

A Profile of Public Health Unit Tobacco Control Media and Communication Activities in Ontario

Irene Lambraki | February 9, 2016
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All participants from the Ontario Public Health Units

Context

Evidence-based comprehensive tobacco control efforts are essential to reduce tobacco use

(SAC, 2010)

Complementing these efforts with communication strategies has been shown to be most effective in reducing tobacco use

(CDC, 2014; NCI, 2008)

Evidence of benefit

- Decrease youth uptake
- Decrease prevalence of tobacco use
- Increase awareness of services to quit
- Increase quit attempts

(SAC, 2010; CDC, 2014; Durkin et al., 2012)

Benefits can be realized by using paid media, earned media and new forms of media (e.g., use of web 2.0)

(SAC, 2010)

Context

Media can be used in:

Local Public Health Units (PHUs)
can play a role at all these levels

(Bala et al., 2013)



Media features in the 2016 Public Health Unit Tobacco Control
Program Guidelines (MOHLTC, 2016)

Little is known about Ontario local PHUs' tobacco control
communication activities, which prompted interest in conducting a scan

Purpose of the Scan

Focus of scan: PHUs' tobacco control communication activities in 2015

The scan aimed to...

1. Learn how tobacco control communication is organized in Ontario PHUs
2. Identify the challenges that PHUs experienced when conducting their tobacco control communication activities
3. Describe the tobacco control communication activities PHUs worked on

Methods and Recruitment Outcomes

The scan attempted a census of the 36 Ontario PHUs:

- 26 of 36 Ontario PHUs participated

Data collected Oct - Nov 2015 by PTCC

37 telephone surveys conducted with 20 Tobacco Control Coordinators (TCC) and other practitioners that TCC's invited:

- Health Promoters, Public Health Nurses, Managers, Cessation Lead, TCAN Coordinator

Propel analysed data and engaged PTCC to jointly interpret findings

Results

- I. Challenges
- II. Tobacco Control Communication Activities in 2015
- III. Communication Vehicles
- IV. Earned Media

I. Challenges

- Budget constraints
- Garnering community support for tobacco control
- Getting media to cover tobacco control issues
- Challenges with internal approval processes
- Access to trained people to develop activities and work with media
- Interviewing with the media
- Access to communication software and tools
- Building relationships with the media
- Access to relevant resource materials

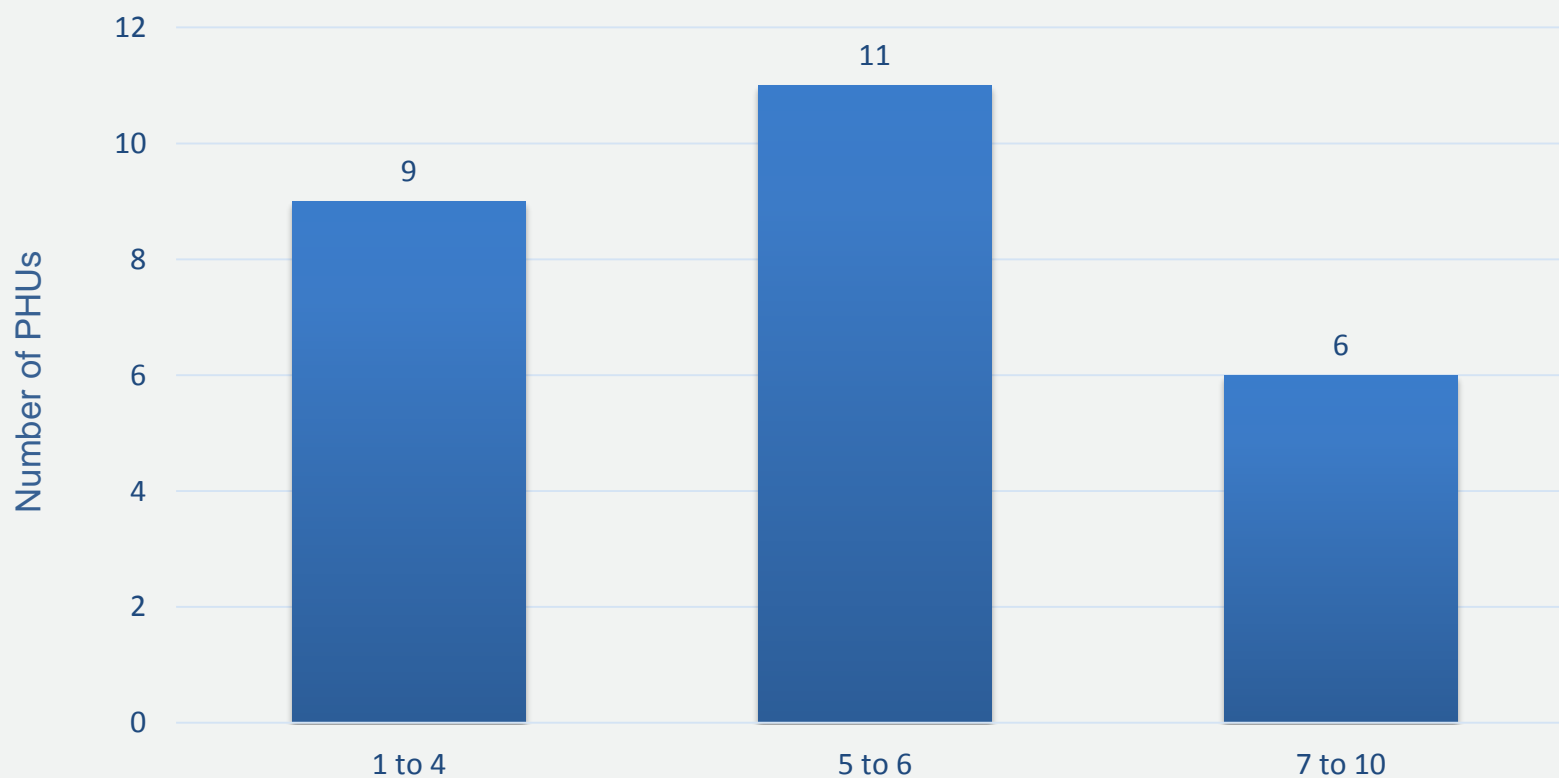
II. Tobacco Control Communication Activities

