

Smoking cessation as an adjunct to smoke free legislation

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Towards a smoke-free society, Edinburgh, September 2007

Benefits of smoke-free policies

- Main reason to implement is to reduce exposure to harmful environmental tobacco smoke
- But we also want to help as many smokers to stop as possible
- So how can we maximise the impact of smoke-free policies on quitting behaviour?

Smoke-free
Policy



Time

When and how should we be trying to maximise smokers' quitting behaviour in relation to smoke-free policy implementation?

Reviews of smoke free

- Chapman (1999) review of workplace policies: reduced consumption in totally smoke-free worksites
- Moher (2005) Cochrane review of workplace bans: can reduce consumption during the working day
- Fichtenberg & Glantz (2002) reviewed 26 studies and estimated a 4% decline in smoking prevalence
 - But a mixture of designs
 - And different settings eg workplace, restaurants etc
 - An inexact science

Evidence for quitting

- Quit attempts *can* increase
- Success of quit attempts *can* increase
- Cigarette consumption *can* decrease

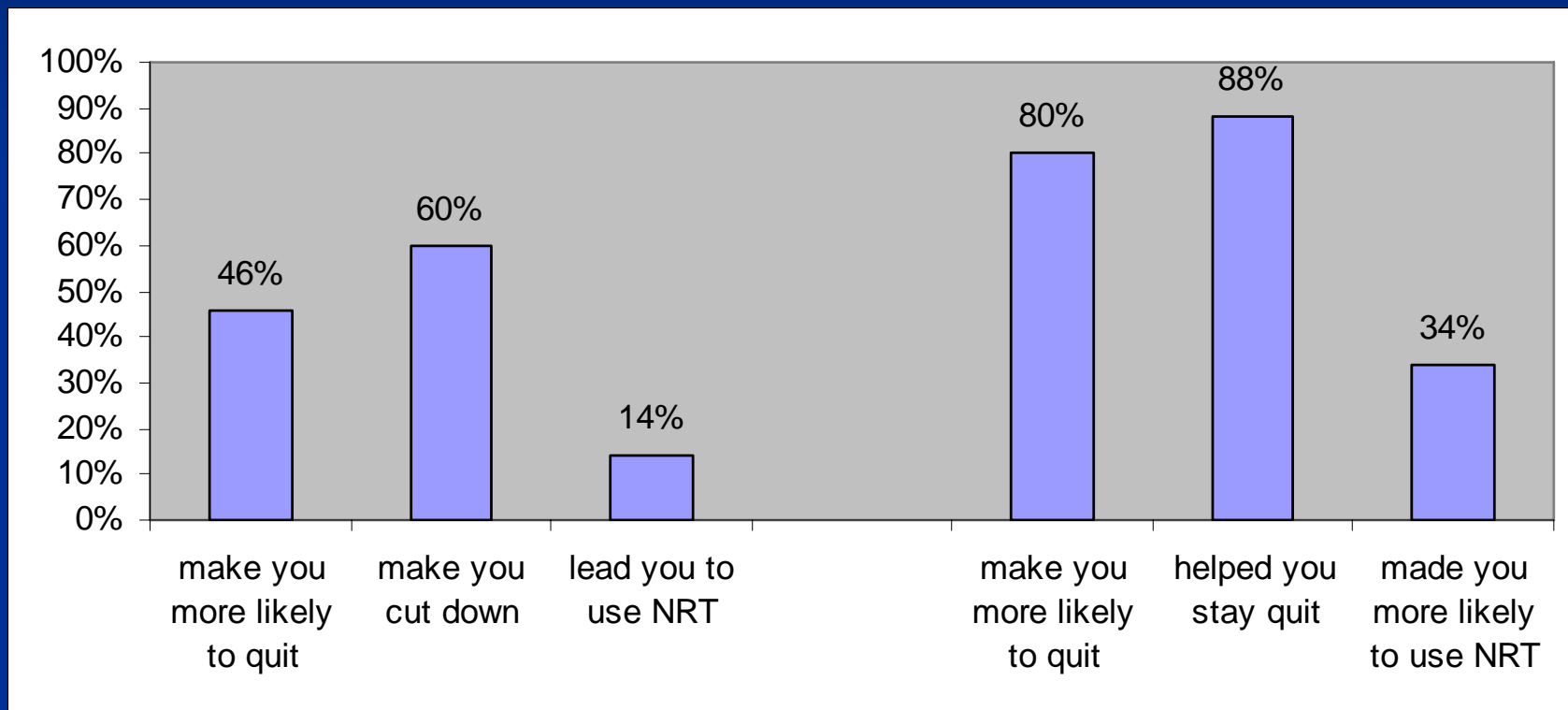
Smokers believe smoke-free policies help them to quit

- California strengthened its smoke-free policies in 2003:
 - 52% former smokers who quit after this agreed the law made it easier for them to quit
 - 69% continuing smokers reported the law made it easier to reduce cigarette consumption

California Dept of Health Services, 2004

ITC Ireland post legislation survey:

Did the smoke-free law.....

