

# **Nova Scotia Tobacco Control Strategy Evaluation:**

## ***Preliminary Results***





# Evaluation Objectives

- To describe the implementation to date of each component of the Strategy
- To assess the outcomes of the Strategy
- To identify key stakeholder perceptions of the successes, challenges, and effectiveness of the Strategy
- To make recommendations to support renewal of the Strategy

# Methodology – Data Collection



- Key Informant Interviews / Focus Groups
  - HPP Manager, Tobacco Control (current & former)
  - Directors, Addictions Services
  - Directors, Public Health Services
  - DHA Tobacco Control and Nicotine Specialists
  - Health Charities & non-government organizations
- Document review
- Data provided by HPP and DOH



# Limitations

- A number of data sources did not exist, or were unavailable during the course of the evaluation
- Data collected by DHAs are not consistent with each other and do not consistently include indicators from the evaluation framework
- Public opinion, healthcare provider, teacher, student and website user surveys were not available for the evaluation
- Interviews could not be scheduled with staff from two DHAs

# Overall Conclusions



- Many intended outcomes achieved
- Strategy considered by Tobacco control stakeholders consider the Strategy to have been effective
- Stakeholders point to rising quit rates and decreasing uptake rates as a success indicator for the Strategy

# Overall Conclusions

- Strategy has focused the attention and commitment of government and stakeholder groups in the implementation of aligned activities
- Overall, the Strategy has been acknowledged by key informants as a foundation for the tobacco control community in Nova Scotia
- Opportunities for improvement exist in most Strategy components



# Outcome Achievement

*The Details . . .*



# Outcomes: Pricing and Taxation

- The tax increase of \$8 per carton of cigarettes achieved in 2001 is at minimum maintained
  - **Achieved**
- Tobacco tax rates are equal across all tobacco products by 2003
  - **Not Achieved: Tax rates differ by tobacco product**





# Outcomes: Smoke-Free Legislation & Policy

- Percentage of Nova Scotians who think second-hand smoke is a significant cause of health problems will increase from 48% to 75% by 2005
  - **Data Unavailable**
- All Nova Scotians will be covered by legislation providing 100% smoke-free places (workplaces and public places) by 2003
  - **Achieved**
- The number of smoke-free homes in Nova Scotia is increased from 55% to 75% by 2005
  - **Achieved (82%)**



# Outcomes: Treatment & Cessation

- Smoking cessation and treatment services are enhanced throughout the province, specifically:
  - Enhanced information on the government website related to cessation and treatment;
    - **Not Achieved**
  - An effective 1-800 service is implemented;
    - **Partially Achieved: Insufficient information to conclude effectiveness**
  - At minimum, 9 Addiction/Drug Dependency Services staff positions dedicated throughout the province by March 2003;
    - **Achieved**

# Outcomes: Treatment & Cessation

- 45% of smokers who use the 1-800 service will make at least 1 quit attempt at a 1 month follow-up
  - **Achieved (57%)**
- 65% of smokers who use the 1-800 service will have cut down the amount they smoke at a 1 month follow-up
  - **Achieved (70%)**
- 45% of nicotine addicted individuals that complete a nicotine addiction treatment program will not be smoking at a 12 month follow-up
  - **Not Achieved: Percentages ranged from a low of 18% to a high of 36%**
  - **45% expectation may be too high; most jurisdictions consider 30% a reasonable goal.**

# Outcomes: Treatment & Cessation

- The percentage of smokers who made at least one quit attempt in the previous 12 months will increase from 45% to 55% by 2004
  - **Achieved (56%)**
- The percentage of smokers (ever smokers) who are thinking about quitting (in the previous 12 months) will increase from 19% to 25% by 2004
  - **Achieved (65%)**
- The percentage of smokers (ever smokers) who are preparing to take action (in the previous 12 months) will move from 7% to 15% by 2004
  - **Data Unavailable**



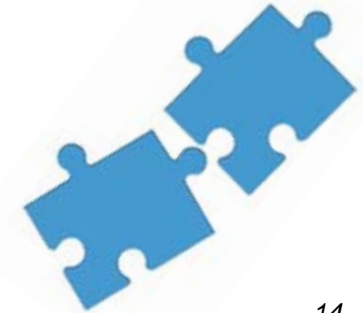
# Outcomes: Treatment & Cessation

- Free Nicotine Replacement Therapy options were introduced in 2003
- Introduction dramatically increased the number of treatment participants



