

2018

Tobacco Control Forum

30-31 MAY 2018 | MONTREAL
FAIRMONT THE QUEEN ELIZABETH

Forum sur la lutte antitabac

DU 30 AU 31 MAI 2018 | MONTRÉAL
FAIRMONT LE REINE ELIZABETH

FINAL PROGRAM
PROGRAMME FINAL

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EXHIBITS HALL | SALLE D'EXPOSITION

EXHIBITOR / EXPOSANT	BOOTH/STAND
Association pour la santé publique du Québec	9
Canadian Institute for Health Information / Institut canadien d'information sur la santé	19
Canadian Alliance for Regional Risk Factor Surveillance / Alliance canadienne de surveillance régionale des facteurs de risque	29
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CardioMed Supplies Inc.	25
Centre for Addiction and Mental Health / Centre de toxicomanie et de santé mentale	32
École de santé publique de l'Université de Montréal – Institut de recherche en santé publique	13
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Edgewood Health Network / Nouveau départ – EHN Canada	5
Health Canada / Santé Canada	27-33-34
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Lakehead University	12
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Merck Canada Inc.	3
Métis National Council / Ralliement national des Métis	14
National Collaborating Centre for Aboriginal Health / Centre de collaboration nationale de la santé autochtone	20
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Pfizer Canada Inc.	26
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Public Health Physicians of Canada / Médecins de santé publique du Canada	17
Sanofi Pasteur	1
Schulich Interfaculty Program in Public Health, Western University	2
Sequirus Canada Inc.	6
Springer	31
Thunderbird Partnership Foundation	11
University of Calgary	28
University of Saskatchewan	30
University of Victoria	15

↑ PLENARY HALL / SALLE PLÉNIÈRE ↑

REFRESHMENTS / RAFRAÎCHISSEMENTS

6	5	4	3	2	1
7	8	9	10	11	12

CPHA ACSP

REFRESHMENTS /
RAFRAÎCHISSEMENTS

34	33	32	31
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13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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REACHING 5% BY 2035: WORKING TOGETHER TO ACHIEVE A TOBACCO ENDGAME IN CANADA

Leading health organizations, clinicians and researchers in Canada are working to reduce the prevalence of tobacco use from 17% to under 5% by 2035. The federal government has also committed to this goal. Less than 5% has been described as a “tobacco endgame” approach and is endorsed by organizations such as the Lung Association, the Canadian Medical Association, Heart and Stroke, and the Canadian Cancer Society, among others, who are pressing for bold and innovative measures to achieve the endgame. It is pressing that all of public health work together to accelerate efforts to curb what remains as Canada’s leading preventable cause of premature death, killing 45,000 people annually. We will discuss new and aggressive measures to control the supply of tobacco and tobacco industry profit incentives, regulate the product itself, provide greatly enhanced cessation support, prevent a new generation of smokers, take advantage of litigation, address tobacco control at all levels of Canadian society, and learn from progress elsewhere.

Learning Objectives:

- Describe why the Endgame Tobacco Strategy is needed to improve public health.
- Explore the various measures needed to end tobacco use in Canada.
- Identify ways in which the public health community can contribute to the end of tobacco use.
- Define what measures are being implemented in Canada and in the world to achieve Endgame targets.

Speakers:

- Amy Henderson, Senior Manager, Public Policy, Canadian Lung Association
- Harsha Kasi Vishwanathan, Health Policy Analyst, Heart and Stroke Foundation
- Robert Schwartz, Professor, Department of Public Health Sciences, University of Toronto; Executive Director, Ontario Tobacco Research Unit; Senior Scientist, Centre for Addiction and Mental Health
- Andrew Pipe, Professor, Faculty of Medicine, University of Ottawa; Former Chief of the Division of Prevention and Rehabilitation, University of Ottawa Heart Institute

Session Chair:

