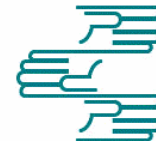


Latest News in Tobacco Policy Research

Joanna Cohen
Ontario Tobacco Research Unit

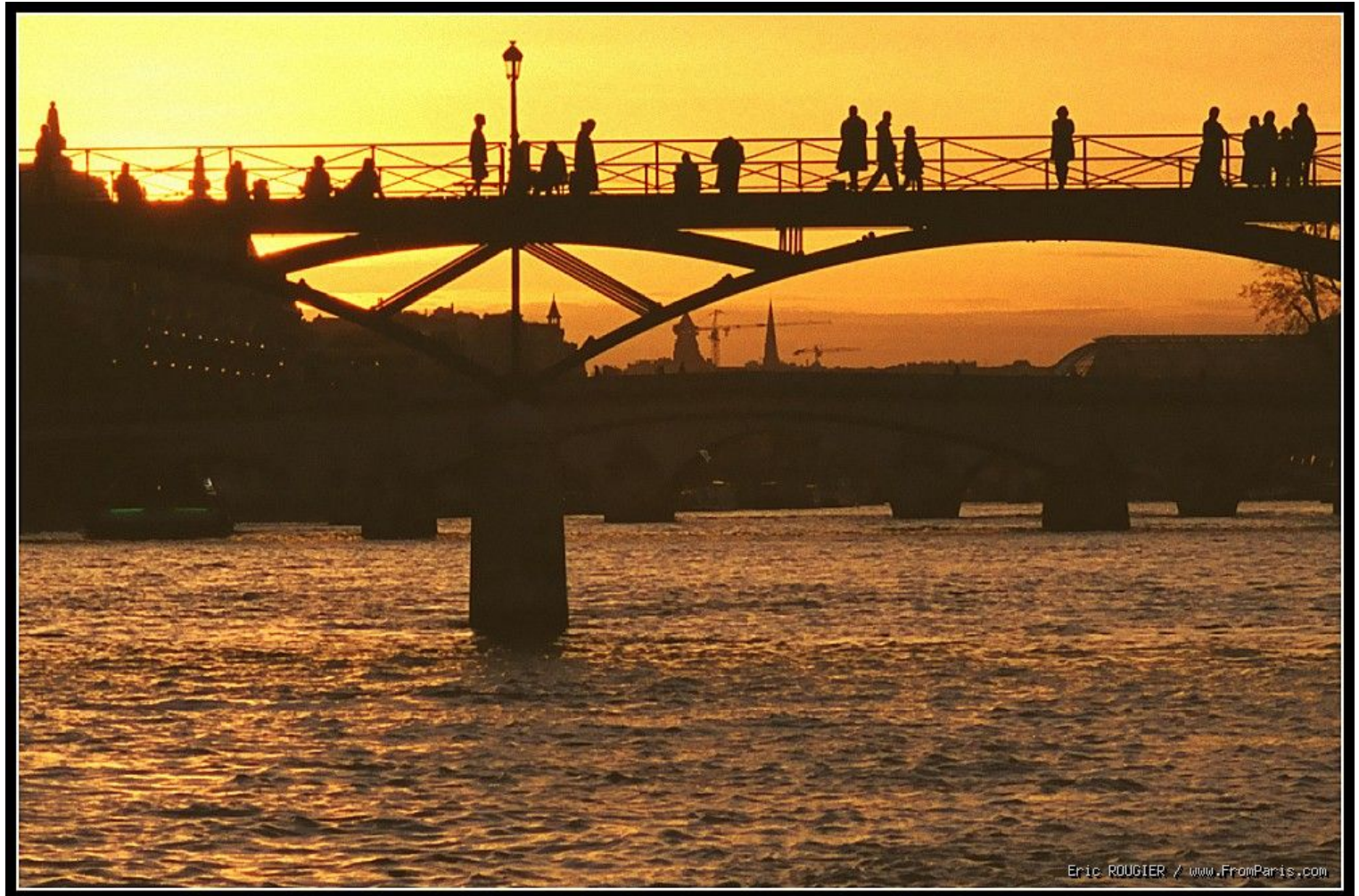
3rd Annual Symposium for
Research to Inform Tobacco Control
November, 2006



