



THE ONTARIO
TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Generating knowledge for public health

Mass Media in Ontario

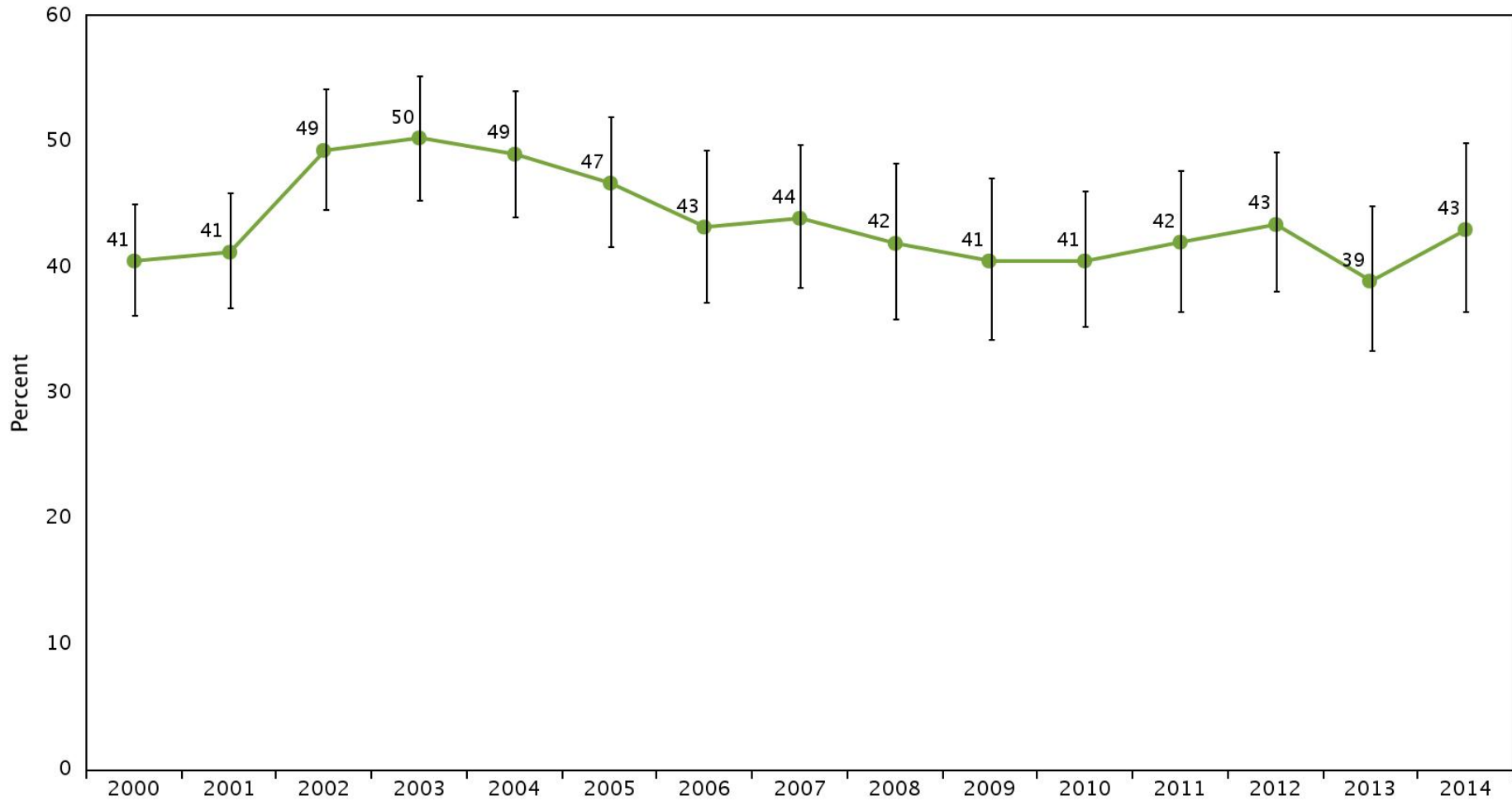
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Have Mass Media Campaigns Affected Quitting in Ontario?