- Lesley James, Senior Manager, Health Policy, Heart & Stroke

10:00 - 10:30
10 h à 10 h 30

REFRESHMENT BREAK
PAUSE-RAFRAÎCHISSEMENTS

AGORA
1st FLOOR/1^{ère} ÉTAGE



10:30 - 11:45

SYMPOSIUM

10 h 30 à 11 h 45

CENTRE-VILLE

1st FLOOR/1^{ère} ÉTAGE

EVIDENCE ON E-CIGARETTE USE AND PERCEPTIONS, AND THE IMPLICATIONS FOR TOBACCO CONTROL: CANADIAN AND INTERNATIONAL PERSPECTIVES

This symposium will describe current evidence on e-cigarettes in Canada and internationally, and discuss the implications of relevant e-cigarette and tobacco policies. The session will include an overview of population-level patterns of e-cigarette and tobacco use in Canada, Australia, the United States, and England, from two large international cohort studies from the International Tobacco Control Policy Evaluation (ITC) Project, focusing on adults and youth, respectively. The unique policy environments of each country will be discussed, particularly with respect to the potential consequences of tobacco and e-cigarette use. Detailed findings regarding perceptions of the harmfulness of e-cigarettes compared to tobacco smoking will be examined, along with their potential effects on use of these products. Rounding out the symposium with evidence on the products available locally, findings from a study of constituents in e-cigarette products in Ontario will be presented, including a discussion of product standards and constituent labelling. This session will provide relevant background and policy implications on products for which regulation is currently evolving.

Learning Objectives:

- Describe patterns of use of e-cigarettes and tobacco in Canada, the United States, Australia, and England, including implications of dual product use and the potential impact of e-cigarettes on tobacco use.
- Identify key differences in the regulatory environments for e-cigarettes and tobacco in Canada, the United States, Australia, and England, and understand the potential effects of these policy differences on e-cigarette and tobacco use in these populations.
- Define the key constituents found in e-cigarette products available on the Canadian market and the implications for e-cigarette policies.

Speakers:

- Geoffrey Fong, Professor, Department of Psychology, University of Waterloo
- Tara Elton-Marshall, Independent Scientist, Centre for Addiction and Mental Health
- David Hammond, Professor, School of Public Health & Health Systems, University of Waterloo
- Christine Czoli, Health System Impact Fellow, University of Ottawa and Heart & Stroke Foundation

Session Chair:

- David Hammond, Professor, School of Public Health & Health Systems, University of Waterloo

11:45 - 12:30

LUNCH

11 h 45 à 12 h 30

AGORA

1st FLOOR/1^{ère} ÉTAGE



THE IMPLICATIONS OF CANNABIS LEGALIZATION FOR TOBACCO CONTROL

This session will explore the following challenges and opportunities:

- The possible renormalization of public smoking. Cannabis legalization and the potential for widespread public use could undermine smoke-free laws and renormalize public smoking.
- The joint or mixed use of tobacco and cannabis. A significant number of cannabis users mix tobacco with cannabis, which is inconsistent with low-risk cannabis use guidelines.
- The reality of cannabis regulation exceeding tobacco regulation. Federal and provincial cannabis laws exceed a number of regulatory measures to address tobacco use, even though tobacco kills at least 45 times more Canadians.
- The positive implications of cannabis legalization for tobacco control. Cannabis legalization presents several opportunities for tobacco control, including the potential to expand smoke-free laws and to further restrict the retail sale of tobacco.

Participants can use this information to help guide their tobacco control efforts in a legalized cannabis environment. Cannabis legalization poses threats and opportunities for tobacco control that cannot be overlooked and that need to be carefully identified, assessed and managed.

Learning Objectives:

- Define the relationships between tobacco use and cannabis use.
- Identify the threats and opportunities that cannabis legalization poses for tobacco control.
- Assess the significance of these threats and opportunities for public health.