In 2015, 136 tobacco control communication activities were conducted across the 26 PHUs

PHUs carried out between 1 and 10 activities

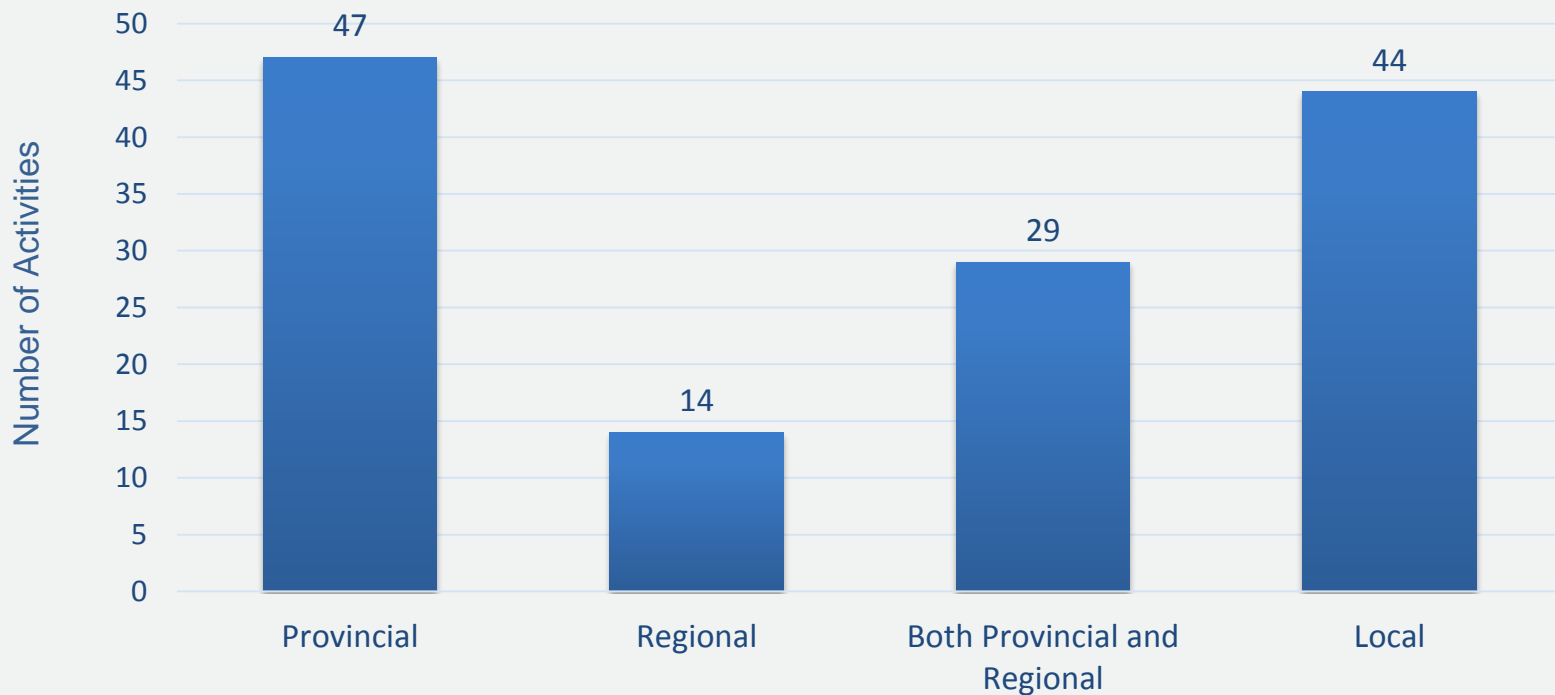
II. Tobacco Control Communication Activities

Number of activities carried out by PHUs



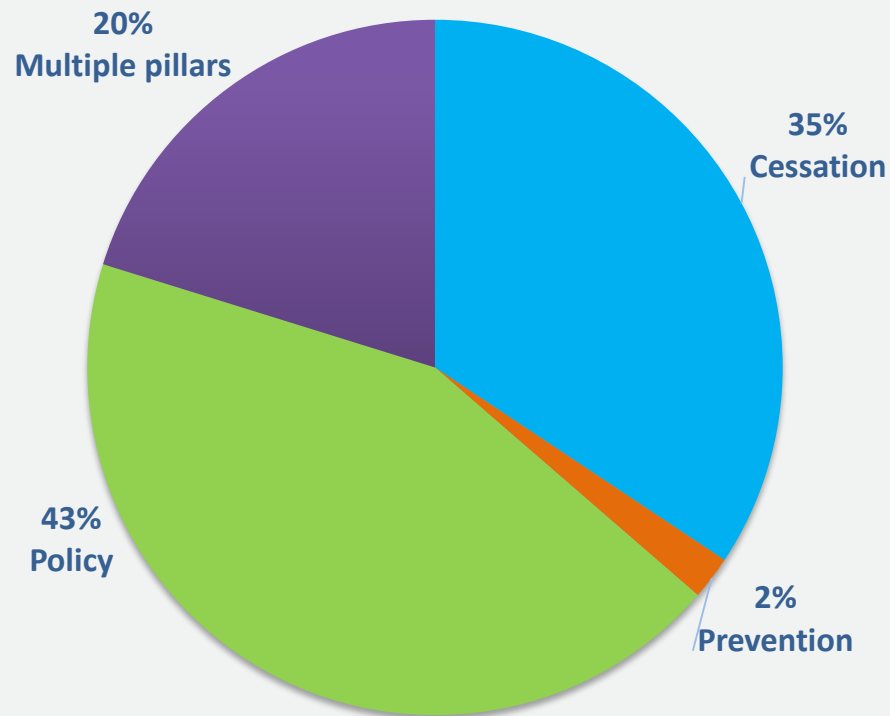
II. Tobacco Control Communication Activities

