



September 2016

OTRU Knowledge and Evaluation Support

OTRU continues to support local Public Health Units (PHUs), Tobacco Control Area Networks (TCANs) and other tobacco Transfer Payment Agencies (TPAs) by providing tobacco control knowledge and evaluation support on request through OTRU's Knowledge and Evaluation Support (KES) initiative.

To date, we have more than 40 requests for the 2016-2017 fiscal year, from small limited time projects to high intensity multi-year projects. Projects span key tobacco control domains (prevention, protection and cessation) and include:

- Tracking provincial initiatives for smoke-free movies and cessation training
- Evaluating mass media campaigns
- Evaluating youth prevention programming and youth engagement initiatives
- Supporting cessation programming in special populations
- Supporting smoke-free spaces initiatives

Below are highlights and key findings from two projects supported through the initiative.

Project Highlights

Evaluation of the Amended Toronto Smoke-Free Bylaws

In 2013, the City of Toronto adopted amendments to existing bylaws that banned smoking in, and around, select park amenities (Municipal Code Chapter 608) and outside public building entrances (Municipal Code Chapter 709). OTRU conducted an evaluation in collaboration with Toronto Public Health to assess the implementation of the bylaw amendments. Data was collected before enforcement began (2014) and one year later (2015). Below is a summary of the key findings.

Street Intercept Surveys

In both 2014 and 2015, 300 respondents completed street intercept surveys; half of the respondents (n=150) were smokers. At follow-up (2015), a large proportion of smokers reported smoking at least sometimes when visiting a park (90%), a public beach that permitted swimming (85%), a sports field (56%) and near the entrance to a public building (50%). Similar levels of self-reported smoking behaviour in these locations were reported at baseline (2014).

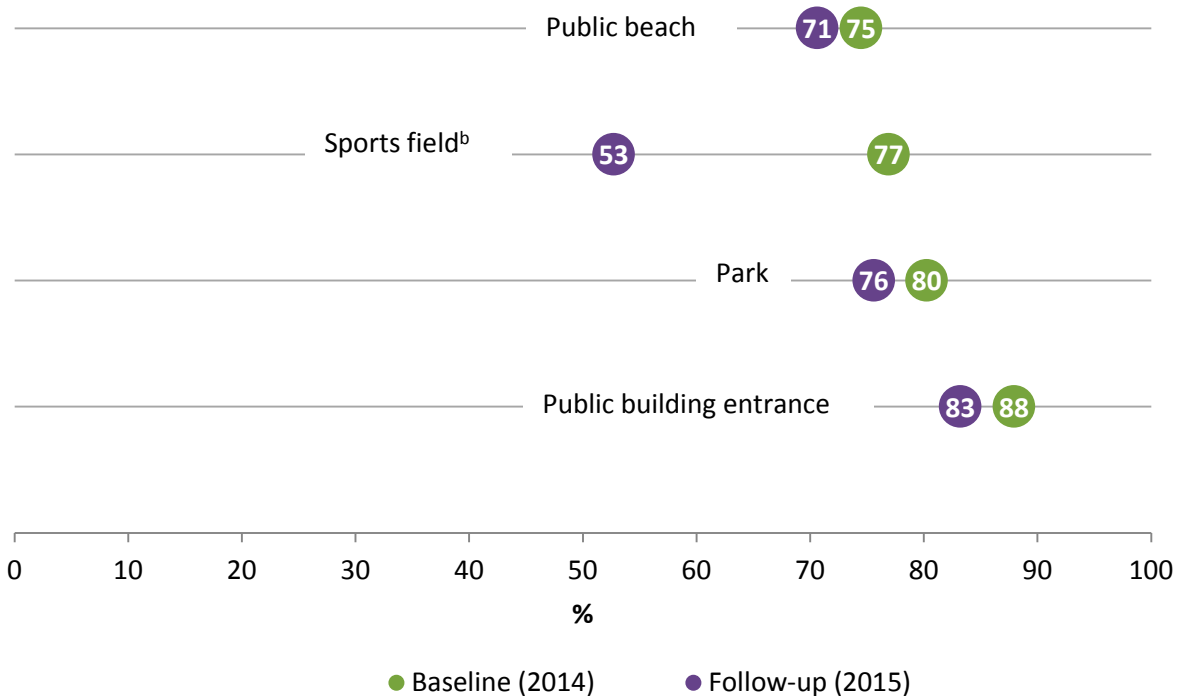
Two-thirds or more of all respondents at follow-up reported being exposed to secondhand smoke at least sometimes when entering a public building (83%), when visiting a park (76%), or a public beach where



EVALUATION NEWS

swimming is permitted (71%), while just over half reported being exposed to secondhand smoke at a sports field (53%; Figure 1). Self-reported secondhand smoke exposure at follow-up did not significantly differ from baseline, except at sports fields where there was a decrease from 77% to 53% ($p < 0.0001$).