Speakers:

- Michael DeVillaer, Faculty Associate, Peter Boris Centre for Addictions Research, McMaster University
- Robert Schwartz, Executive Director, Ontario Tobacco Research Unit
- Les Hagen, Executive Director, Action on Smoking & Health
- Angeline Webb, Senior Director, Health Policy and Health Promotion, Canadian Cancer Society

Session Chair:

- Angeline Webb, Senior Director, Health Policy and Health Promotion, Canadian Cancer Society

13:45 - 14:15

REFRESHMENT BREAK

13 h 45 à 14 h 15

PAUSE-RAFRAÎCHISSEMENTS

AGORA

1st FLOOR/1^{ère} ÉTAGE



14:15 - 15:30

SYMPOSIUM

14 h 15 à 15 h 30

CENTRE-VILLE

1st FLOOR/1^{ère} ÉTAGE

PURSUING THE TOBACCO ENDGAME IN ONTARIO

Smoke-Free Ontario Modernization: Report of the Executive Steering Committee presents a bold blueprint for Ontario's tobacco endgame strategy. Appointed by the Minister of Health and Long-term Care, this committee of healthcare leaders established five-year and ten-year targets to put Ontario on course to reducing tobacco use to less than 5 percent by 2035. To achieve these targets, the Report specifies transformative measures to contain the tobacco industry, promote cessation, decrease initiation, and protect Ontarians from second-hand smoke and harmful aerosol of both tobacco and cannabis. This symposium will highlight what must be done in the short and long term at both provincial and regional levels, and how this plan was informed by Evidence to Guide Action: Comprehensive Tobacco Control in Ontario (2016). It will explore challenges and opportunities for advocacy for the implementation of the recommendations found within the Report.

Speakers:

- Andrew Pipe, Division Head of Prevention and Rehabilitation, University of Ottawa Heart Institute
- Robert Schwartz, Executive Director, Ontario Tobacco Research Unit; Professor, Dalla Lana School of Public Health, University of Toronto
- John Garcia, Professor of Practice, University of Waterloo, School of Public Health and Health Systems
- Charles Gardner, Medical Officer of Health, Simcoe Muskoka District Health Unit
- Michael Perley, Director, Ontario Campaign Against Tobacco

Session Chair:

- Andrew Pipe, Division Head of Prevention and Rehabilitation, University of Ottawa Heart Institute

Learning Objectives:

- Discover why a bold new modernized Smoke-Free Ontario Strategy is needed.
- Explore what needs to be prioritized in the next five and ten years to meet endgame goals.
- Identify what measures are needed to achieve Ontario's tobacco endgame.

15:30 - 15:45

REFRESHMENT BREAK

15 h 30 à 15 h 45

PAUSE-RAFRAÎCHISSEMENTS

AGORA

1st FLOOR/1^{ère} ÉTAGE



15:45 - 17:00

SYMPOSIUM

15 h 45 à 17 h

CENTRE-VILLE

1st FLOOR/1^{ère} ÉTAGE

TOBACCO TAXES AND CONTRABAND: MYTHS, REALITIES AND ACTION

A recent report commissioned by Health Canada revealed that Canada will need to rely on substantial tobacco tax increases to achieve its stated goal of reducing tobacco use to under 5% by 2035. This symposium will provide an overview of the importance, rationale and frequent issues relating to federal/provincial/territorial tobacco tax increases – the most effective strategy to reduce tobacco use. The symposium will also discuss the nature of the contraband market, outline measures to prevent contraband, debunk the taxation-contraband tobacco myth and examine the framing of its causes and solutions by the Canadian media. The tobacco industry has actively fought tax increases, by exaggerating the size and impact of contraband tobacco and by mobilizing support against tax increases, including the use of front groups.

Speakers:

- Rob Cunningham, Senior Policy Analyst, Canadian Cancer Society
- Michael Perley, Director, Ontario Campaign For Action On Tobacco
- Robert Schwartz, Professor, Department of Public Health Sciences, University of Toronto; Executive Director, Ontario Tobacco Research Unit; Senior Scientist, Centre for Addiction and Mental Health
- Julia Smith, Research Associate, Global Tobacco Control Research Program, Simon Fraser University

Session Chair:

