 19: Current Smokers (Past 30 Days), Youth and Young Adults, Ontario, 2003 to 2013



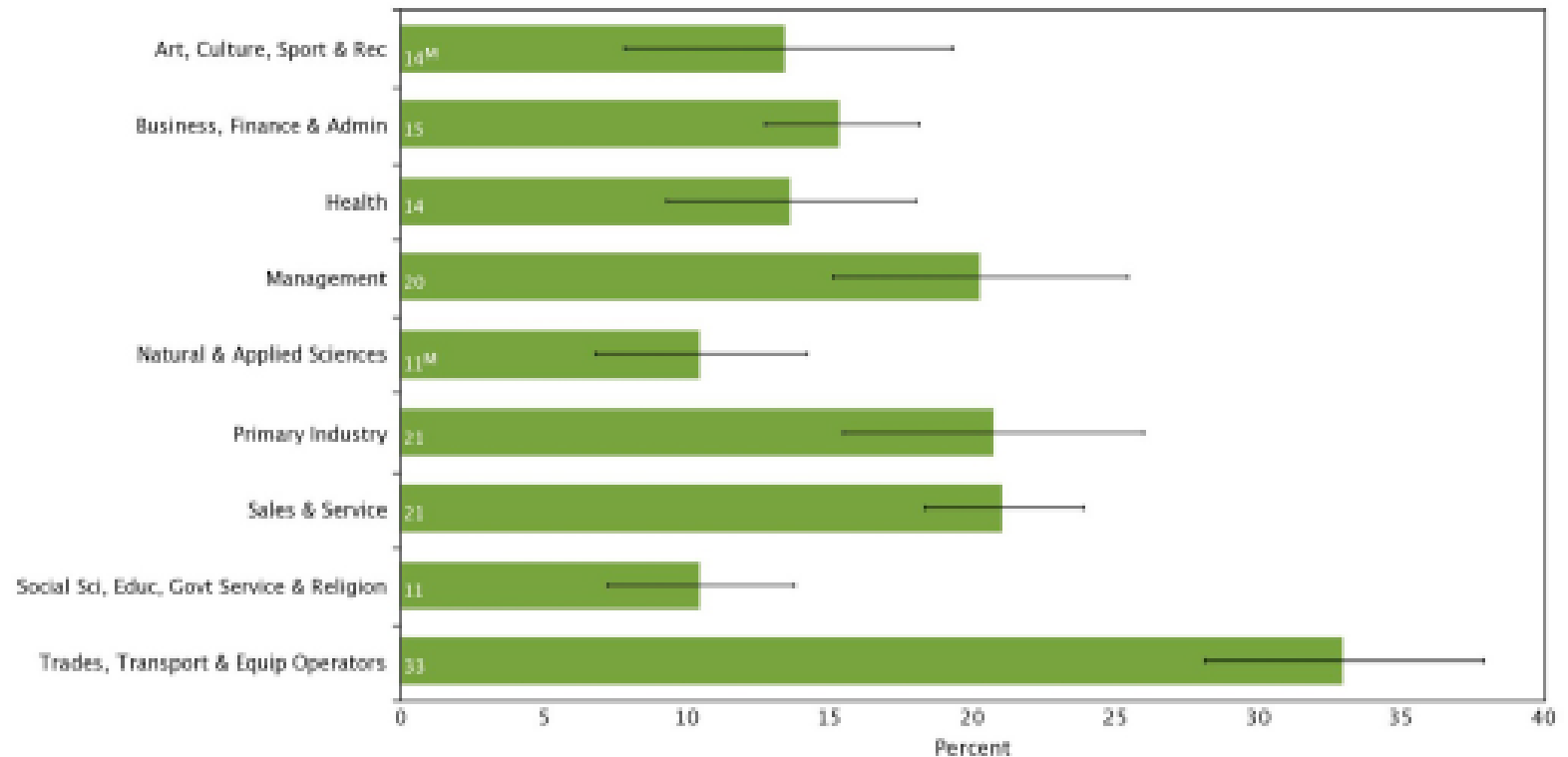
Note: M= Marginal. Interpret with caution. X-axis scale (Year) not uniform—interpret with caution.

Source: Canadian Community Health Survey 2003, 2005, 2007-2013.