Figure 1: Frequency of Exposure to Secondhand Smoke (Sometimes and Every Time) at Select Outdoor Public Spaces,^a %, Toronto, 2014 and 2015



^a Among respondents who reported visiting the selected outdoor public spaces

^b Significant difference in reported levels of secondhand smoke exposure between baseline and follow-up ($p < 0.0001$)

Over 75% of respondents at follow-up reported that the amended bylaws have not affected how frequently they visit public venues affected by the bylaw (range: 75-79%). Compared to smokers, nonsmokers were more likely to report that the implementation of the amended bylaws had significantly increased their use of the affected venues.

One-third of smokers (39%) reported that the amended bylaws had helped them cut down on the number of cigarettes that they smoked; 29% reported that the smoking bans made them more likely to quit smoking.



Key Informant Interviews

At the time of data collection, a complaint-based enforcement approach was applied to public building entranceways; park enforcement was conducted both proactively and in response to complaints. Perceived compliance among enforcement staff was mixed: some noted high levels of compliance, or improvements to compliance after addressing a complaint; others noted little to no change from before the amendments were implemented.

Facilitators and Challenges to Implementing the Amended Smoke-Free Bylaws, as Identified by Enforcement Staff

Facilitators to Implementation

- Education materials for proprietors
- Changes to social norms
- Management support and cross-collaborations between departments
- Experience of enforcement staff
- Signage
- Complaints that identify problem venues

Challenges to Implementation

- Limited frontage between entranceway and sidewalk/street
- Definition of “public entranceway”
- Removal of ash trays increased cigarette butt litter in entranceways
- Resistance to posting signage; placing stickers on existing signage
- Confusion with other smoke-free policies
- Limited resources for enforcement
- Lack of consultation with enforcement staff
- Getting buy-in from property management

Conclusion

Overall, the evaluation findings suggest that high levels of exposure to secondhand smoke continued to occur within public building entranceways and affected park venues one year after enforcement of the amended bylaws began.

Consideration should be given to increasing enforcement resources for Municipal Code Chapter 709 to help improve building proprietors' understandings of the amended bylaw requirements. Further enforcement in park amenities affected by Municipal Code Chapter 608, especially in evening hours, may also increase compliance. Since the amended bylaws are largely self-enforcing in nature, increasing public awareness would have the largest impact on improving compliance.

For a more detailed description of the study methods and results, please refer to the report by Dubray, Schwartz and Kaufman.¹



Love My Life Campaign

Love My Life (LML) is a campaign developed by the East Tobacco Control Area Network to engage and empower youth to express their personal stories to reshape knowledge about tobacco in order to deliver meaningful, authentic messages. LML activities, which emphasize youth participation and positive self-expression, are carried out in partnership with schools and community-based groups across the region. The goal of the campaign is to normalize tobacco-free living, and involve youth in efforts to create tobacco-free policies. The initiative involves youth from ages 10-24 of varying demographics and social identities.

Local PHUs began recruiting LML project sites for the initial phase of the campaign in January 2016, with the aim of recruiting a total of 10 project sites which will run from 2016-2018. Four sites have been recruited to date, including high schools and a youth film festival board. Additional partner organizations continue to be recruited based on capacity to support the initiative as well as an organizational need for a tobacco-free policy and/or a group of youth who have expressed interest in working with LML.

Together with PHUs, project sites hold brief interaction activities to recruit participants. For example, a photo booth may be set up in a common space, where youth will be encouraged to drop by, dress up and have their photo taken holding up a card sharing their personal message about why they love their tobacco-free life. From there, engaged youth are invited to participate in an orientation process to build capacity in the promotion of tobacco-free spaces, and develop an action plan to enhance the tobacco control policies at the participating site.