Number of provincial, regional, or local activities



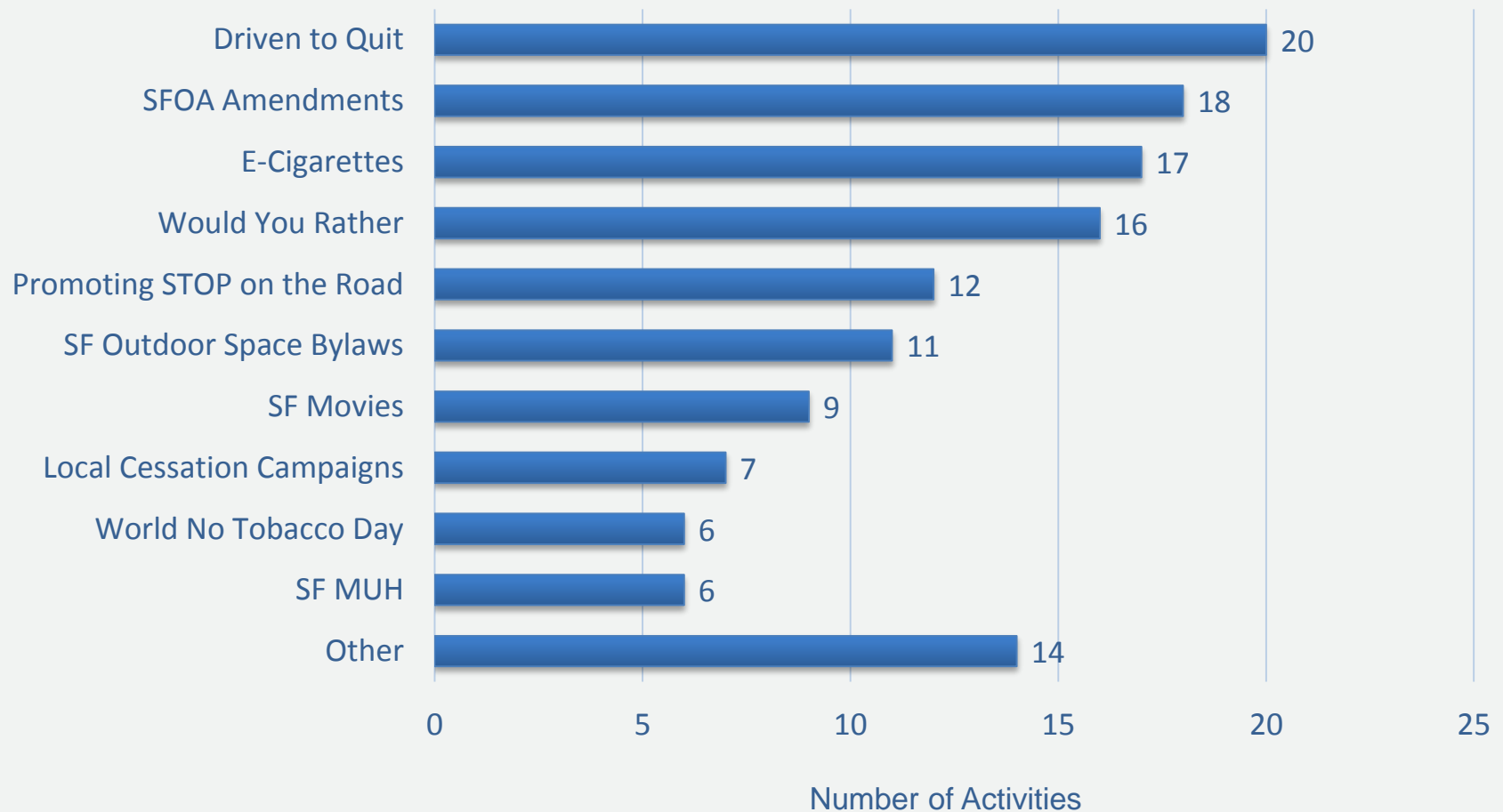
II. Tobacco Control Communication Activities