# Priority Populations

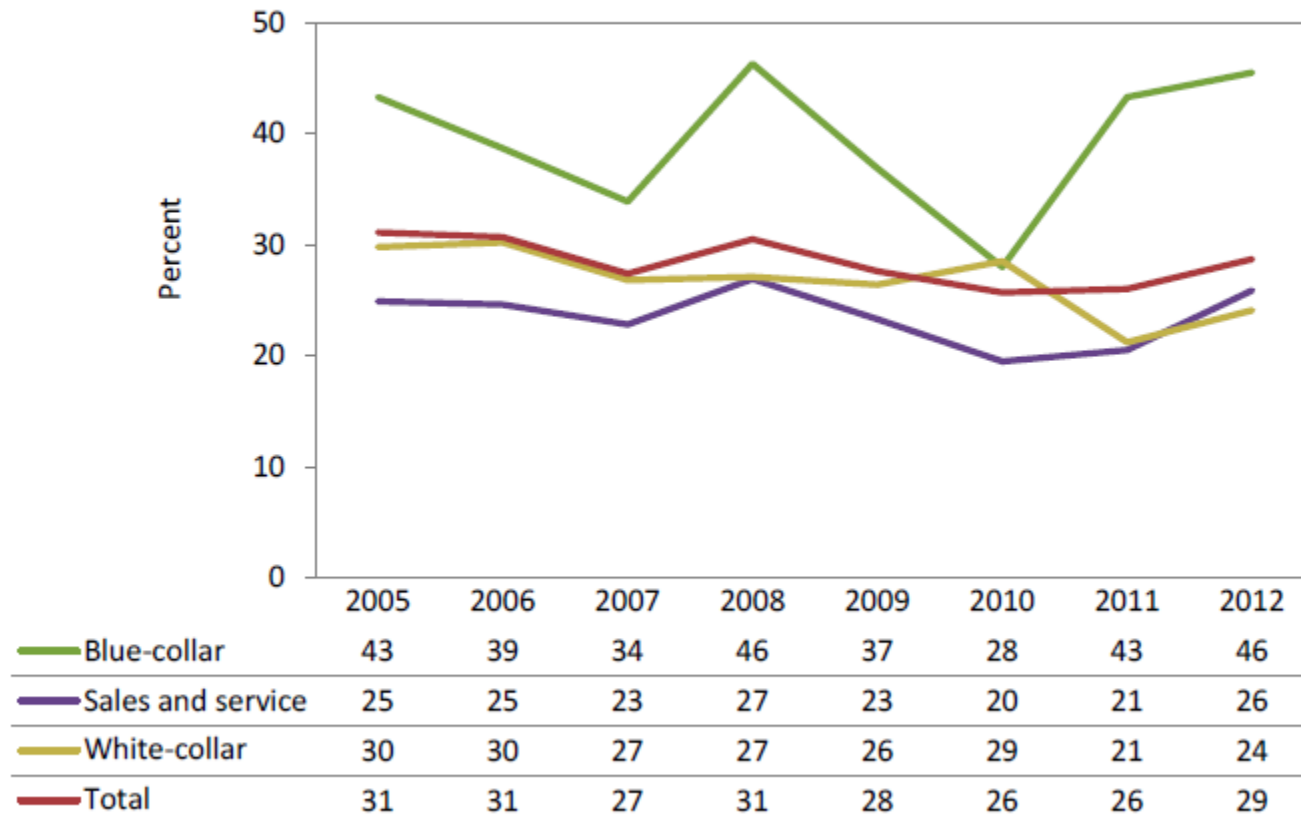
Figure 7: Current Smoking (Past 30 Days), by Occupation, Ages 15 to 75, Ontario, 2013



*Note:* Vertical lines represent 95% confidence intervals. M = Marginal. Interpret with caution: subject to moderate sampling variability.  
*Source:* Canadian Community Health Survey 2013.

# Workplace ETS Exposure

Figure 33: Workplace Exposure (Past 30 Days), by Occupation, Ages 15+, Ontario, 2005 to 2012