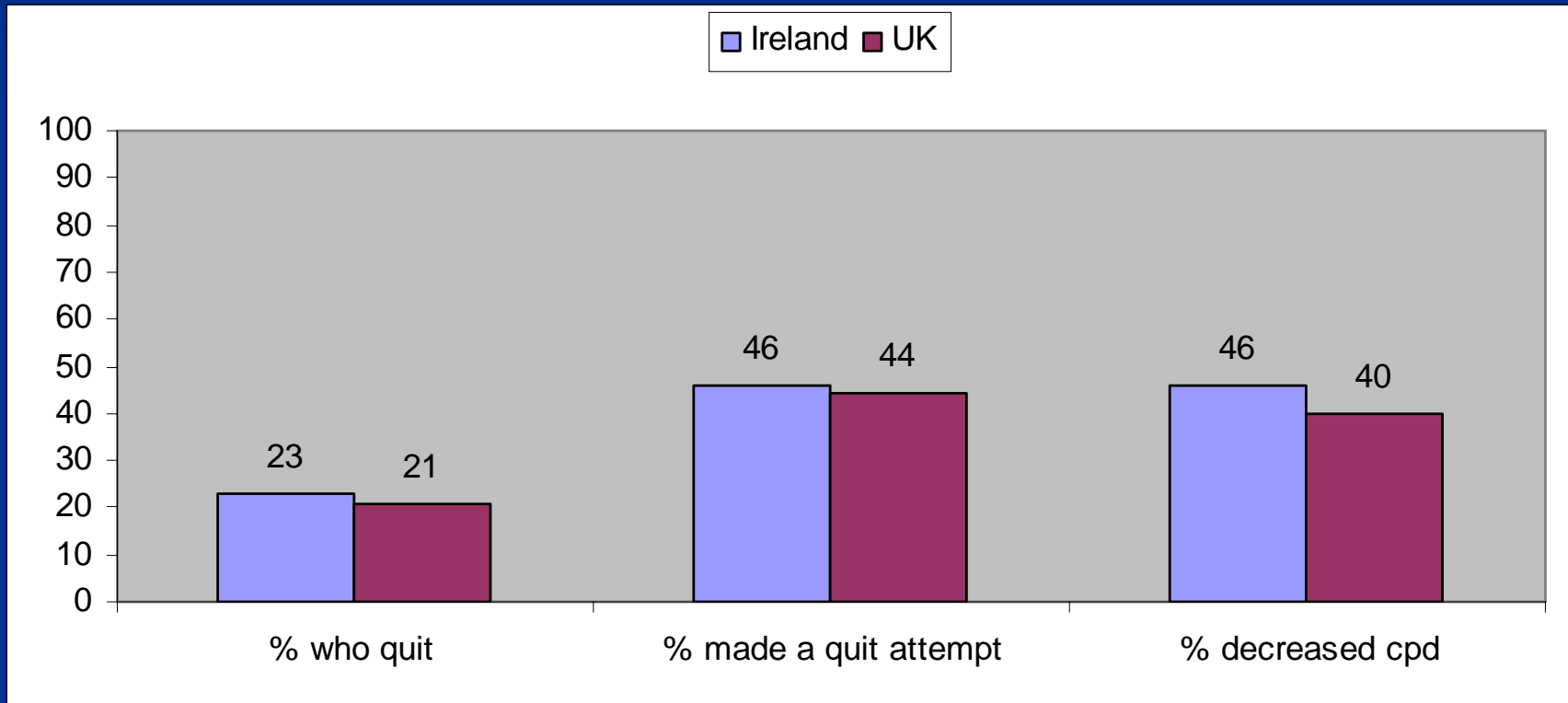


Smokers (n=636)

Quitters (n=116)