- Rob Cunningham, Senior Policy Analyst, Canadian Cancer Society

THURSDAY 31 MAY | JEUDI 31 MAI

8:00 - 8:45
8 h à 8 h 45

NETWORKING BREAKFAST

AGORA/CENTRE-VILLE
1st FLOOR/1^{ère} ÉTAGE

8:45 - 9:00
8 h 45 à 9 h

THE HONOURABLE GINETTE PETITPAS TAYLOR,
MINISTER OF HEALTH

AGORA/CENTRE-VILLE
1st FLOOR/1^{ère} ÉTAGE



9:00 - 10:00
9 h à 10 h

SYMPOSIUM

AGORA/CENTRE-VILLE
1st FLOOR/1^{ère} ÉTAGE

TOBACCO PRICING AND AFFORDABILITY: A CORNERSTONE OF TOBACCO CONTROL

The price of tobacco products is an essential element of tobacco control with enormous public health implications. Although cigarette taxes and prices have increased over the past several decades, these increases have been mitigated by wage increases and by tobacco industry discounting, incentives and other price-based strategies.

This symposium will explore the various aspects of tobacco pricing including taxation, fiscal policy, affordability and price-based marketing. It will also highlight observations of price variations over time, location and in relation to industry retailer programs, and discuss options to optimize taxation.

Speakers:

- Robert Nugent, Manager, Business Intelligence Division, Tobacco Control Directorate, Health Canada
- Les Hagen, Executive Director, Action on Smoking & Health
- Heidi Rathjen, Cofondatrice et codirectrice, Coalition québécoise pour le contrôle du tabac
- Flory Doucas, Codirectrice et porte-parole, Coalition québécoise pour le contrôle du tabac
- Annie Montreuil, Chercheure, Institut national de santé publique du Québec

Session Chair:

- Les Hagen, Executive Director, Action on Smoking & Health

10:00 - 10:15
10 h à 10 h 15

TRANSITION BREAK
PAUSE



10:15 - 11:30

WORKSHOP

DIESE

10 h 15 à 11 h 30

3rd FLOOR/3^e ÉTAGE

QUILLS TO CESSATION

Note: A maximum of 36 participants may attend this session.

In this 75-minute workshop, participants will gain information and approaches to understanding tobacco and healthy eating, all the while creating their own piece of quilled art. The overall experience of this hands-on workshop will demonstrate to participants the importance of taking a gentle approach to health promotion while ensuring the transfer of traditional knowledge and cultural revitalization that is important to one's own identity, sense of belonging, and connection.

Participants will be in a safe and relaxing environment where a resilient connection amongst the group will begin to emerge. Through learning and sharing together, capacity will be built among the participants where they will begin to realize that they have a voice and the potential and skill to succeed in making healthy lifestyle choices. Increased confidence in self via the creation of art leads to increased confidence in taking care of oneself, family or community needs with respect to smoking cessation and healthy eating.

Participants who attend the workshop will learn cessation strategies, holistic health techniques, Indigenous ways of health promotion/healing, and a traditional art form as a memory of their unique hands-on experience.

Workshop Facilitators:

- Lisa Beedie Aisance-Kwe, Tobacco Wise Lead South, Prevention & Cancer Control, Cancer Care Ontario
- Autumn Watson, Eastern Diabetes Wellness Worker, Indigenous Diabetes Health Circle



10:15 - 11:30

WORKSHOP

CENTRE-VILLE

10 h 15 à 11 h 30

1st FLOOR/1^{ère} ÉTAGE

HOW TO BOIL THE OCEAN: ADDRESSING MULTIPLE MODIFIABLE RISK FACTORS IN CLIENTS WHO SMOKE

Tobacco use does not occur in isolation, and is often only one component in an array of modifiable risk factors that individuals may present with (e.g. excess alcohol consumption, physical inactivity, poor nutrition, low stress tolerance, and poor sleep). These risk factors can also pose significant barriers to the likelihood that an individual will be able to quit successfully. As a result, it is important to ensure that treatment of tobacco use is situated within a larger, more holistic approach to care. However, it can be challenging to know where and how to begin.