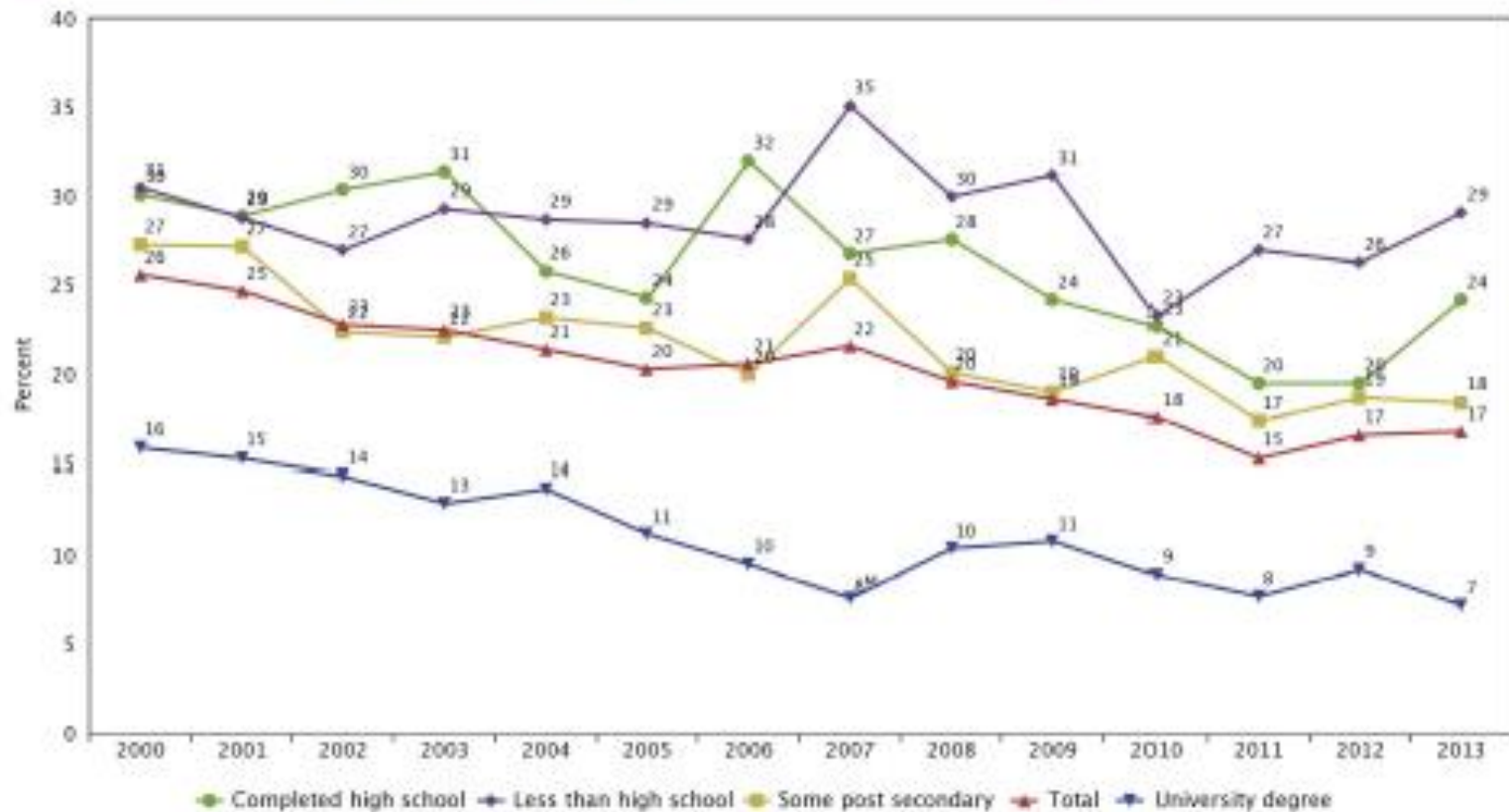


Source: Canadian Tobacco Use Monitoring Survey 2005–2012.



# Priority Populations

Figure 8: Current Smoking (Past 30 Days), by Educational Attainment, Ages 18+, Ontario, 2000 and 2013