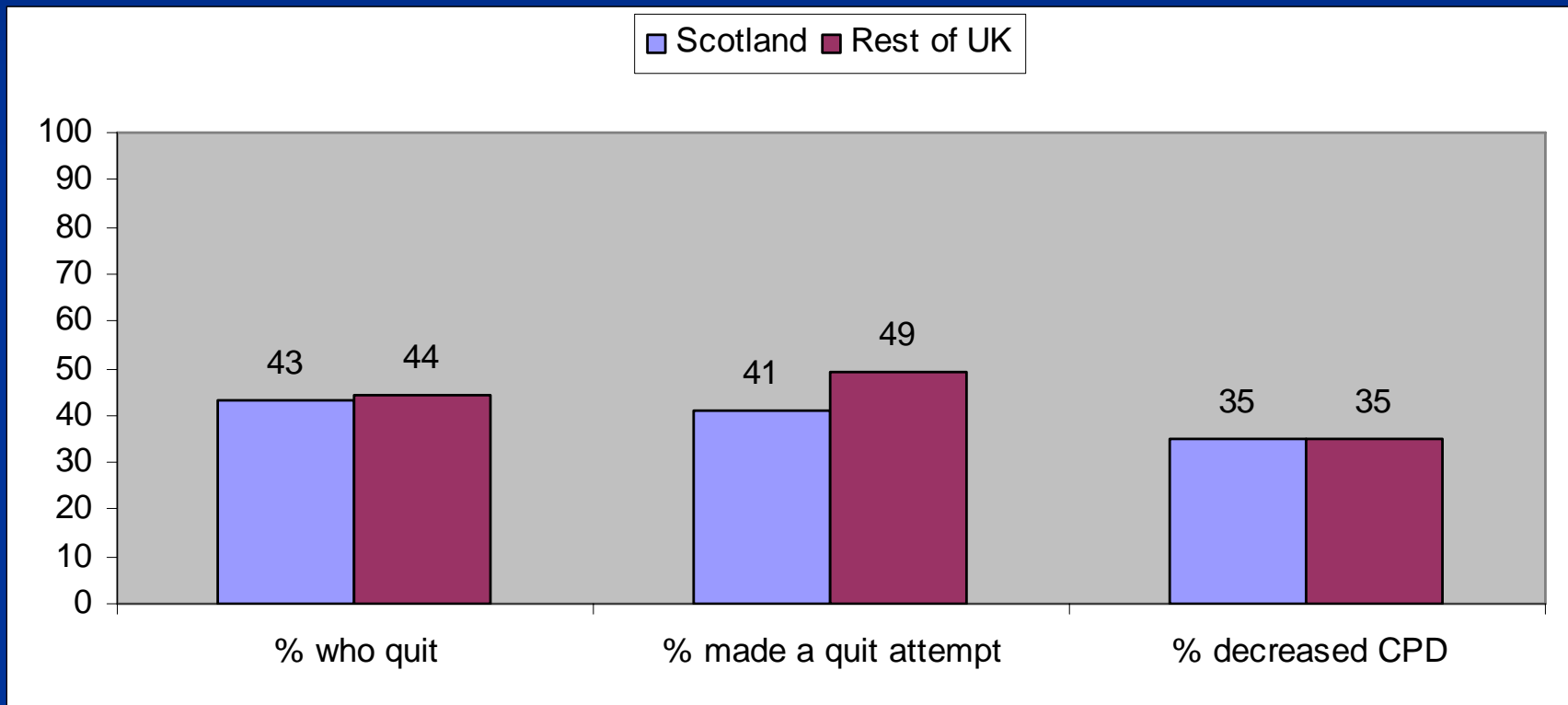
ITC Ireland/UK:

Between Wave 1 (Dec03/Jan04) & Wave 3 (Dec04/Jan05)



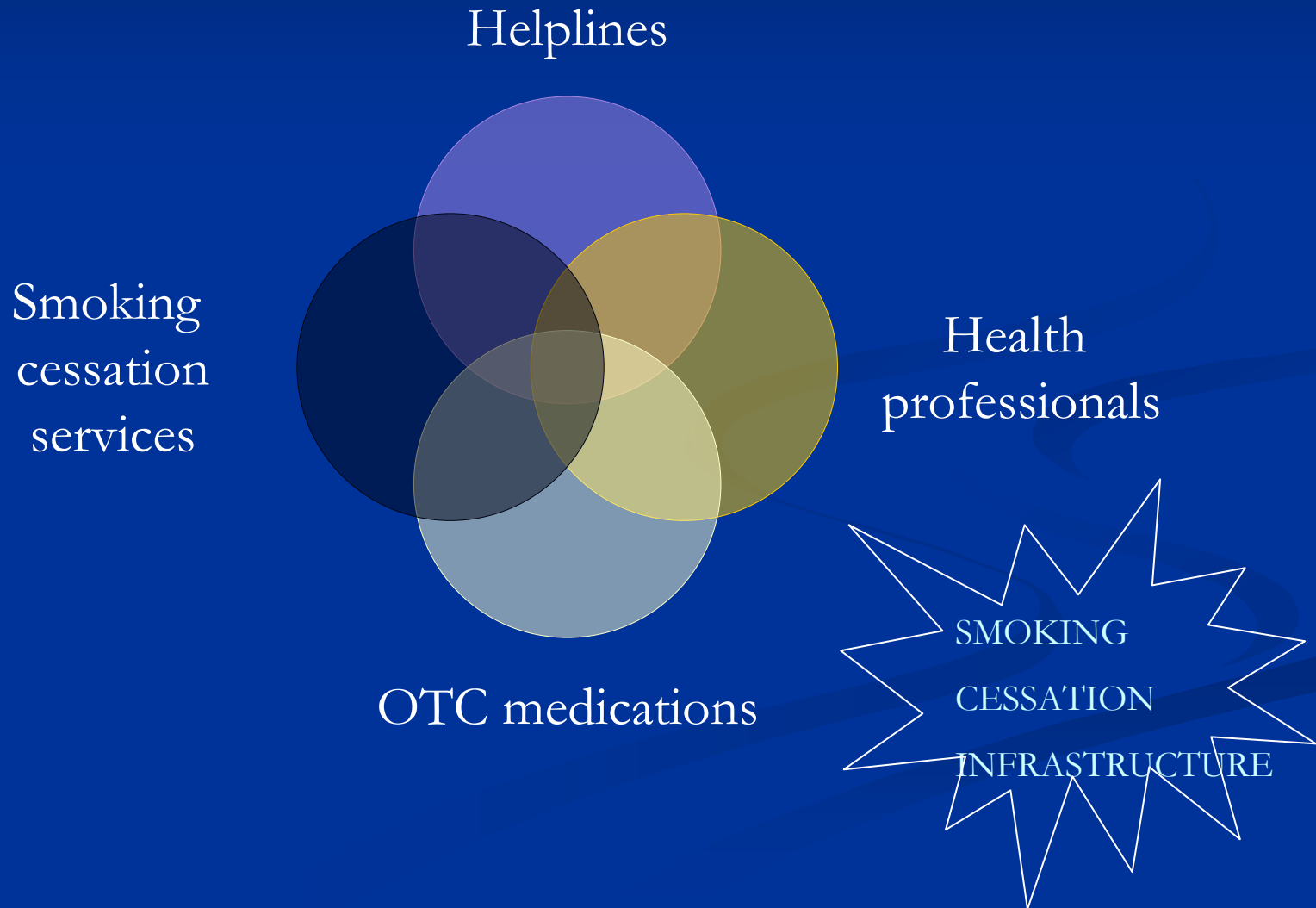
Hyland, unpublished data, among the cohort who responded to both surveys (n=892), all ns