- 12 campaigns 2005-2011

Quit attempts



ONTARIO TOBACCO SURVEY

**4500 ONTARIO SMOKERS (18+)
FOLLOWED EVERY 6 MONTHS FOR UP
TO 3 YEARS**

Heather Crowe

- Powerful, personal messaging

**2ND HAND SMOKE
CAN KILL YOU.
JUST ASK HEATHER.**

Heather never smoked, but she worked in smoke-filled restaurants.
Now she's dying from lung cancer. Some tobacco companies say that
2nd hand smoke harms people. Health Canada says it kills.
Refuse to be a target. Call 1 800 O-Canada (1 800 632-4232) TTY: 1 800 465-7732
www.OCanada.ca

**LA FUMÉE SECONDAIRE
PEUT VOUS TUER.
DEMANDEZ À HEATHER.**

Heather n'a jamais fumé, mais elle a travaillé dans des restaurants enfumés.
Maintenant, elle est mourante de cancer du poumon.
Certains ce m'paffirment de la fumée secondaire dit nuire à la santé.
Santé Canada affirme qu'elle tue.
Refusez d'être une cible. Appelez au 1 800 O-Canada (1 800 632-4232)
ATS: 1 800 465-7732 www.OCanada.ca

HEATHER CROWE, NEVER SMOKED, DYING OF LUNG CANCER
HEATHER CROWE, N'A JAMAIS FUMÉ, SE MEURT DU CANCER DU POUMON



 **Health Canada**
 **Canada**

Secondhand smoke

**DON'T LET YOUR CHILDREN BE A TARGET.
MAKE YOUR HOME AND CAR SMOKE-FREE.**

www.GoSmokefree.ca

Stupid.ca

- Silly messaging



Quit Tips

Quit...
You Have It In You

Quit



YOU HAVE IT IN YOU

Quitting encouragement



Children

- Child uses alphabet blocks to spell out the names of health problems associated with smoking

Methods

- Rate of making attempts assessed with Generalized Estimating Equation
- Risk of relapse among those who made a quit attempt assessed with interval censored survival analysis
- Controlling for demographic and smoking history characteristic

Reach

- Most smokers recalled some mass media over the period of study
- More likely to reach lower educated, females
- Pharmaceutical ads were more likely to reach married, daily smokers



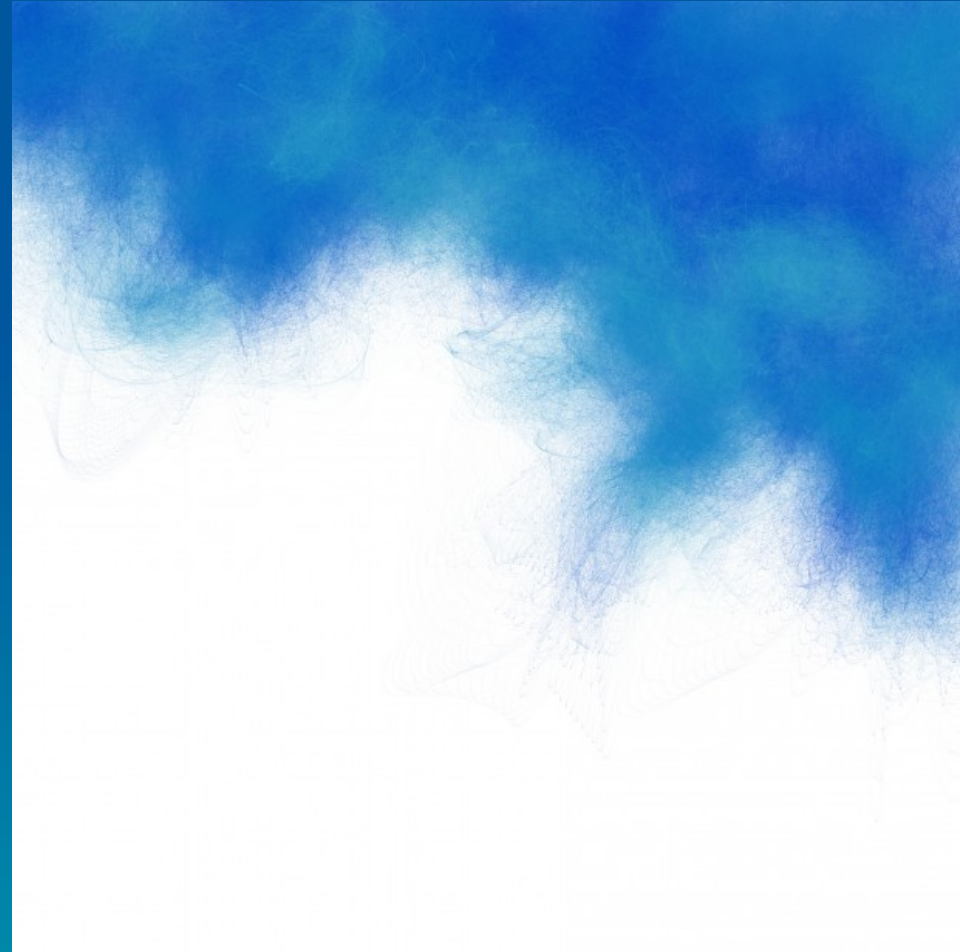
Ads worked

- Recall of any ad increased chance of quit attempt in the next six months by 11.5%
- An extra 400,000 quit attempts per year