THE ONTARIO
TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Focusing upstream



Public health focus

Impact

=

Reach

x

Effectiveness

Public health: research & action



Dr. John Snow (1813-1858)



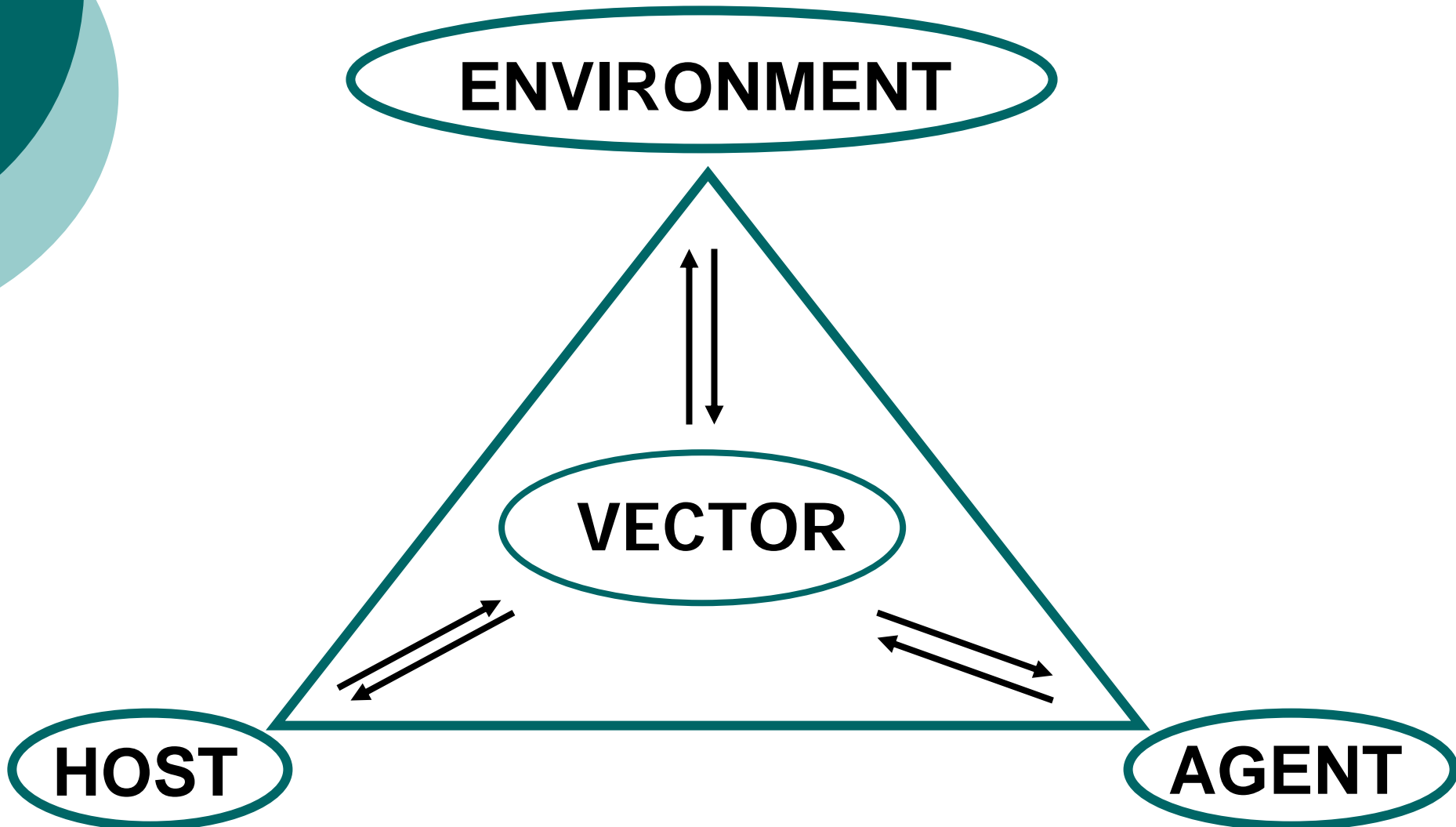
Entrenched economic interests

Tobacco use is unlike other threats to global health. Infectious diseases do not employ multinational public relations firms. There are no front groups to promote the spread of cholera. Mosquitoes have no lobbyists ... reversing [tobacco's] burden on global health will be not only about understanding addiction and curing disease, but, just as importantly, about overcoming a determined and powerful industry