This workshop will provide participants with a framework for addressing tobacco use in individuals who present with multiple modifiable risk factors. Participants will be walked through case studies and will be provided with opportunities for application. By the end of the workshop, participants will have tools they can take back to their practice and use immediately as a part of their treatment of patients who use tobacco and have other modifiable risk factors.

Learning Objectives:

- Describe the relationship between tobacco use and other modifiable risk factors.
- Explain strategies for engaging clients who use tobacco and have other modifiable risk factors.
- Apply strategies for addressing other modifiable risk factors in clients who use tobacco.

Workshop Facilitators:

- Osnat Melamed, Fellow Physician, Department of Psychiatry, University of Toronto; Medical Psychiatry Alliance, Centre for Addiction and Mental Health
- Rosa Dragonetti, Project Director, Addictions Education and Research, Centre for Addiction and Mental Health

10:30 - 12:15

POSTER PRESENTATIONS

LAURIER/SQUARE DORCHESTER/

10 h 30 à 12 h 15

PRÉSENTATIONS D'AFFICHES

MONT-ROYAL A

VISIT THE PUBLIC HEALTH 2018 POSTER PRESENTATION ON THE 2ND FLOOR (OPTIONAL)

THURSDAY 31 MAY | JEUDI 31 MAI

11:30 - 12:30 NETWORKING LUNCH
11 h 30 à 12 h 30 DÉJEUNER CONTACTS

AGORA
1st FLOOR/1^{ère} ÉTAGE



12:30 - 13:30 ORAL PRESENTATIONS
12 h 30 à 13 h 30

SAINT-PAUL
2nd FLOOR/2^e ÉTAGE

- **Clearing the Air: Exploring the Contestations in the Public Health Debate about the Harms and Benefits of E-Cigarettes – Marjorie Macdonald**
There is debate in public health over e-cigarettes. Drawing on findings from a meta-narrative review (MNR), this presentation unpacks the debate in relation to the evidence. MNR attempts to make sense of contestations in a field. We discuss distinct positions that are taken up in various disciplines based on their aims and values. This has implications for how evidence is used in policy and practice.
- **Challenges in regulating tobacco products under the WHO Framework Convention on Tobacco Control – Lorraine Manlangit**
Tobacco use remains prevalent due to the addictiveness and attractiveness of tobacco products. Lorraine will present the importance of tobacco regulation and disclosure of tobacco contents and emissions by tobacco companies. She will present the need for a policy analysis of FCTC Articles 9 and 10.
- **Potential population health benefits of nicotine standard for tobacco products – Mathew Cook**
An important factor in the continued use of tobacco products is nicotine, which is a highly addictive substance. The purpose of the presentation is to share the results of a study that Health Canada commissioned to evaluate the potential public health benefits of a standard that would restrict the amount of nicotine in tobacco to levels that could neither establish nor sustain addiction.
- **The Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS): A tool for surveillance and research – Audra Thompson-Haile**
The Canadian Student Tobacco, Alcohol and Drugs Survey (CSTADS) is a biennial survey administered to Canadian students in grades 7-12. CSTADS helps us to understand Canadian trends in student tobacco, alcohol, and drug use, and to understand factors related to substance use among youth. Important features of CSTADS include consistent measures across survey cycles, timely and reliable data, and publicly available datasets.



