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INSTITUT DE CARDIOLOGIE
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OTTAWA MODEL
FOR SMOKING CESSATION

MODÈLE D'OTTAWA
POUR L'ABANDON DU TABAC

Understanding inpatient participants in an incentive- based program: Who persists in smoking?

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Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.



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Acknowledgements

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Overview

- Smoking in Canada
- Recap
- What is the Ottawa Model for Smoking Cessation?
- What are Quit Cards?
- Who were the participants in this evaluation?
- Who persisted in smoking?
- So what?
- Future directions



Smoking in Canada

- 16.2% of Canadians 12 years and older smoked as of 2017 (CCHS)
 - More common among men (19.1%) than women (13.4%)
- In Ontario, the prevalence is estimated at 15.4%
- Smoking is the leading cause of preventable death worldwide
 - In Canada, about 45 000 deaths attributable to smoking annually
 - Costs about \$6.5 billion/year in healthcare



Recap

- At the Tobacco Control Forum last year
 - Presented on 6 month data using “typical” data points
 - Time to first cigarette
 - Cigarettes smoked per day
 - Years smoked
 - But. . . was it really telling us who quit?
 - No real clinical differences that would help us understand who quit and who persisted in smoking
 - Suggested some other questions we needed to start asking
 - Here are the results of that evaluation



Ottawa Model for Smoking Cessation (OMSC)

- A simple, systematic, step-by-step approach for addressing tobacco use in healthcare settings
- Consists of:
 - 1) Identification --> a) Ask
b) Documentation
 - 2) Strategic Advice --> Advise
 - 3) Pharmacotherapy & Long-term follow-up --> Assist
- Implemented in 400+ sites across Canada
- 19 802 Consultations completed in 2017 alone!



Quit Cards

- OMSC received funding from the MOHLTC to provide “Quit Cards” to hospital-based patients in 2017
- Distribution to patients -->
 - *The number of
- Worth \$300 replacement
- Cards expired
- 7175 cards by patients
- Patients were Institute 6 months to evaluate the
 - Assessed current smoking, program experience, demographics, and substance use