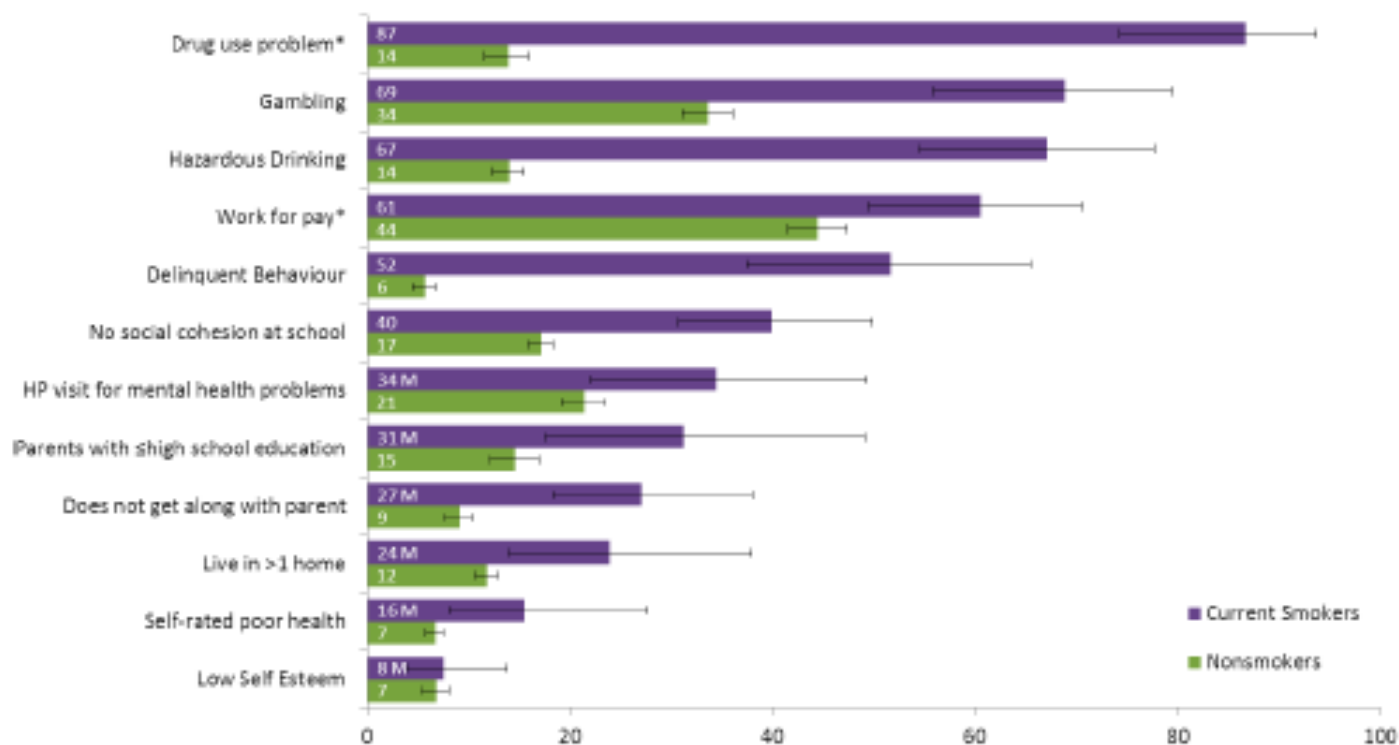


Note: M = Marginal. Interpret with caution: subject to moderate sampling variability.

Source: Centre for Addiction and Mental Health Monitor 2000-2013.

# Risks Cluster: At Risk Youth

Figure 9: Factors<sup>a</sup> Associated with Smoking Status among Students In Grades 7 to 12,<sup>\*</sup> Ontario, 2013