Activities by pillar



II. Tobacco Control Communication Activities

Topics of activities

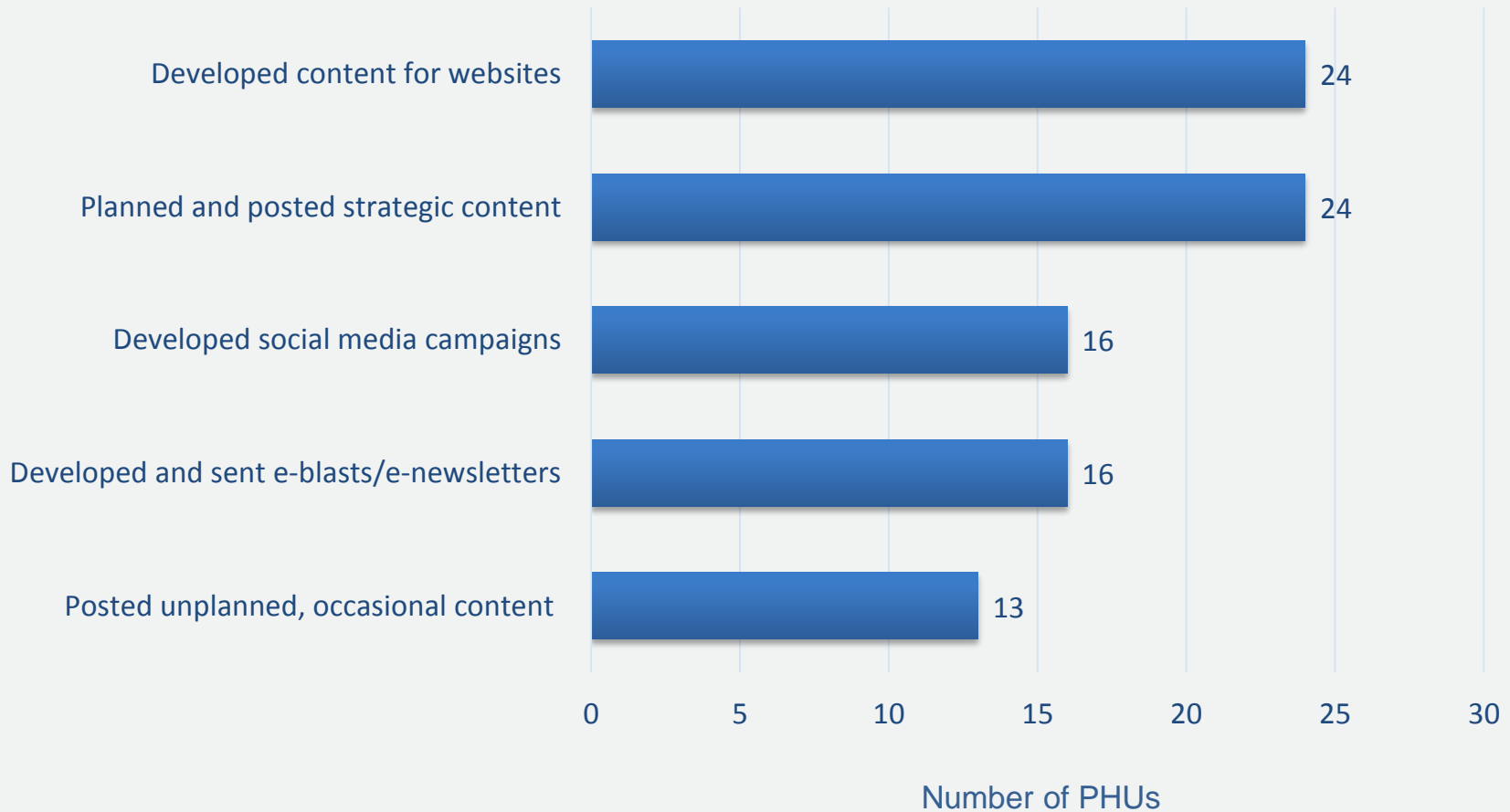


III. Communication Vehicles

Communication Vehicle	Definition	% of activities
Digital and Social Media	Virtual content (text, graphics, audio, video) that can be transmitted over the internet, computers, smartphones	95%
Marketing materials	Communication materials that may help educate and/or promote a certain campaign, event, issue, or policy (e.g., brochures, pamphlets, posters and banners, mail inserts)	73%
Promotional Events	Occasions like community events, health fairs, festivals, trade shows where a campaign, initiative, issue or policy may be promoted	47%
Advertisements	Typically paid, but may also be free. Advertisements can take the form of TV, radio, newspapers, magazines, billboards, bus shelters, some PSAs, internet	46%