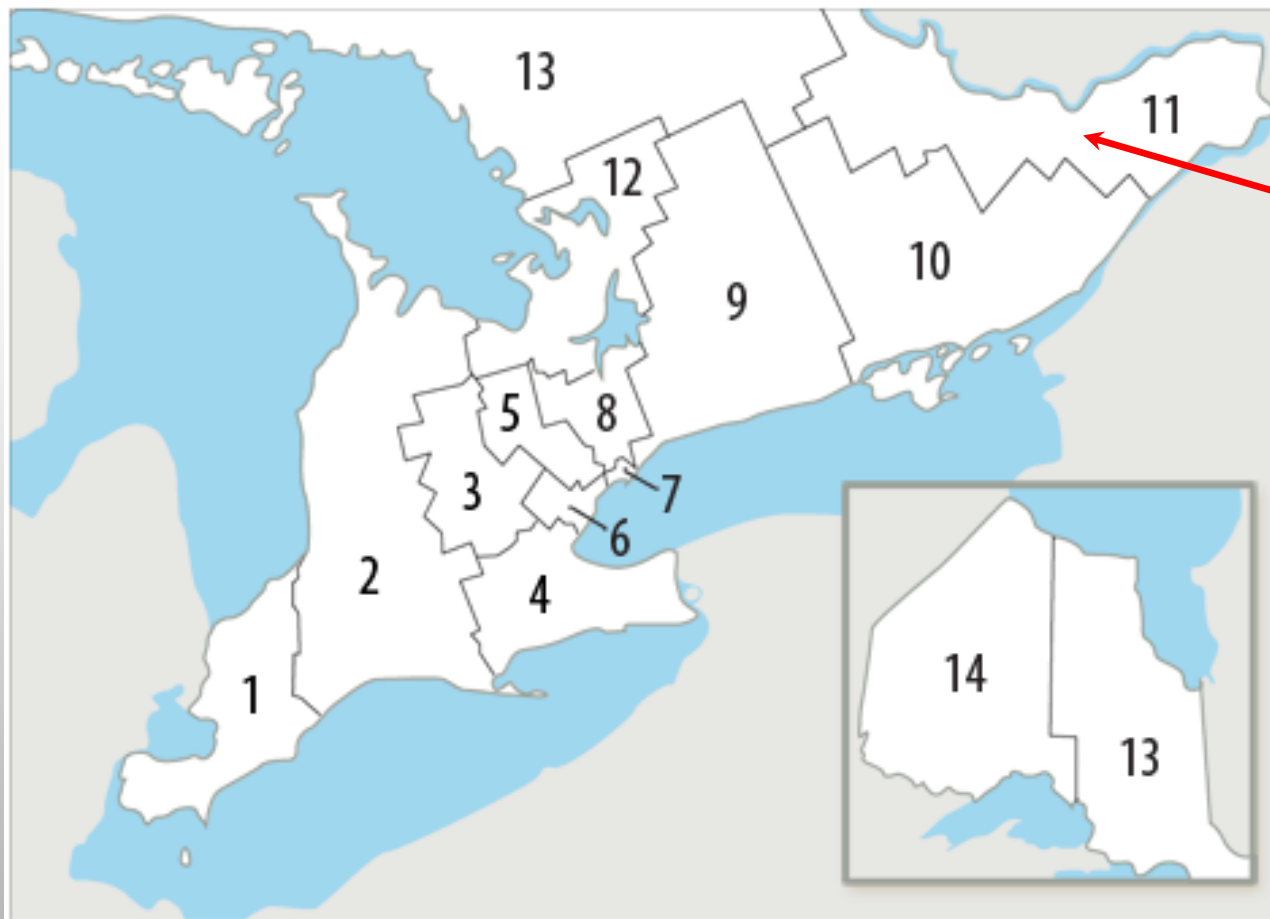


Sample

- Although Quit Cards were distributed across the province, our sample was only those in the Champlain LHIN
- Included a randomly selected sample of patients from each site who participated (n=17)
- Of 633 eligible inpatients, 331 were selected for evaluation
 - 290 eligible at the end
 - Others excluded if they were deceased, if their number was incorrect or not in service, if they lived in a group home, or communication barriers
- Of the 290, 148 completed the survey (51% response rate)



Where we are





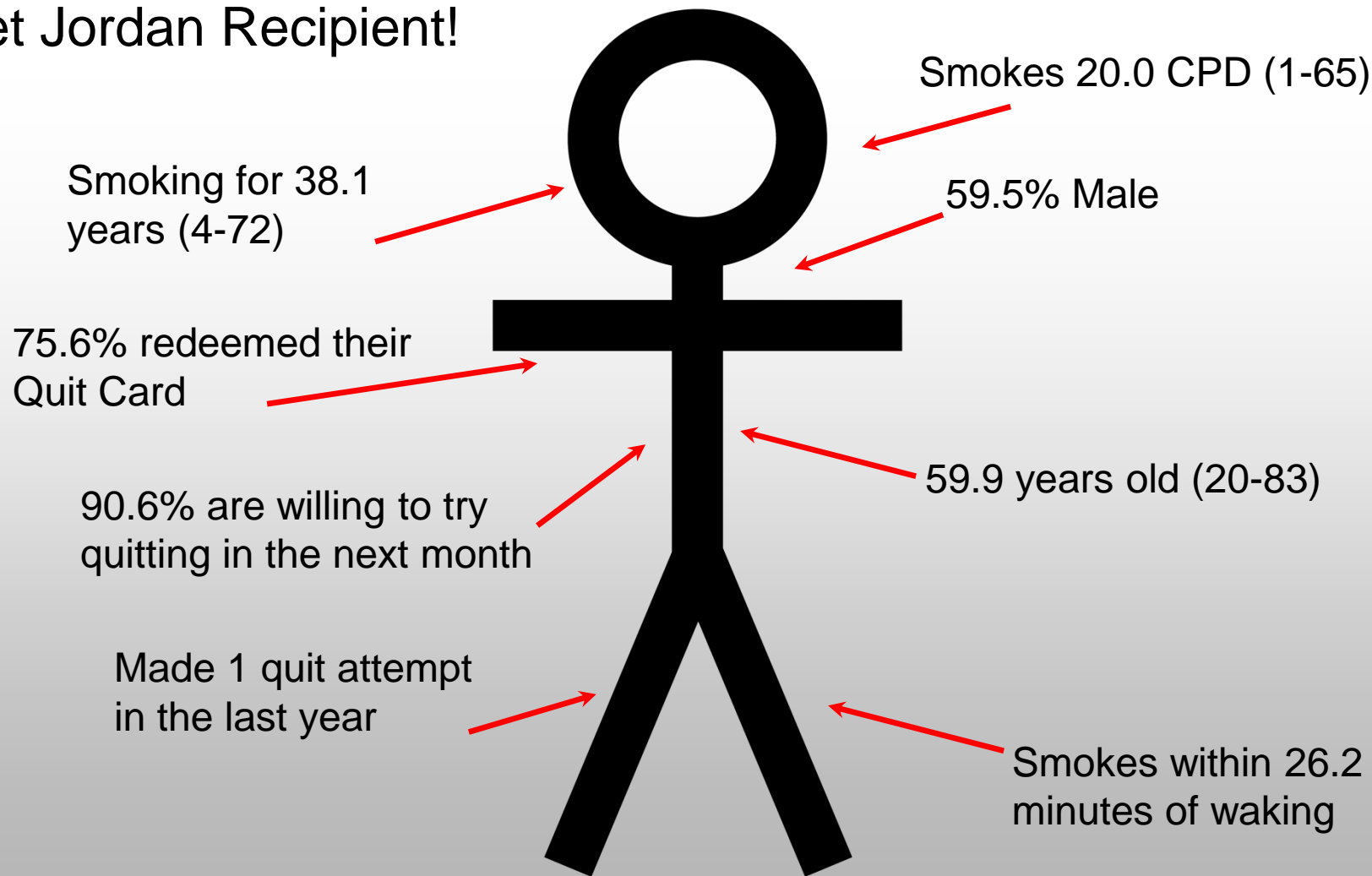
Sample (Continued)

- Of the 148 who completed the survey, 131 were eligible for analysis
 - Others removed for reasons such as:
 - Significant missing data
 - Claiming to never have received a Quit Card
 - Not smoking cigarettes



Meet the recipients (Baseline Characteristics)

Meet Jordan Recipient!