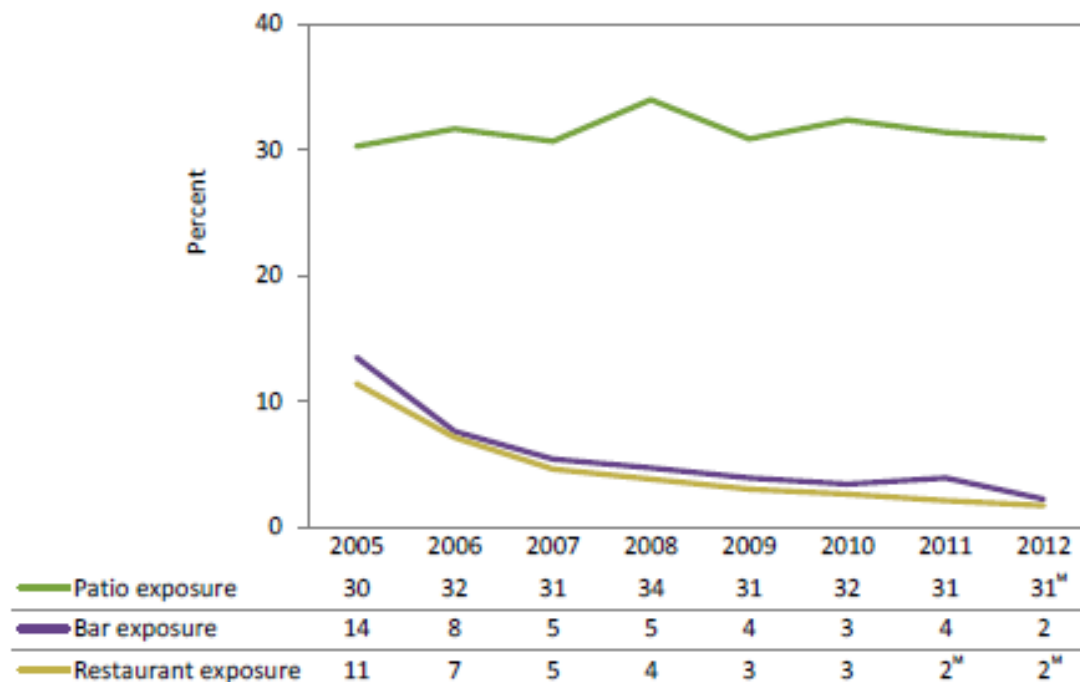


Note: \*Drug use problem and Work for pay categories sampled youth in grades 9 to 12 only. Horizontal lines represent 95% confidence intervals. M = Marginal. Interpret with caution: subject to moderate sampling variability.

Source: Ontario Student Drug Use and Health Survey 2013.

# The Importance of Smoke-Free Outdoor Spaces

Figure 35: Exposure to SHS at Restaurants or Bars, Ages 15+, Ontario, 2005 to 2012



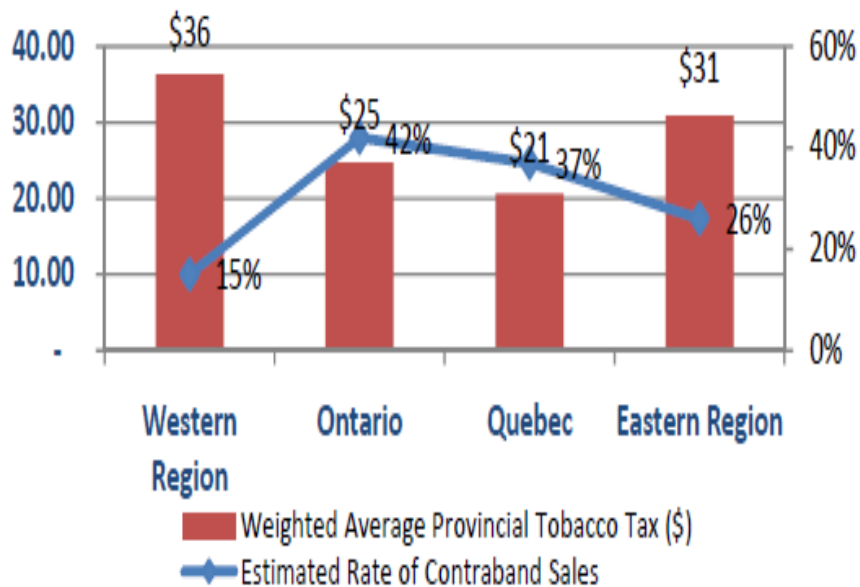
M = Marginal. Interpret with caution: subject to moderate sampling variability.

Note: The Smoke-Free Ontario Act was implemented May 31, 2006.

Source: Canadian Tobacco Use Monitoring Survey 2005–2012.