Evaluation Design

The evaluation of the LML campaign is designed to measure the campaign's effectiveness in youth engagement and the creation of tobacco-free environments. The evaluation consists of four surveys completed by youth and adult allies at the sites to answer the following questions:

- How effective is the LML youth engagement approach?
- What are the learning and behavioural outcomes of the LML orientation process?
- What are the outcomes of site-specific tobacco-free projects?

Data collection began in May 2016 and will continue until December 2018. OTRU will analyze the data twice annually to provide mid-term results. Results of initial descriptive analyses are summarized below.



Preliminary Findings

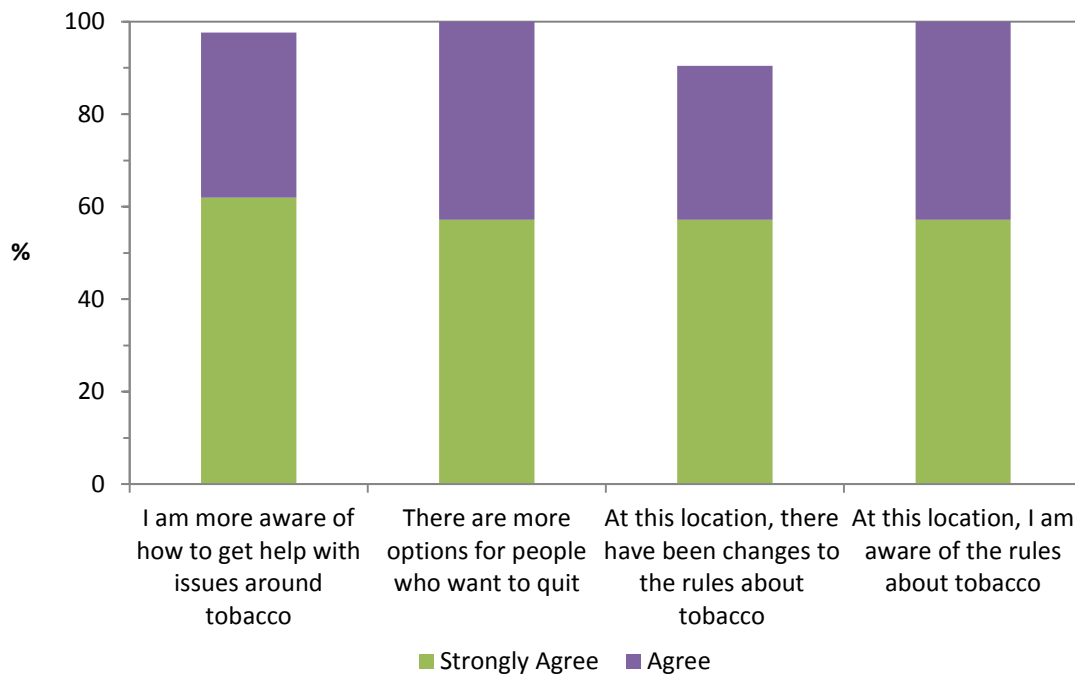
Brief Interaction Activity Survey: 216 youth and adult allies completed this survey at recruitment events; 9 in 10 respondents indicated interest in getting involved in future anti-tobacco activities.

Orientation Survey: 68 participants completed surveys following an introduction to the program in order to measure participant attitude change, and change in behavioural intentions.

- Almost all respondents (99%) agreed that they want to make others care about the importance of tobacco-free environments
- 81% of respondents agreed that they intend to share their stories and views about tobacco

Project Survey: 42 youth and adult program participants completed project surveys to identify attitude and behaviour change. The majority of respondents agreed that their knowledge and awareness changed since the initiative began (Figure 2).

Figure 2: Level of Agreement for Changes Identified Since the LML Program Began



These findings provide preliminary descriptive data, and positive insight into early activities of the LML campaign. Ongoing data collection and regular analysis will continue to measure performance, inform future program development, and provide greater understanding into the processes and factors affecting outcomes of the campaign.



Looking for Support?

Are you planning to evaluate your work plan activities? Do you have specific knowledge needs? You can:

- Invite OTRU to join your next TCAN, PHU or TPA meeting. We can help you to identify evaluation and knowledge generation opportunities
- Visit our website and complete our support [Request Form](#)
- Contact Lori Diemert, Project Manager lori.diemert@camh.ca

References

¹ Dubray J, Schwartz R, Kaufman P. *Evaluation of the Amended Toronto Smoke-Free Bylaws: Summary of the Baseline and Follow-up Assessments*. Toronto: Ontario Tobacco Research Unit, July 2016.