ITC Scotland/rest of UK: smoking cessation indicators pre and post Scottish legislation



Hyland et al, in press, smokers who completed both surveys (n=614), all ns

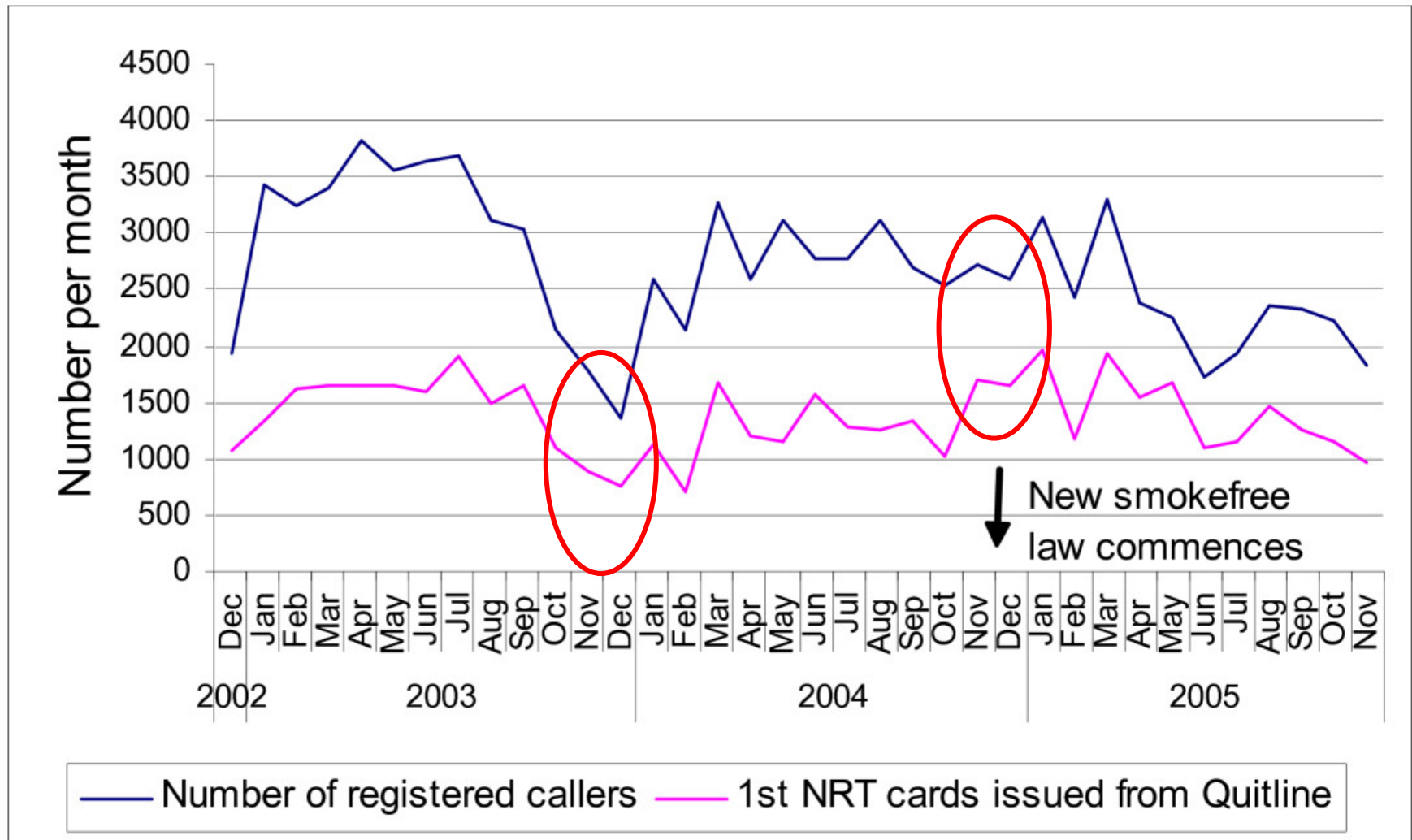
So how can we get a better understanding of what is going on and try to maximise quitting?