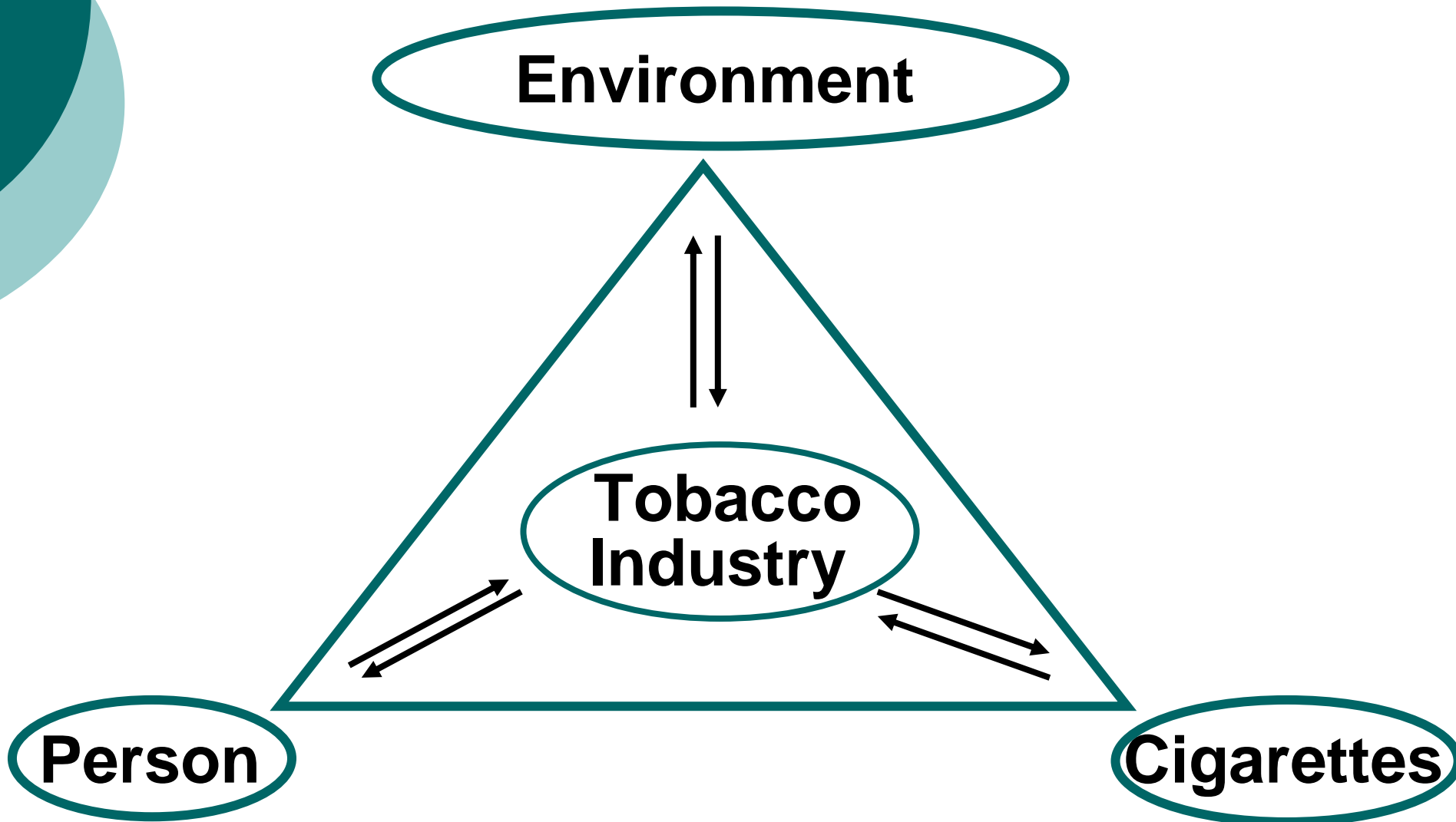
Literature search: methodology

- 28 journals
 - might publish papers addressing tobacco control policy issues
 - 2005 impact factor above 2.4 (also included *Preventive Medicine, Social Science & Medicine, Canadian Journal of Public Health, Chronic Diseases in Canada*)
- Search terms: smoking or tobacco (title, abstract, keywords)
- Included original papers, brief reports, letters, authored editorials
- 930 citations