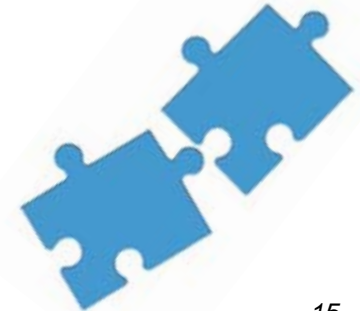
# Outcomes: Community-Based Programming

- New and strengthened community-based initiatives for tobacco control
  - **Achieved**
- New and strengthened partnerships/coalitions for tobacco control
  - **Achieved**
- New and strengthened partnerships for tobacco control within ethno-cultural networks
  - **Achieved**



# Outcomes: Community-Based Programming

- New and strengthened community leadership for tobacco control
  - **Achieved**
- DHA tobacco strategies developed and implemented to support provincial strategy
  - **Achieved**



# Outcomes: Youth Smoking Prevention

- Enhanced prevention services for youth (e.g. curriculum supplement implemented; information on the website)
  - Not Achieved
- Enhanced nicotine treatment/cessation services for youth
  - Not Achieved
- 30% of youth that complete a cessation support program will not be smoking at a 1 month follow-up
  - Data not available





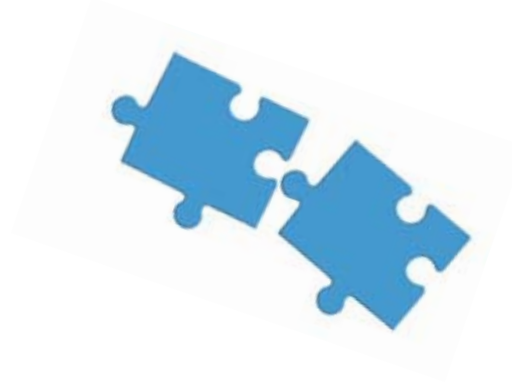
# Outcomes: Youth Smoking Prevention

- The percentage of smokers (ever smokers) aged 15 to 19 who are thinking about quitting will increase from 33% to 40%
  - Data not available
- All schools in Nova Scotia implement and enforce 100% smoke-free schools and school ground policy by 2005
  - Not Achieved



# Outcomes: Youth Smoking Prevention

- Sales to minors compliance rate is increased from 67% to 80% by 2004
  - **Almost Achieved:**
    - 77.1% in 2004
    - 79.1% in 2005



# Outcomes: Media & Public Awareness

- Percentage of Nova Scotians who think second-hand is a significant cause of health problems will increase from 48% to 75% by 2005
  - **Data not available**
- The percentage of smokers who make at least one quit attempt in the previous 12 months will increase from 45% to 55% by 2004
  - **Achieved (56%)**
- The percentage of smokers (ever smokers) who are thinking about quitting (in the previous 12 months) will increase from 19% to 25% by 2004
  - **Achieved (65%)**

# Outcomes: Media & Public Awareness

- The percentage of smokers (ever smokers) who are preparing to take action (in the previous 12 months) will move from 7% to 15% by 2004
  - Data not available
- Increase (over time) in number of users of the 1-800 services who report that they called for assistance because of media messages
  - Data not available for comparison
  - 1-800 data from 2001 to 2005 is not broken down by year



# Outcomes: Monitoring & Evaluation

- **Baseline data is collected**
  - **Partially Achieved**
- **Development and utilization of databases**
  - **Partially Achieved**
- **Continuous update and improvement of the Strategy**
  - **Not Achieved**
- **Evaluation report produced every two years.**
  - **Achieved**



# Considerations for Renewal

- During interviews, key informants were asked for their opinions about considerations regarding the renewal of the Tobacco Control Strategy
- “Top” considerations are those that were named in almost every interview and focus group



# Top Considerations

- Introduce Point of Sale advertising legislation to remove tobacco products from within sight of customers
- Roll-out a provincial evaluation framework to capture data consistently across all DHAs
- Increase human and financial resources to meet the current and projected demand for cessation and treatment services, which are rising and expected to continue to do so in response to the success of the Strategy



# Top Considerations (cont'd)

- Promote research to determine the most appropriate way to treat youth who are addicted to nicotine
- Use the experience gained to date in developing greater buy-in from schools to enhance the compliance with legislation
- Create and sustain a tobacco industry de-normalization initiative for youth (similar to the Expose initiative in Ottawa)





# Share your thoughts . . .

- Talk to us today and tomorrow
- Contact us by October 25 at *karen@pmcs.ca*