Smoking cessation services – preliminary results from England

- Barking & Dagenham PCT
 - 608 referrals in June and July 2007
 - 319 referrals in June and July 2006
- More on this in next session

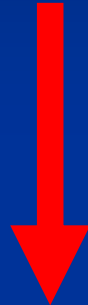
Helplines: Impact of smoke-free policy in New Zealand



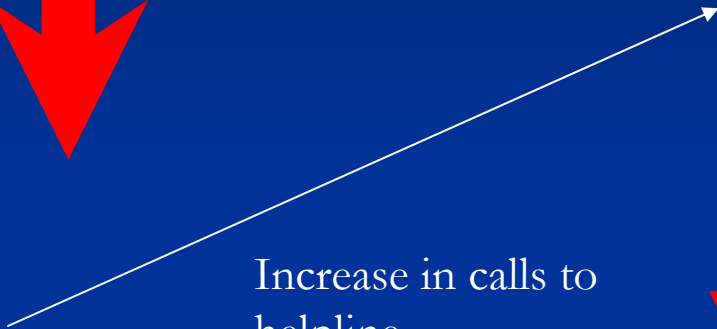
Media
campaigns



Smoke-free
Policy

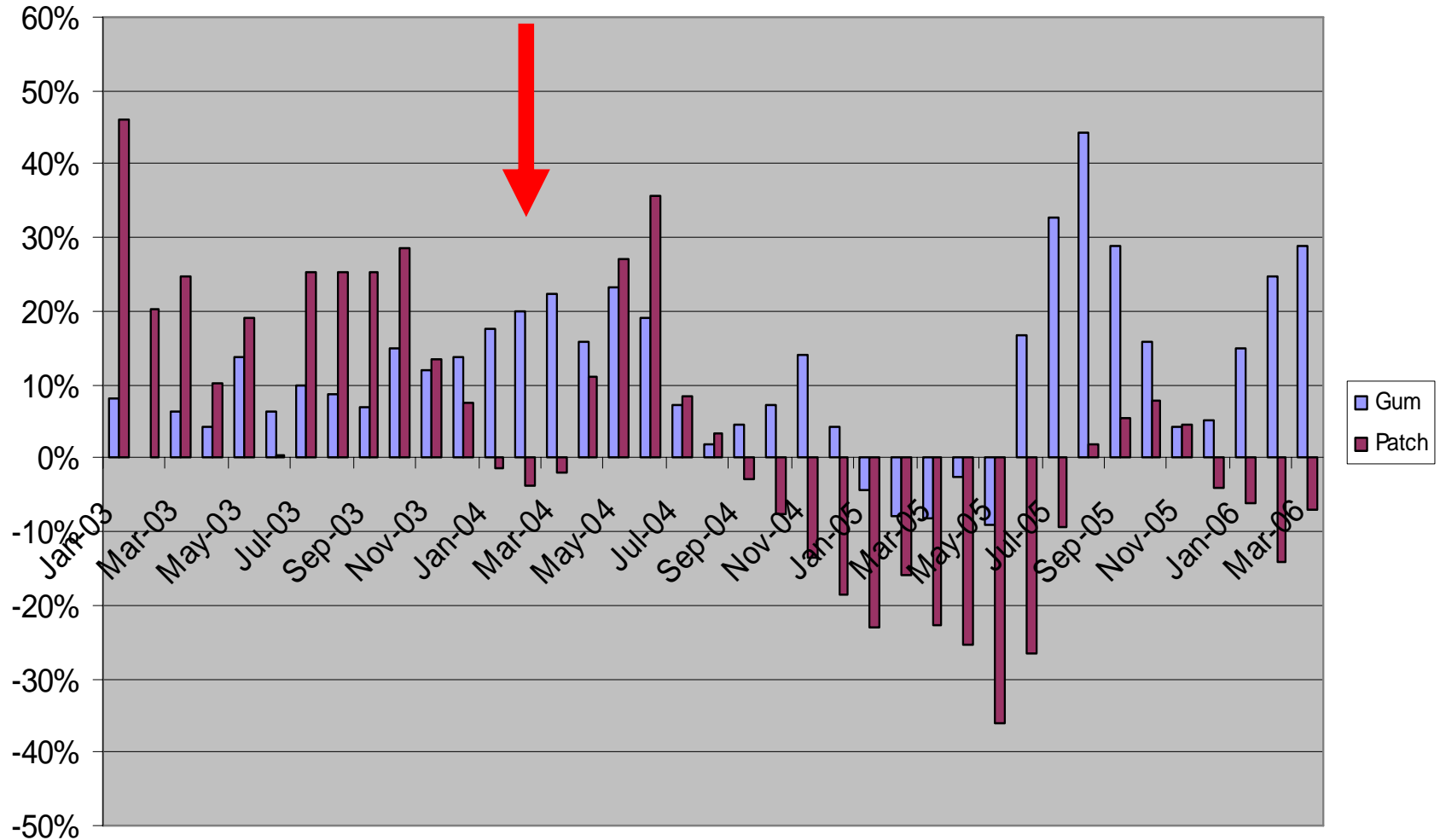


Increase in calls to
helpline



Medications: Over the counter NRT

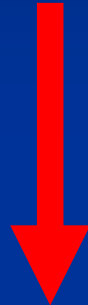
Ireland MQT YOY sales growth



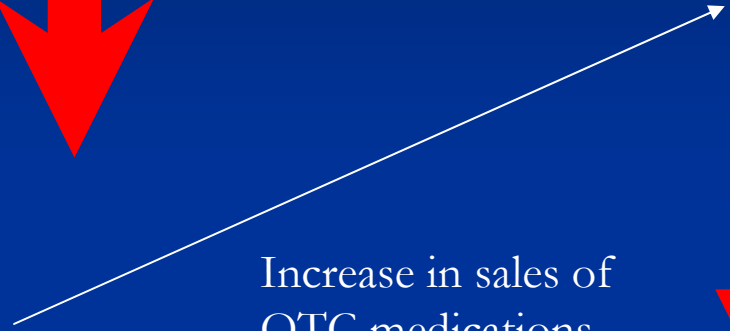
Media
campaigns



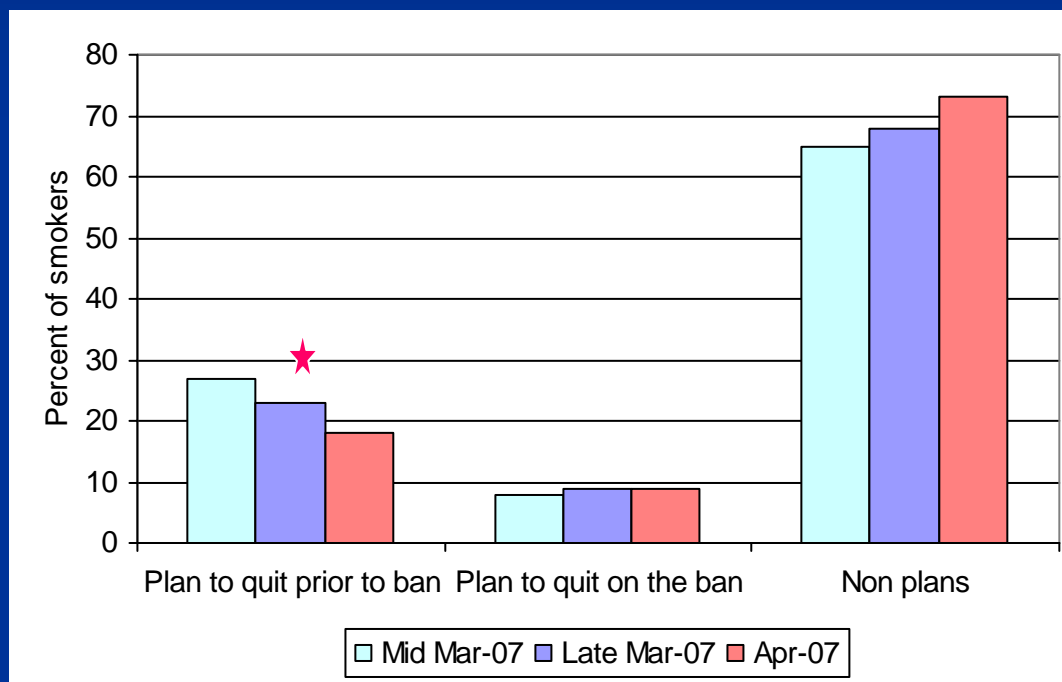
Smoke-free
Policy



Increase in sales of
OTC medications



England Smokers Toolkit Study