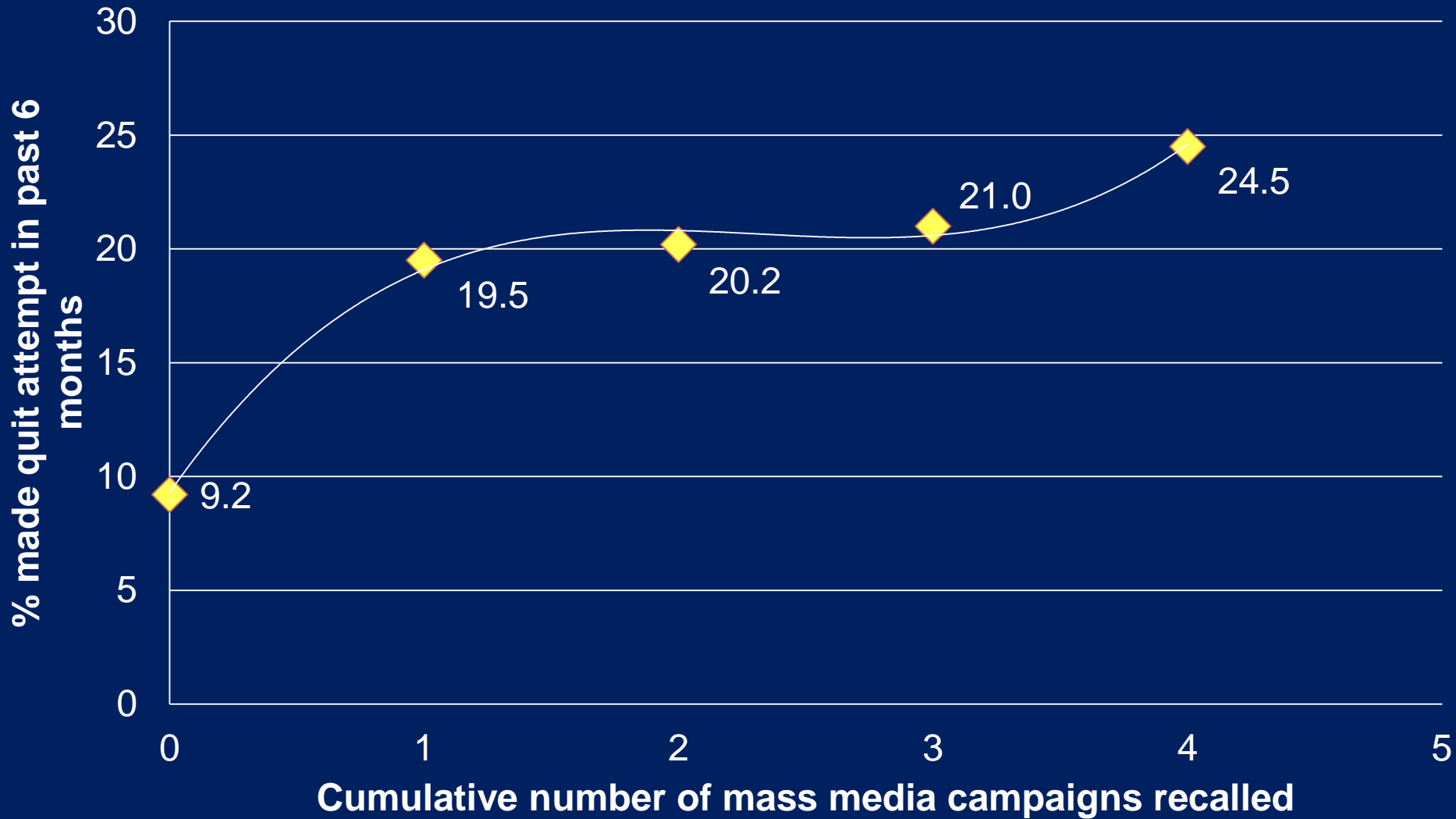


Cessation

- Increased chance of being smoke free for more than 1 month by 34%



More ads=more quitting



News articles

- Increased chance of quit attempts by 15.7%
- Free media: “no news is bad news”



Pharmaceutical ads

- Increase chance of quit attempts by 9.9%
- Increase use of pharmaceuticals 6.6%



Effective ads

Quit...
You Have It In You

Quit

YOU HAVE IT IN YOU

THE CANADIAN CANCER SOCIETY
DRIVEN TO QUIT
CHALLENGE PRESENTED BY NICOITENM
nicorette

QUIT
SMOKING
AND YOU COULD
WIN



Effective ads

Quit...
You Have It In You

Quit

YOU HAVE IT IN YOU



- Quit tip type ads only improved risk of relapse

Mass Media

- Broad reach in Ontario
- Effective means of increasing quitting behaviour



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