# Contraband Tobacco

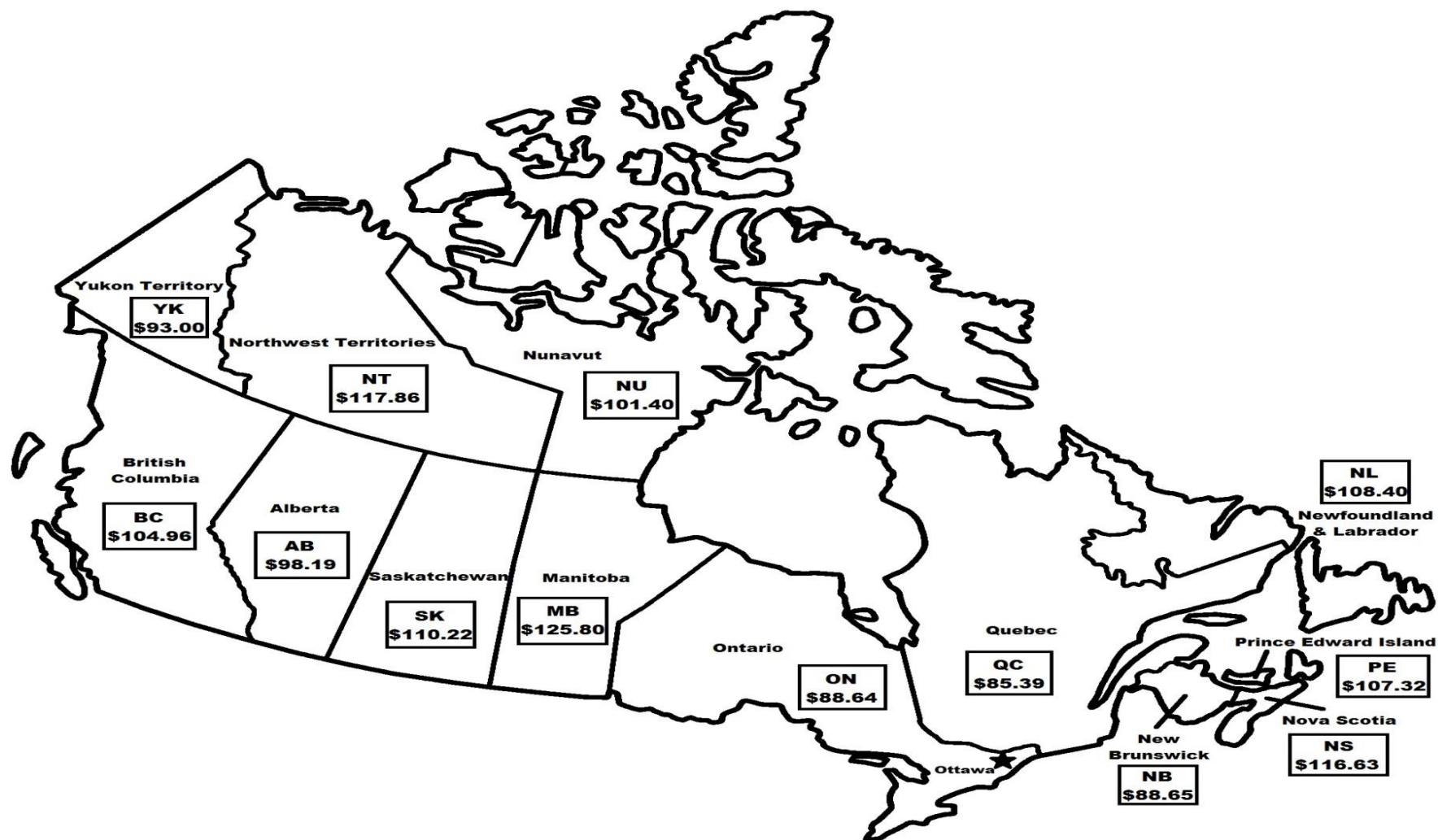
Figure 4: Provincial tax rates and estimated contraband market, 2008.



*Regional tax rates are calculated by weighting the average by volume of cigarettes.*



# CIGARETTE PRICES IN CANADA – APRIL 2015



# THEMES

- We have come very far on tobacco control over time
  - *Over the long term – controls in the late 20<sup>th</sup> century*
  - *Smoke-free spaces – indoor (decade ago), and outdoor (recent)*
  - *Marketing controls (power walls)*
  - *Increasing cessation services*
  - *Prohibiting flavored products*
  - *Product monitoring (raw leaf regulation)*
- Our progress has slowed in the past decade
- There is still much to be done:
  - *Address demographics / geography inequities*
  - *Price / taxation (government concern re marketing)*
  - *Need to double quitting*
  - *Optimization of cessation supports*
  - *Increase protection – enforcement; gaps (multi-unit dwellings)*
  - *Marketing restrictions – plain packaging, adult rating for smoking in movies / video games / music videos*
  - *Funding base for program delivery*

# THEMES

- Emerging issues and opportunities:
  - *New products – water pipes, e-cigarettes*
  - *Research / best practices – PHO SAC 2*
  - *Industry-focused strategies*
    - *Litigation*
    - *Monitoring / document disclosure*
    - *Divestment*
    - *Use / production reduction targets*
  - *End-game strategies*
    - *Dramatic taxation increases*
    - *Increasing age restriction (last generation approach)*