Framework: epidemiologic triangle

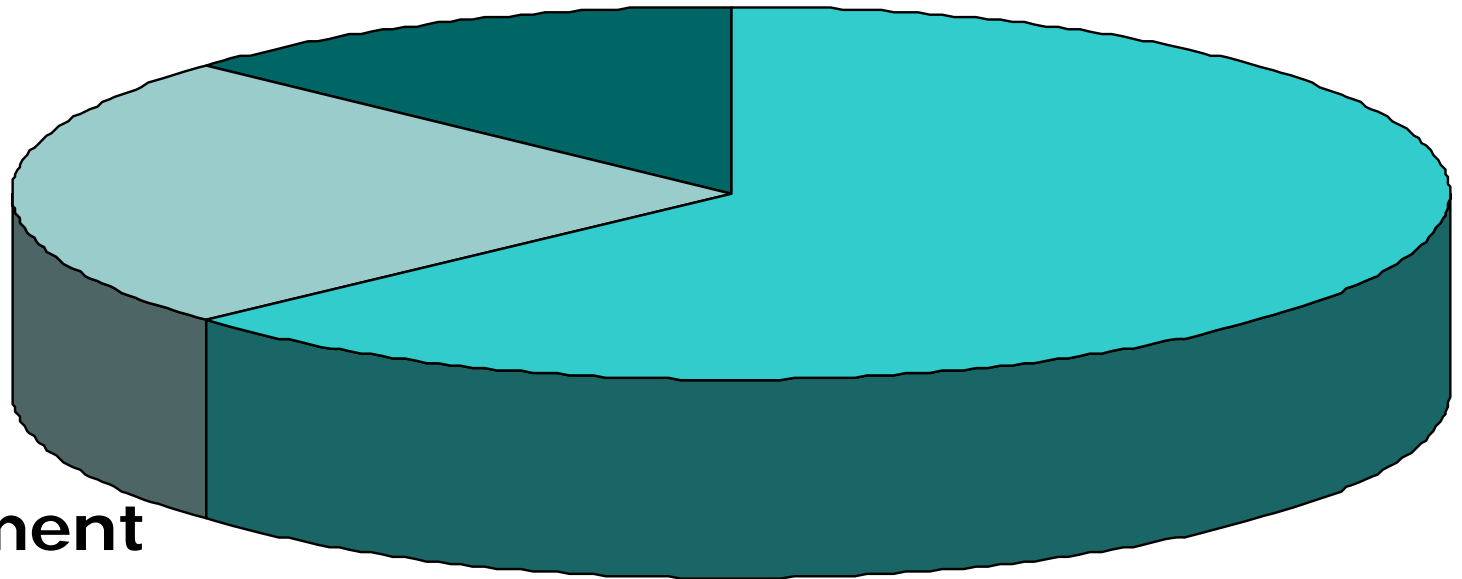


Epidemiologic triangle: tobacco



Classification of citations

Agent/Vector (13%)



Environment
(24%)

Host (63%)