12:30 - 13:30 ORAL PRESENTATIONS
12 h 30 à 13 h 30

SAINTE-CATHERINE
2nd FLOOR/2^e ÉTAGE

- **Trends in use of electronic cigarettes among secondary school students in Quebec – Annie Montreuil**
Prevalence of e-cigarette use in the past 30 days increased from 2012-2013 to 2014-2015 among smoker and non-smoker secondary school students in Quebec. Lifetime use decreased during the same period. Data come from two cycles of the Canadian Student Tobacco, Alcohol and Drugs Survey, and were collected before Quebec legislation banned sales to minors, promotion and advertising, and use of e-cigarettes where smoking is banned.
- **Smoking cessation among young adult e-cigarette users in Canada: Secondary analysis of data from a randomized controlled trial – Bruce Baskerville**
Dual use of e-cigarettes and tobacco cigarettes has been increasing, with limited evidence of e-cigarette effectiveness as a smoking cessation aid. This study examined the association between dual use and cessation of tobacco for young adult daily smokers motivated to quit smoking by comparing persistent e-cigarette use with transient e-cigarette use and non-use over a six-month period.
- **Oh, the products you'll try: Examining tobacco and nicotine product transitions among a sample of Ontario secondary school students – Adam Cole**
This study identified different transitions in tobacco/nicotine product use clusters over 3 years in a large, longitudinal sample of Ontario secondary school students. Although many students remained non-users, some students transitioned to a higher- or lower-risk cluster group. Given that many youth use more than one tobacco/nicotine product, prevention and cessation activities should address the use of multiple products.
- **The potential of e-cigarettes as a smoking-cessation tool for adolescents – Aki Nilanga Bandara**
E-cigarettes are predominantly marketed as a therapeutic tool for tobacco cessation. E-cigarettes have become increasingly popular among adolescents in North America and globally. Adolescents need appropriate and clear guidance on e-cigarette use, and its potential benefits and harm, to help them make the right decisions. It is crucial that we provide clinicians, policy makers and adolescents with evidence-based guidance on e-cigarettes and whether they can be suitably used as a smoking cessation tool.



13:50 - 14:50

ORAL PRESENTATIONS

SAINT-PAUL

13 h 50 à 14 h 50

2nd FLOOR/2^e ÉTAGE

- **The 2008 Alberta Tobacco Reduction Act is associated with reduction in second-hand smoke exposure among non-smokers: Results from Alberta's Tomorrow Project cohort – Tiffany Haig**

The 2008 Alberta Tobacco Reduction Act prohibited smoking in all public areas and workplaces. The province's largest health research study with ≈55,000 participants, Alberta's Tomorrow Project was launched in 2000 to examine the causes and prevention of cancer and chronic disease. We present data on >11,000 participants who reported workplace and home second-hand smoke exposure before (2000-2006) and after (2009-2015) the implementation of the Tobacco Reduction Act.

- **Toronto's hookah bylaw development: Challenges and considerations – Loren Vanderlinden**

Development and implementation of Toronto's 2015 hookah smoking bylaw for licensed establishments required thorough consultation and data-gathering on local context. Since mid-2017, progressive enforcement activities were added to existing targeted education efforts, resulting in one-third fewer businesses offering hookah in the city. This case study illustrates the effectiveness of local policy and its utility for informing possible provincial approaches to emerging issues in tobacco control.

- **A critical examination of how Quebec's Tobacco Control Legislation might impact smoking inequities – Josée Lapalme**

This presentation demonstrates the impacts of tobacco control discourses on smoking inequities. To do so, we conducted a critical policy document analysis of Quebec's Act to Bolster Tobacco Control. We found that the discourse was rooted in a biomedical paradigm, where vulnerable populations' experiences of smoking and tobacco control were excluded. We argue for the inclusion of vulnerable populations' voices for equitable policy design.

- **100% smoke-free university campuses: Time for action – Rob Cunningham**

This presentation will provide background/rationale for 100% smoke-free university/college campuses, an issue with growing momentum that discourages smoking. There are 2 million university/college students in Canada (most aged 18-24), and many on-campus employees. Twenty-two Canadian institutions have 100% smoke-free campuses, while 2000+ U.S. campus sites are 100% smoke-free, with more policies applying to tobacco use/hookah/e-cigarettes/cannabis. Pending cannabis legalization provides a further immediate opportunity for action.



13:50 - 14:50

ORAL PRESENTATIONS

SAINTE-CATHERINE

13 h 50 à 14 h 50

2nd FLOOR/2^e ÉTAGE

- **Evaluation of an incentive program for hospital-based patients who smoke: Lessons learned, benefits, and challenges – Shireen Noble**

This presentation will involve a discussion of the process, challenges, and lessons learned from providing an incentive program (\$300 to purchase nicotine replacement therapy) for patients who smoke, in hospital settings across Ontario. It will provide an in-depth overview of the evaluation process and some of the changes that have been made for the current round of six-month post-intervention evaluations.