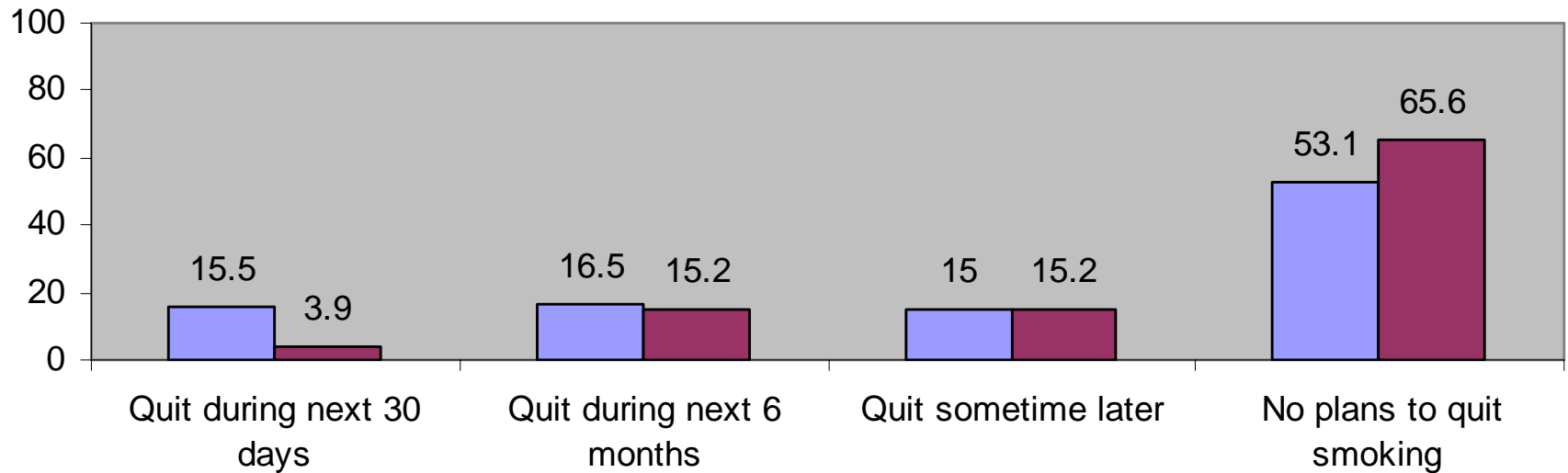


★ significant decrease by chisquared test

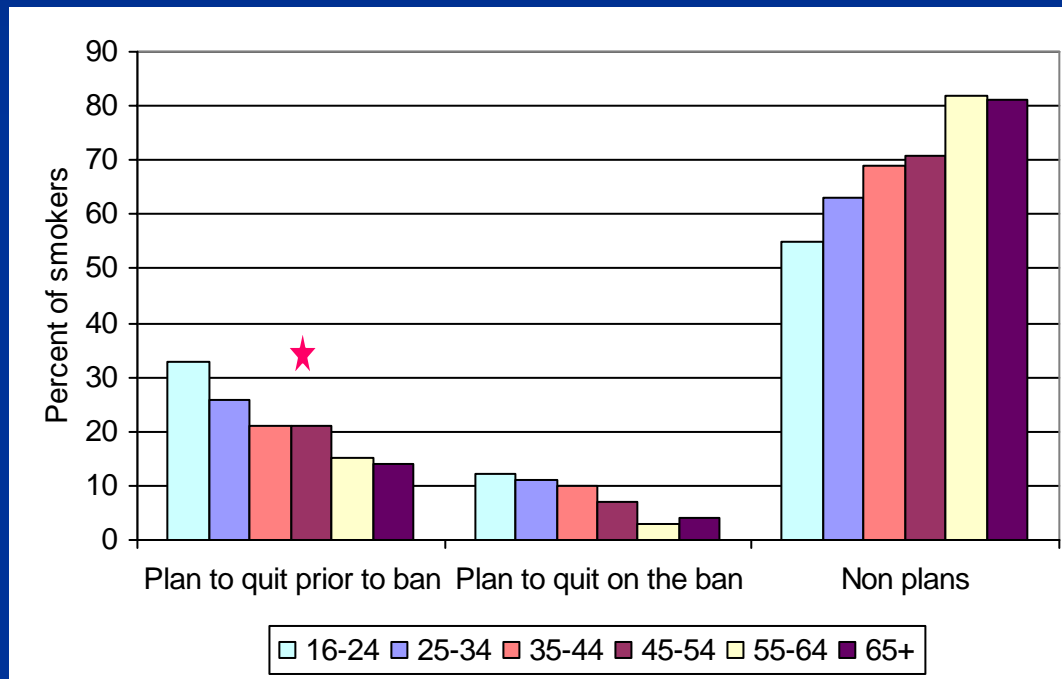
Norway: evidence of declining quitting activity *after* law

Intention to quit smoking before and after Norwegian law

Before After



England Smokers Toolkit Study



* significant decrease by chi-squared test

Evidence for youth?