Latest news: host

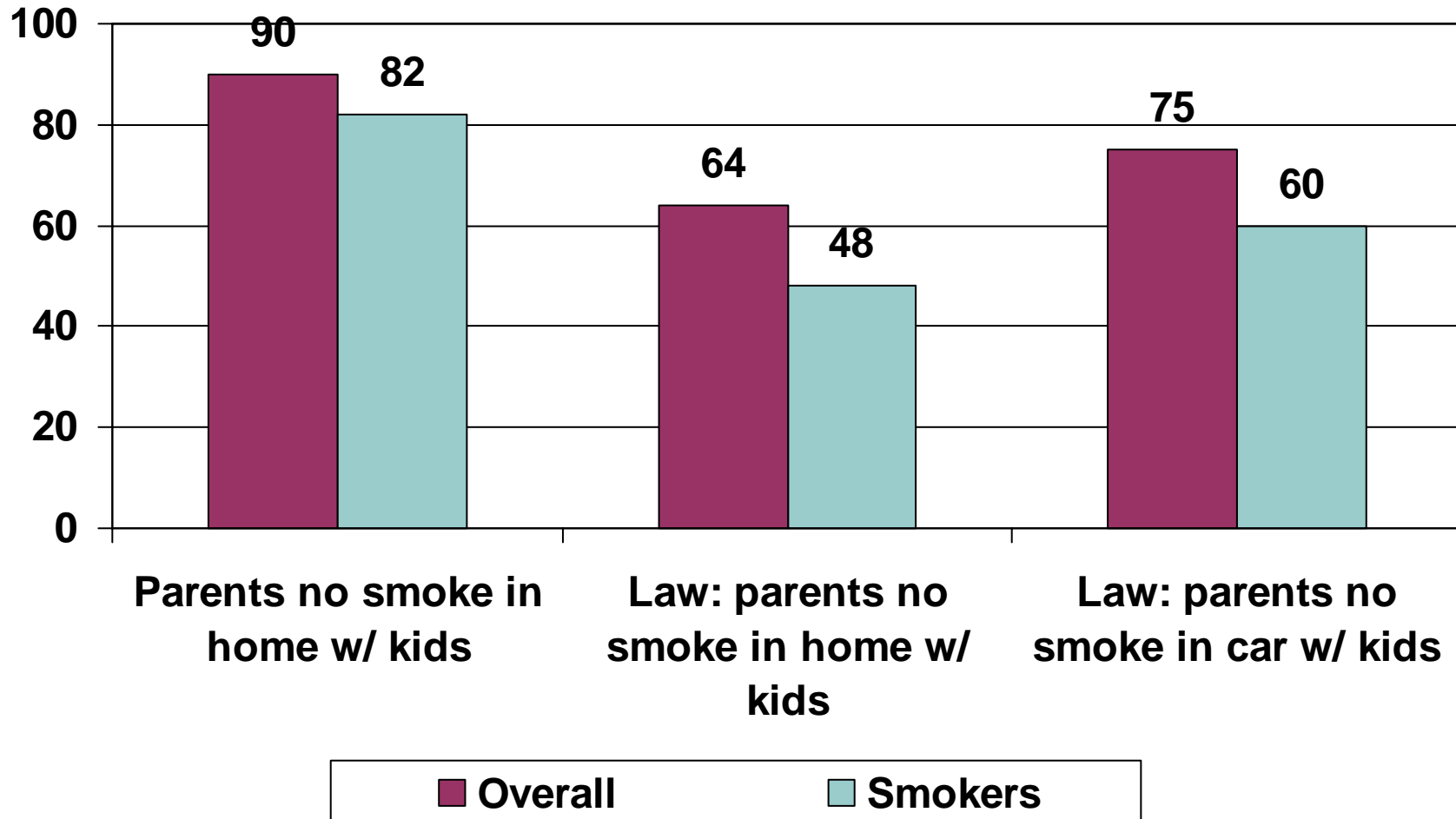
- Second hand smoke causes breast cancer
- Inequalities in the burden of tobacco-related death and disease
- Smokers are a heterogeneous group
 - “Hard core” smokers
 - Less-than-daily smokers
- Gaining better understanding of trajectories of smoking & cessation



Latest news: environment

- Tobacco taxation is a powerful intervention, but it can be undermined
- Smoke-free public places are effective at protection, prevention and cessation
- Extensive public support for further tobacco control policies

Support for bans on smoking, Ontario, 2004





Latest news: agent & vector

- Some shift in Canadian tobacco industry:
 - New player
 - American tactics
- To harm reduce or not to harm reduce
- Tobacco industry subverts science



Future research: host

- Continuing smokers



Future research: environment

- Tobacco availability
 - Tobacco displays at point-of-sale



Future research: environment

- Tobacco availability
 - Tobacco displays at point-of-sale
 - Tobacco taxes
 - Number & types of sales outlets
- Plain packaging
- How to work toward a coordinated comprehensive tobacco control program



Future research: agent & vector

- Regulate cigarettes?
- How to get tobacco money out of academia?
- What is the “end game”?