Other Characteristics

	Overall (n=131)
Smoked since Quit Card?	
Smoked in the last 7 days?	
Used quit smoking medications?	
Plan to quit?	
Education Level	
-Less than high school	
-Graduated high school	
-College/Trade school	
-University degree	
Employment Status	
-Employed (FT and PT)	
-Unemployed	
-Retired	
-Disability	
Co-use of e-cigarettes	
Average alcoholic drinks/week	
Co-use of cannabis*	

*pre-legalization data



Characteristics

- 27.5% had quit continuously for ≥ 6 months
 - 47.3% were smoke-free for at least 7 days
- 76.3% reported using quit smoking medication
 - Makes sense, since most redeemed Quit Card
- 61.0% reported high school education or less
 - Much less than the average of 54.0% of Canadians with a university degree
- Only 24.5% are currently in the workforce
 - Disability rate of 19.1% more than 6x the provincial average

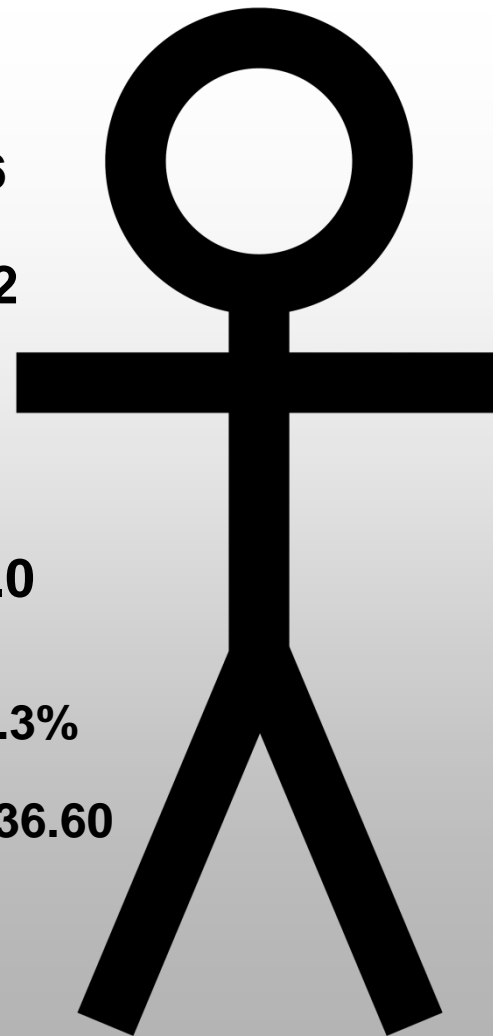


Quitters vs. Persisters

Meet Jack Quitter!



And Jane Persister!



61.2	Average Age	58.8
38.8	Average Years Smoked	37.6
19.8	Average CPD	20.2
1.4	Quit Attempts in the Past Year	0.9
22.0	*Time to first cigarette	30.0
72.6%	Redeem Quit Card?	78.3%
\$252.00	Amount Redeemed	\$236.60

*Statistically significant difference



Quitters vs. Persisters

	Quitters (7-day point prevalence) (n=62)	Persisters (n=69)	Difference
Smoked since Quit Card?			
Used quit smoking medications?			
Plan to quit?			
Education Level			
-Less than high school			
-Graduated high school			
-College/Trade school			
-University degree			
Employment Status			
-Employed (FT and PT)			
-Unemployed			
-Retired			
-Disability			
Co-use of e-cigarettes			
Average Alcoholic Drinks/Week			
Co-use of cannabis*			

*pre-legalization data



What drives persistence?

- Baseline characteristics still weren't enough to tell us who may persist
 - No statistically significant differences except for minutes smoked after waking!
- Some demographic and co-use variables may start to show you though. . . .
 - Education level
 - Work status
 - Receipt of disability support programs
 - Cannabis use



So what?

- The “Don Draper” type smokers have quit
 - Businessmen are not likely to be smokers
- Giving those who smoke the money to purchase NRT isn't necessarily enough to influence who quits
 - Redeem Quit Cards for a slightly lower amount, but at a slightly higher rate?
- Have we succeeded in reaching the “low-hanging fruit”?
- Do we need to rethink who we are getting to with our campaigns?





Future Directions

- Income level as a potential factor
 - Not used in this analysis
- A more nuanced understanding of the challenges related to receiving disability support services
 - Qualitative research to tease it apart?
- Further research on the role of cannabis use among those who smoke
 - Are cannabis users more likely to smoke, or are smokers more likely to use cannabis?



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