

Mixed Methods Study of Tobacco Use in Young Men in Peel

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Study Objectives



- Better understand tobacco use attitudes and behaviours of young adult males in our region
- Inform policy and program development to reduce tobacco use in this population

Methods

- **Study design:** sequential explanatory mixed methods design
- **Sample:** young adult male current and former smokers between 19-29 years old
- **Sample size:** 152 participants for the quantitative phase; and 25 in the qualitative phase.



Demographic Profile

Respondents were:

- Single/never married (71%)
- Worked full-time (55%)
- Education:
 - Enrolled in post-secondary (24%)
 - Completed college (34%)
 - Completed university (19%)
- Born in Canada (70%)
- Identified as:
 - White (59%)
 - South Asian (23%)
 - Black (7%)
 - Other ethno-racial backgrounds (11%)

Quantitative Results: Smoking Initiation & Exposure

- Smoking initiation: friends and family, in particular fathers, have substantial impact on decision to start smoking
- Smoking partners: friends and family
- Smoke exposure: home, outside work, outside post-secondary institution



Quantitative Results: Tobacco Products Used

- Tobacco & alternate products ever used:
 - 64.5% cigars
 - 47.4% cigarillos
 - 40% e-cigarettes
 - 34% hookah
 - 17% smokeless tobacco
- Similar types of products used in last 30 days, but lower rates of use



Quantitative Results: Smoking Cessation & Impact

Awareness of cessation resources:

- 68% NRT
- 46% Internet/website, apps
- 41% physician advice
- 30.3% telephone or quit line
- 14% pharmacist advice



Use of cessation resources:

- 32% NRT
- 18% physician advice
- 2% pharmacist advice
- 20% quit on own (13% C/O vs. 48% Former*)



CONNECT TO QUIT
smokershelpline.ca
1 877 513-5333

Qualitative Approach and Topics Probed

1. Attitudes & behaviours for tobacco initiation and use
2. Exposure to SHS
3. Alternate forms of tobacco – e-cigarettes
4. Use of and access to cessation resources:
 - a) Cessation resources
 - b) Motivations to quit
 - c) Barriers to quit
 - d) 3 Strategies: pharmacist, NRT, text messaging
5. Self-perceptions of smoking status

Qualitative Results: Key Themes

- Stress
- Social support
- Cost
- Self-motivation
- Challenge/competition
- Health
- Self-perceptions of smoking status
- Utilizing peers as role models
- Overarching theme of masculinity



Consultants' Recommendations

1. Pharmacist as a Smoking Cessation Resource
2. Nicotine Replacement Therapy Offerings at Bars* and Restaurants
3. Text Messaging Smoking Cessation Support
4. Fitness-based Smoking Cessation*
5. Smoke-Free Home
6. Raising Awareness of Harmful Effects of Alternative Forms of Tobacco
7. Enforcement of Smoking Restrictions

**strongly supported by the focus group participants*

Qualitative Results: 3 Proposed Strategies

Pharmacist support: “... so if there was a sign there just like the one that said ‘free flu shot’ ... that said they provide therapy for quitting cigarettes it definitely would have raised more awareness and I would have known and gone there.”

NRT in bars: “... advertising on the menu, say we are a smoke-free property but offer these alternatives to help your craving or whatever.”

Text messaging: “... when you are feeling the stress and the temptation is smoking and you can just text them right away, that’s like having... a buddy and supportive friend right there beside you...”

Study Limitations & Learnings

Study Benefits:

- Robust design and analysis
- Richness of data

Study Limitations:

- Self-reported data
- Social desirability bias
- Web-based sample selection

Learnings:

- Challenges with recruitment
- Leverage partnerships
- Tailor recruitment strategies

Next Steps

Report findings and recommendations to be further analyzed by Peel Public Health:

- Additional analysis of the report findings / recommendations
- Assess the evidence for the programming recommendations identified
- Determine feasibility and applicability to the Peel population
- Develop appropriate options for programming



Contacts & Questions

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