

*ICE SEED Grant Proposal:  
Passive and Active Smoking & Breast Cancer – Opportunities for Tobacco Control*

**FINAL REPORT**

**Team Members:**

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### **Research objectives for the ICE seed funding:**

- To identify messaging strategies and approaches to reach different target groups (i.e., young women, parents, male partners, older female smokers, etc.)
- Explore existing data sets for data related to risk perception related to smoking and breast cancer
- To explore the feasibility of using different strategies to convey the message about BC and tobacco to target groups (i.e., pack warnings, campaigns, counseling by health providers, focus groups).
- To develop a full-scale grant proposal (potential funding agencies include Canadian Breast Cancer Research Alliance, CIHR, NCIC, and CTCRI)

### **The ICE seed grant funding was used to:**

- a) hire Dr. Alison Brazier, postdoctoral fellow, to assist with a literature review, review of existing data sets, and proposal development;
- b) coordinate meetings of the investigative team via teleconference and one face-to-face meeting at the “Reasons for Hope” Canadian Breast Cancer Conference in May (Montreal, QC) 2006;
- c) conduct structured phone interviews with key informants from seven Canadian organizations aimed at either tobacco control or breast cancer awareness. These interviews provided feedback and direction in order to develop our proposal, in addition to the establishment of an Advisory Committee for Phase 1 of this work. The consultations revealed there is strong support for the development of this research initiative from stakeholder organizations;
- d) prepare a grant proposal for the Canadian Breast Cancer Research Alliance Development and Exploratory Grant competition (fall 2006).

### **Outcome:**

A grant submitted to the Canadian Breast Cancer Research Alliance was successful:

**Title:** Messages for Young Women about Tobacco Exposure and Breast Cancer: Phase 1

**Investigative Team:** J.L. Bottorff and K. Johnson (Co-PIs), L. Baillie, R. Ferrence, A. Brazier, J. Easley, R. Haines, C. Okoli

**Amount:** \$49,933

### **Project Summary:**

The purpose of Phase 1 of this project is to understand young woman as a target audience for messaging and identify potentially effective messaging strategies for young women regarding the risks of tobacco and breast cancer. Research activities include an extensive literature review, a young adult women message inventory, key informant interviews, and a set of focus groups with adolescent and young adult women. The young women involved in the study will be recruited from Kelowna, British Columbia and Fredericton, New Brunswick. These sites were chosen because of their differing smoking rates;

according to 2005 CTUMS data, British Columbia has the lowest provincial prevalence rate for smoking (15%), with New Brunswick among the provinces with the highest rate at (22%). The findings will be used as a basis for a larger national study on the issue to inform the development of educational materials and interventions related to the relationship between active and passive smoking (i.e., make them acceptable and effective for young women).