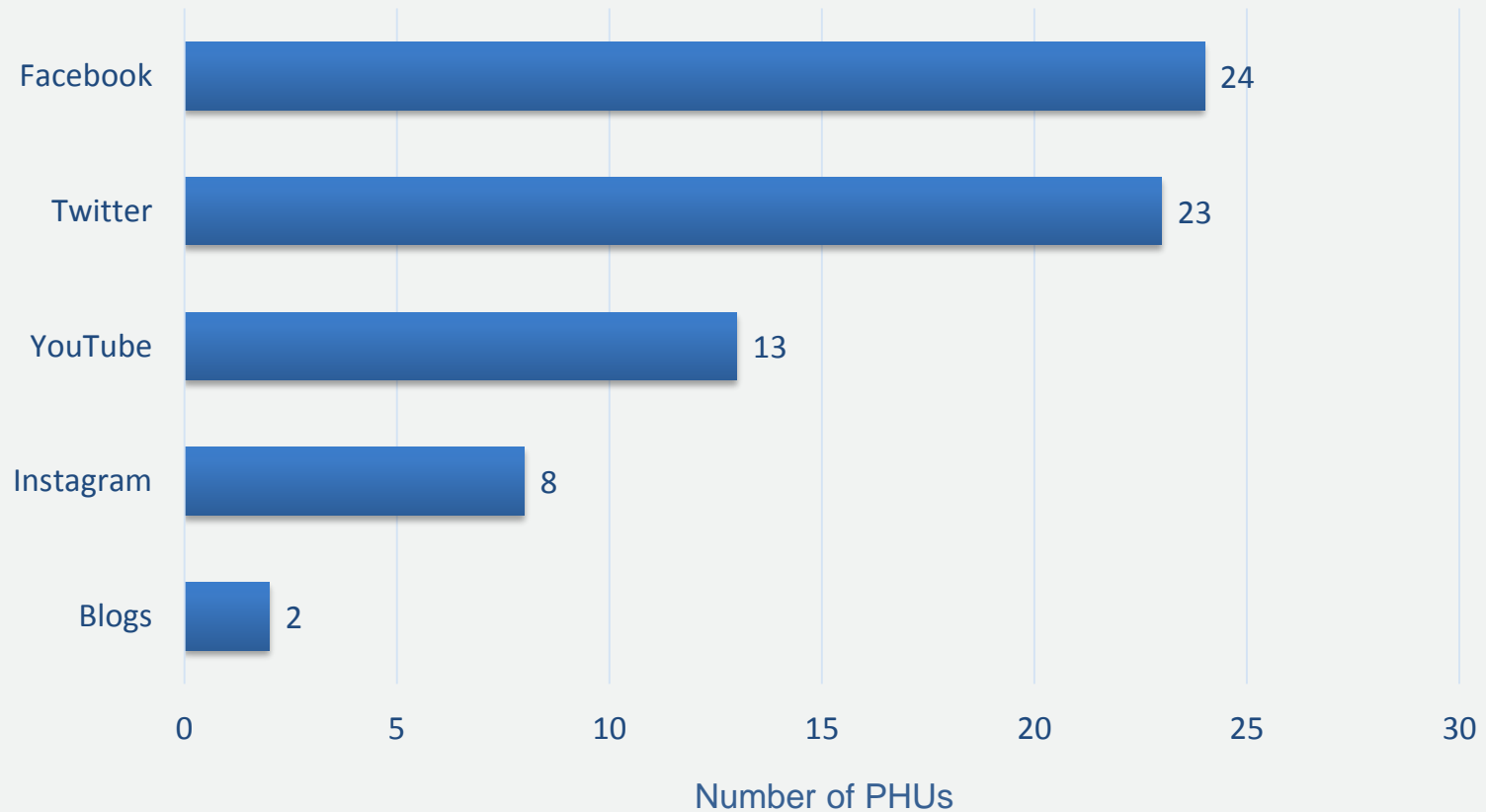
III. Communication Vehicles

Ways PHUs used digital and social media



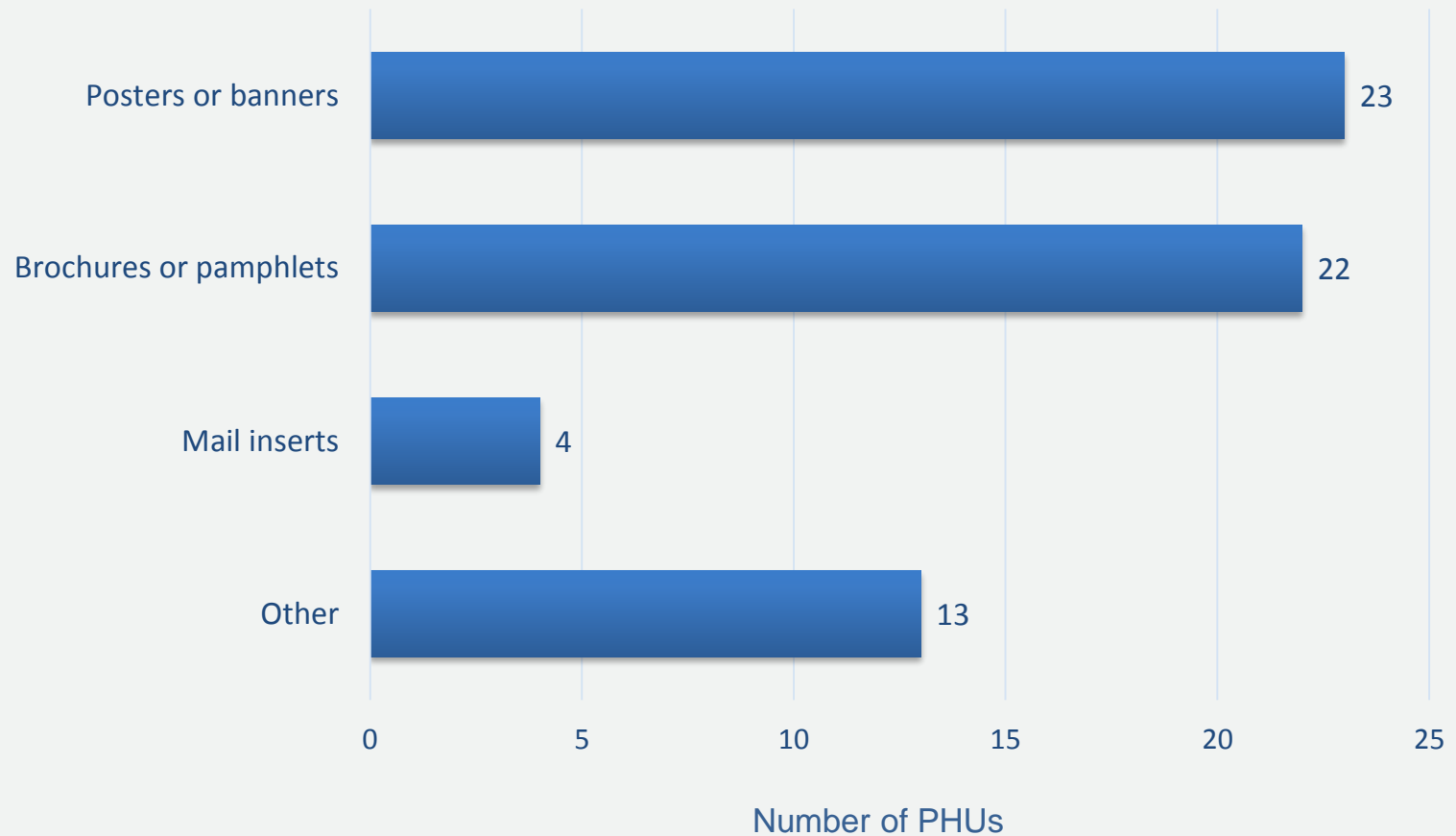
III. Communication Vehicles

Digital and social media platforms



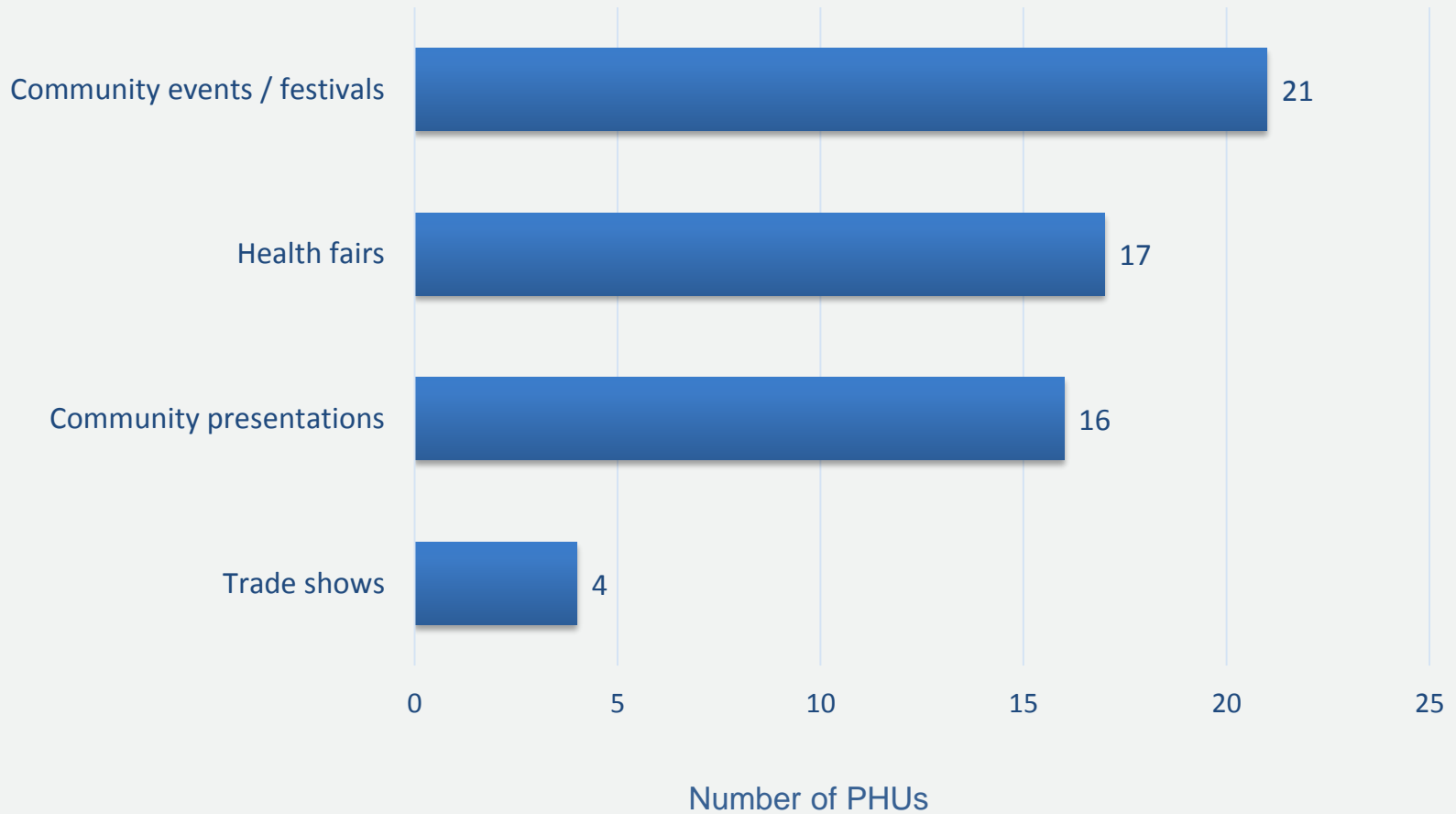
III. Communication Vehicles

Marketing materials



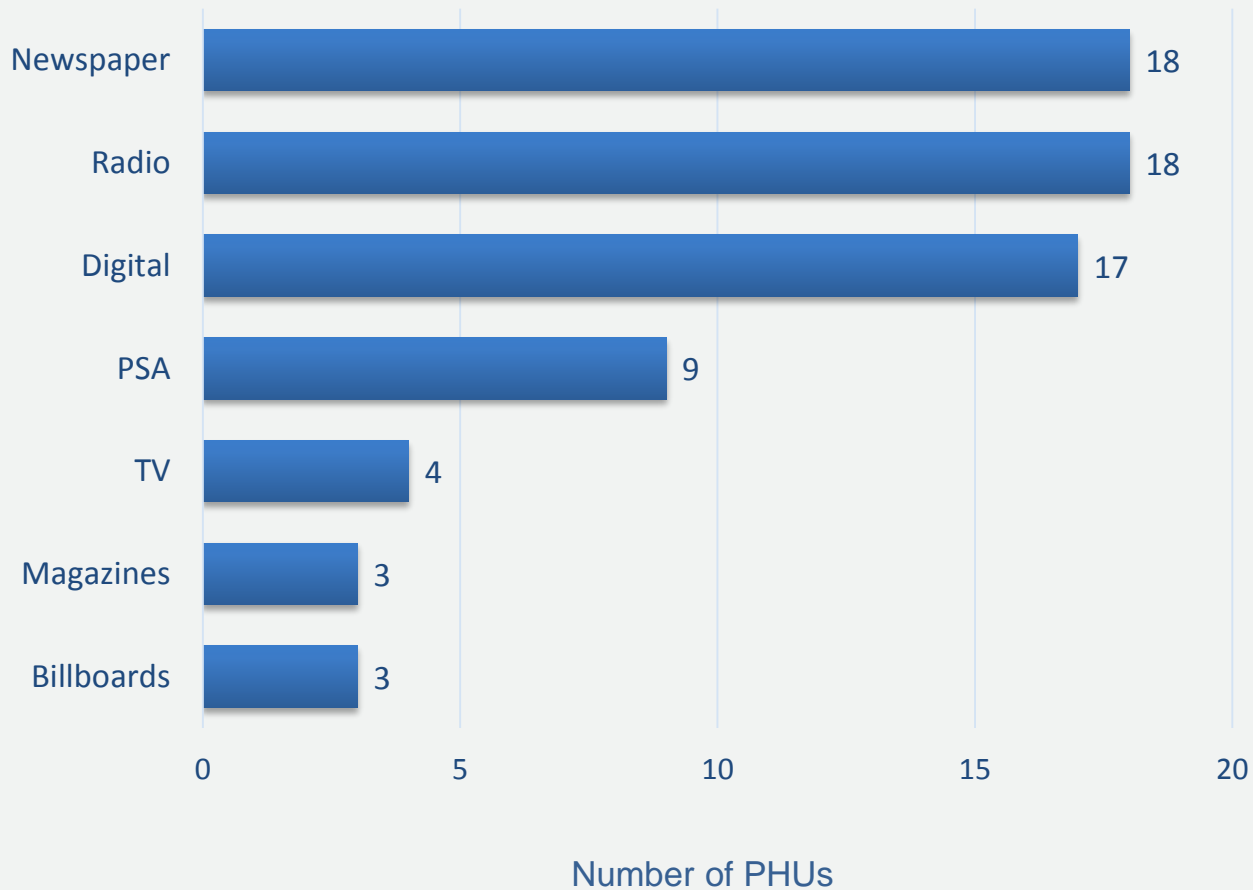
III. Communication Vehicles