- **A thematic analysis of Canadian public opinions on plain and standardized packaging of tobacco products – Harsha Kasi Vishwanathan**

This presentation will provide an overview of the themes and narratives around plain and standardized packaging for tobacco products in the Canadian news websites, as well as a qualitative analysis of online comments to gauge public opinion. It will help equip public health advocates with information to support their efforts in addressing concerns that the Canadian public may have around this evidence-based policy measure.

- **Global gaps in smokers' knowledge of cardiovascular harms from smoking and secondhand smoke: Findings from the ITC Project – Genevieve Sansone**

Tobacco use is one of the leading causes of cardiovascular diseases (CVDs), yet many smokers are still unaware of the harms of smoking and secondhand smoke to heart health. We examined data from the ITC Project to explore patterns and gaps in smokers' knowledge of CVD harms across 25 countries. Findings show a need to raise global awareness of the link between smoking and heart disease, especially in low- and middle-income countries.

- **Walk or Run to Quit: Supporting smoking cessation through increased physical activity – Katina Kominos**

The presentation summarizes the findings from the first two years of the program, showing that physical activity holds promise as an effective smoking cessation tactic.

THURSDAY 31 MAY | JEUDI 31 MAI

14:50 - 15:15 REFRESHMENT BREAK
14 h 50 à 15 h 15 PAUSE-RAFRAÎCHISSEMENTS



15:15 - 16:15 ORAL PRESENTATIONS
15 h 15 à 16 h 15

SAINT-PAUL
2nd FLOOR/2^e ÉTAGE

- **Promoting Tobacco-Wise messaging to reduce commercial tobacco usage in First Nations, Inuit and Métis communities: The Aboriginal Tobacco Program – Robyn Leonard**
As part of the Aboriginal Cancer Control Unit at Cancer Care Ontario, the Aboriginal Tobacco Program (ATP) works with First Nation, Inuit and Métis partners to enhance knowledge, build capacity and empower communities with the skills and tools needed to address commercial tobacco cessation, protection and prevention. The ATP demonstrates innovation by offering culturally relevant programming by adapting to the unique needs of each community.
- **Exploring Indigenous experiences of smoking and the implications for tobacco control – Maryam Shahzad**
Many Indigenous people view smoking as meaningful to their self-identity and history. However, prevailing conceptualization of smoking frames it as a maladaptive behaviour. Tobacco control strategies have largely been ineffective, as they overlook the Indigenous meaning of smoking. A scoping review was conducted to explore meanings of smoking for Indigenous groups. This understanding may mitigate biases and support positive health changes for Indigenous peoples.
- **Smoking cessation for persons living with mental illnesses and/or addictions: Leveraging leading practices and closing gaps in Canada – Caitlyn Timmings**
As smoking rates continue to decline in Canada, remaining smokers often carry a disproportionate burden of comorbidities, including mental illnesses and addictions. Increased spread of evidence-based and tailored smoking cessation approaches for this population is needed. Join us to learn about the Canadian Partnership Against Cancer's approach to documenting existing programs in this area to support uncovering gaps and learning across jurisdictions.
- **Sex, gender and tobacco: A systematic literature review on gender-informed tobacco prevention, cessation and harm reduction interventions – Natalie Hemsing**
Despite evidence on the impact of sex and gender on tobacco use and consequences of use, the impact of sex- and gender-based factors continue to be overlooked, or marginally included in tobacco control research and intervention design. This presentation will report on a systematic literature review on the effectiveness of including sex- and gender-related factors in tobacco prevention, cessation and harm reduction interventions. We will describe emerging sex- and gender-informed tobacco interventions, and highlight approaches that advance gender equity while addressing tobacco-related harms.