- Cross-sectional studies observed a relationship between smoke-free policies and reduced adolescent smoking
- Siegel et al (2005) in a longitudinal study found that smoke-free policies led to lower rates of progression to smoking among youth

Conclusions

- Smokers make a lot of 'quitting activity' around the time of a smoke-free policy
- Smoke free policies may be particularly important for prompting younger smokers to quit
- Demand for cessation support appears to increase several months before the policy is implemented, this *might* be the optimal time for support to be given
- Demand appears to be linked to media advertising & publicity about the policy and support offered
- But intentions to quit may decline just prior to implementation of the policy and immediately afterwards
- There is not always a clear long term trend of an effect on cessation behaviour

Considerations for research

- Quitting activity may not be being picked up as it is happening prior to policy implementation
- Or, quitting activity takes a long time after the policy is implemented to manifest itself
- Key question remains how to maximise activity & sustain it beyond policy implementation
- But important to remember not a magic bullet, must be seen as part of a sustained comprehensive tobacco control policy

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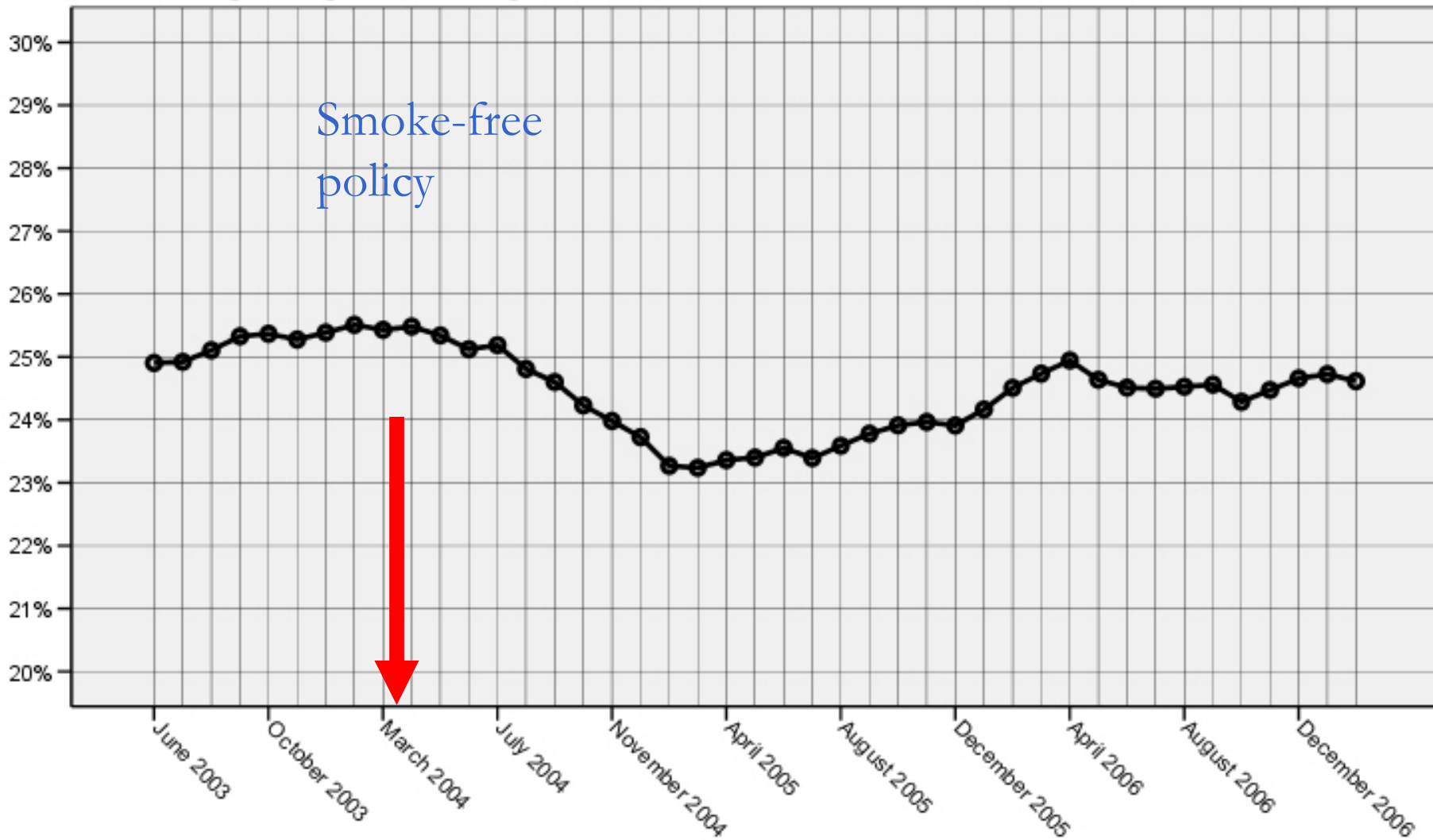
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* ITC Surveys currently in development

All Smokers: Cigarette Smoking Prevalence (as a % of the Population)

12 month moving average trend ending March 2007



Thank you

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