Promotional events



III. Communication Vehicles

Advertisement platforms



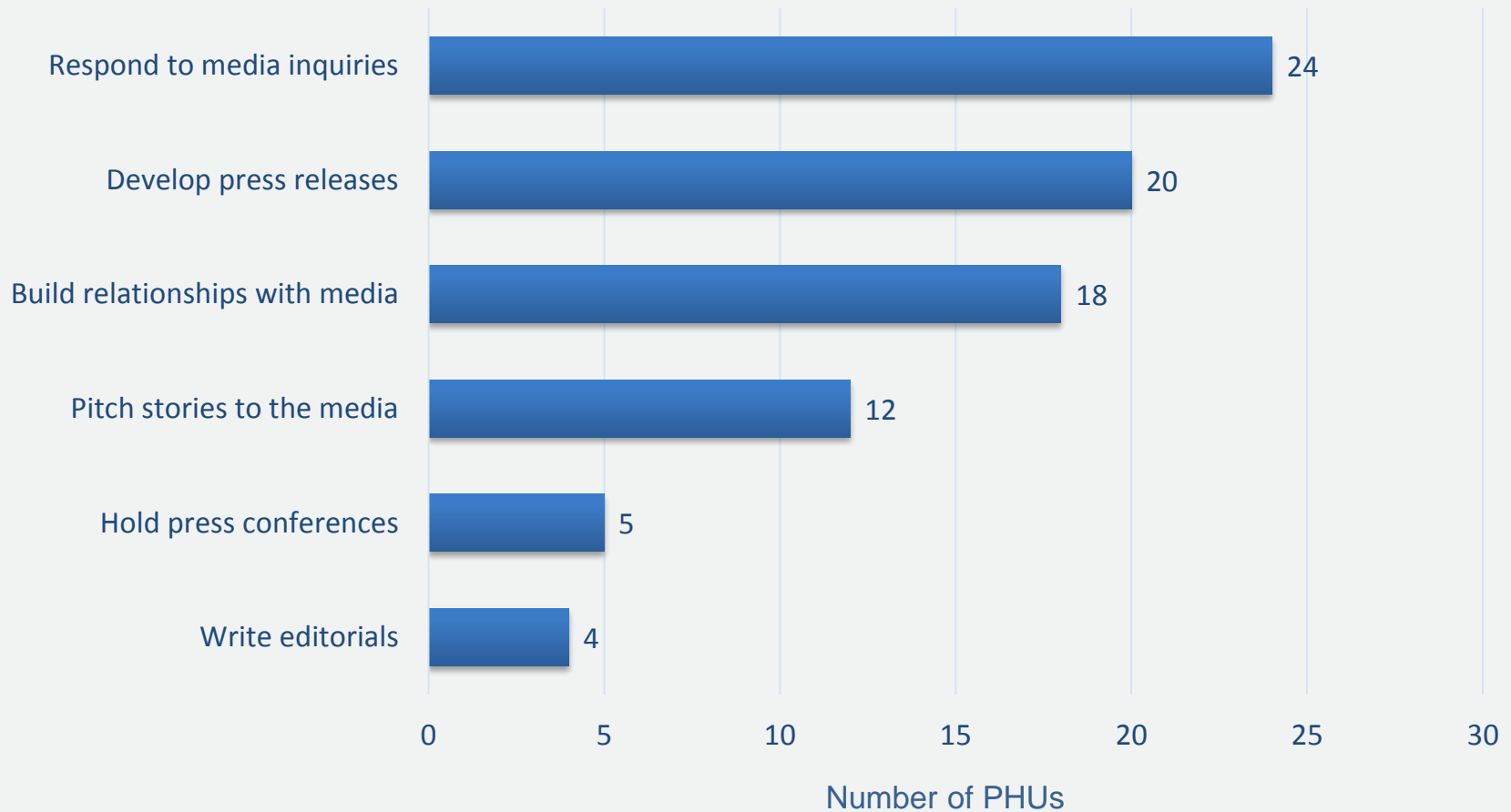
IV. Earned Media

Tobacco control activities that generated earned media

Definition of earned media in this study	% of activities
Unpaid media coverage in TV, radio and print (hardcopy and online)	71%

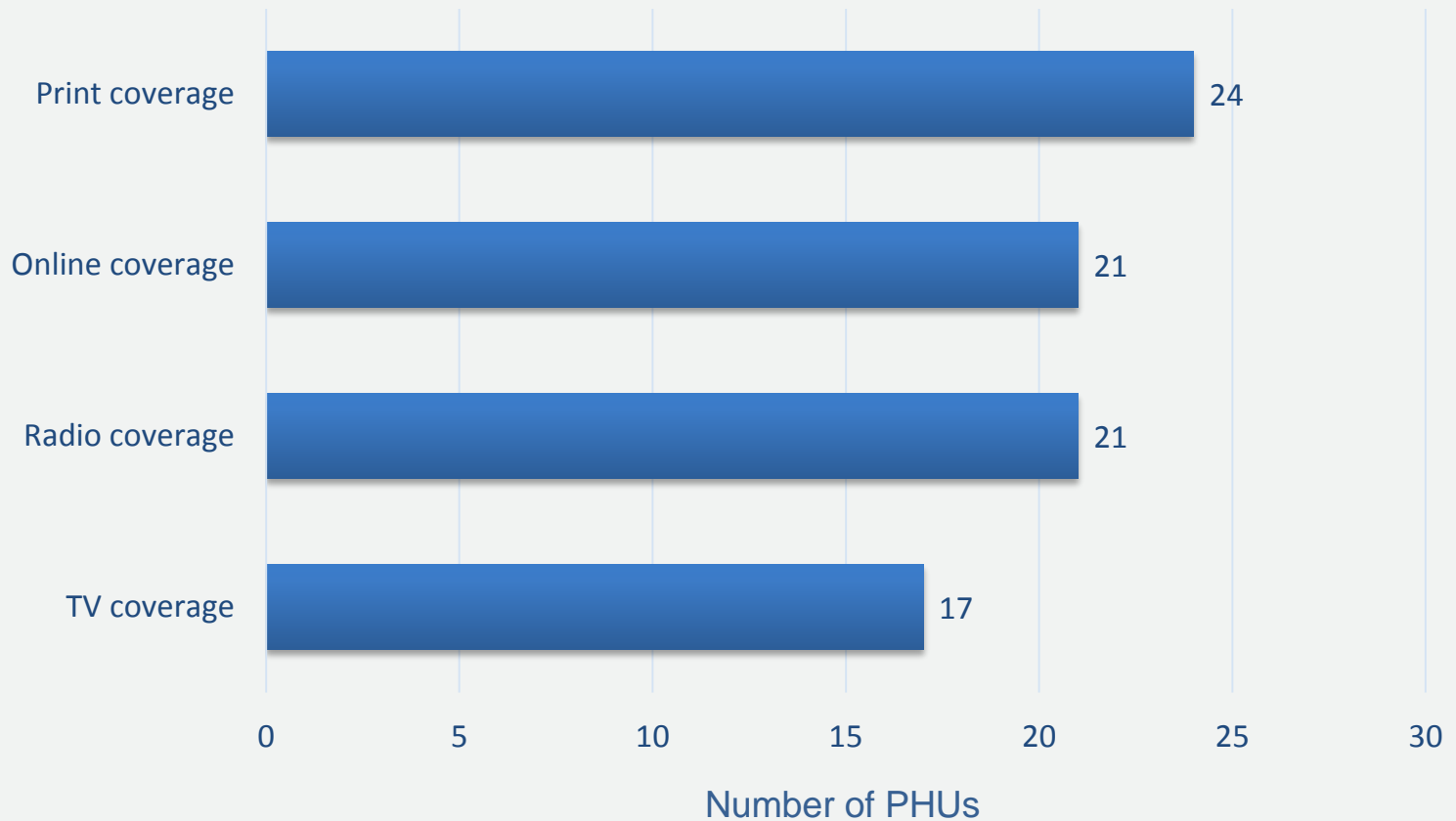
IV. Earned Media

Ways that PHUs generated earned media



IV. Earned Media

Platforms where earned media coverage was successfully secured



Summary

Most PHUs have capacity to carry out tobacco control communications activities:

- use a mix of communication vehicles
- address policy and cessation
- support provincial and/or regional initiatives

Fewer PHUs are initiating local tobacco control public education campaigns on their own

Reflection...



What are the opportunities for increasing community-based media activities?

Thank you!

...Questions?

For more information, please contact:

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The Propel Centre for Population Health Impact was founded by the Canadian Cancer Society and the University of Waterloo.



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