15:15 - 16:15 ORAL PRESENTATIONS
15 h 15 à 16 h 15

SAINTE-CATHERINE
2nd FLOOR/2^e ÉTAGE

- **Leaving a mark in/on the Big Smoke: Toronto Public Health's investment in youth engagement initiative – Shawna Ardley**
Toronto Public Health's Investment in Youth Engagement (IYE) initiative aims to motivate and engage young people, create leadership opportunities, and support community-based, youth-driven tobacco control and health promotion activities. The initiative has been rigorously evaluated since 2012; IYE participants exhibit increased knowledge of tobacco and lower rates of tobacco consumption, among other positive health behaviours. Join us to learn about a comprehensive, integrated, asset-based youth development program that results in community engagement and positive health outcomes.
- **"Revealing the Truth" and other lessons learned from PEI's development of a tobacco media awareness resource for teachers – Melissa Munro-Bernard**
"Revealing the Truth" is a supplemental physical education and language arts curriculum resource designed to educate grade 10 students in PEI about the harmful effects of tobacco, tobacco industry marketing tactics, and counter-messaging public health campaigns. Participants will explore lessons learned from the development of this resource and see how a collaborative approach helped mobilize action to address concerns identified in provincial youth substance use data.

- **Reducing teen tobacco use: Success from UPRISE, a campaign for alternative teens – Tyler Janzen**
This presentation will explain how to develop a more efficient tobacco prevention campaign by targeting teen subcultures at greatest risk of tobacco use. Presenters will discuss formative research that led to the development of UPRISE, a campaign that uses a social marketing strategy called Social Branding® to promote the association of healthy behaviours with desired social identities through use of tailored messages, events, and influencers.
- **A qualitative study of tobacco interventions for LGBTQ2S+ youth and young adults: Overarching themes and key learnings – Bruce Baskerville**
Smoking prevalence is high among LGBTQ2S+ youth and young adults (YYA) compared to non-LGBTQ2S+ YYA. A knowledge gap exists on culturally appropriate and effective cessation programs, as limited interventions have been developed with this diverse population, and there are few studies determining the impact of these interventions. This qualitative study explores the most salient elements of LGBTQ2S+ cessation interventions from the perspective of LGBTQ2S+ YYA.

16:15 – 16:30 **TRANSITION BREAK**
16 h 15 à 16 h 30 **PAUSE**

CENTRE-VILLE
1st FLOOR/1^{ère} ÉTAGE

16:30 – 17:00 **KEYNOTE PRESENTATION**
16 h 30 à 17 h

CENTRE-VILLE
1st FLOOR/1^{ère} ÉTAGE

Canada's Modernized and Comprehensive Approach to Reduce Tobacco-Related Death and Disease

This presentation will provide an overview of Canada's comprehensive tobacco strategy that sets the stage to dramatically reduce the burden of tobacco-related death and disease in Canada.

Canada has a world class regulatory regime for tobacco control. The implementation of health warning messages on tobacco products and flavour bans, have played a key role in reducing the appeal of tobacco products. However, the current approach does not prepare Canada to address all of the challenges and opportunities on the horizon.

As announced in the Federal Budget 2018, this presentation will provide a precis of the comprehensive tobacco strategy to set the path to reach the ambitious target of less than 5% tobacco use by 2035.

Speaker:

- James Van Loon, Director General, Tobacco Control Directorate, Health Canada / Directeur Général, Direction de la lutte au tabagisme, Santé Canada

Approche globale et modernisée du Canada pour la réduction des maladies et de la mortalité attribuables au tabac

Cette présentation offrira un survol de la stratégie globale du Canada pour permettre une réduction drastique du fardeau que représentent les maladies et la mortalité attribuables au tabac au Canada.

Le Canada possède un régime de réglementation de classe mondiale pour la lutte au tabagisme. La mise en application des mises en garde sur les produits du tabac et l'interdiction des arômes ont joué un rôle clé dans la réduction de l'attrait des produits du tabac. Cependant, l'approche actuelle ne prépare pas le Canada à faire face à tous les défis et opportunités à l'horizon.

Comme annoncé dans le Budget fédéral 2018, cette présentation exposera les principaux points de la stratégie globale sur le tabac pour arriver à l'objectif ambitieux de réduire le taux de tabagisme à moins de 5 % d'ici 2035.



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