

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

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I.C.E. Seed Grant

The Team

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- Advisory Committee (confirmed members):
 - Jack Boomer, Director, Clean Air Coalition of BC
 - Neil E. Collishaw, Research Director, Physicians for a Smoke-free Canada
 - David Swan, Director of Health Promotion, CBCF-BC/Yukon Divison

The Problem

- Increasing evidence re: link between ETS exposure and BC
 - Pooled risk estimates 1.68 – 2.2 for ETS exposure on BC in younger, primarily premenopausal women who had never smoked (CalEPA, 2005)
 - Mechanisms underlying link b/w BC and passive/active smoking not certain
- Precautionary Principle – need to increase awareness and reduce potential risk of BC

Environmental Scan

- Structured telephone interviews with key informants from 7 organizations aimed at tobacco control and/or breast cancer awareness (Spring 2006)
 - Little attention given to raising awareness about risks of tobacco smoking as a risk for BC
 - Strong support for development of this research initiative
- CPHA project to develop recommendations for messaging young adults about second-hand smoke – provides an important foundation for our project



Aims for Phase 1

- To understand young women as a target audience for messaging
- To identify potentially effective messaging strategies for young women regarding risks of tobacco and BC




Objectives for Phase 1

- ❑ To increase our understanding of young women as an audience for messaging regarding BC and smoking
- ❑ To inventory current messaging regarding women and smoking, and smoking and BC
- ❑ To determine best practices for messages and message delivery modes for targeting young women regarding BC and smoking
- ❑ To make interim recommendations for messaging that can be used as a foundation for message development in a larger study
- ❑ To develop a proposal for the next phase of the research

Methods

- Literature Review of smoking and BC related messaging and issues related to BC awareness for young women
- Young Adult Women Messaging Inventory
- Key Informant Interviews – to gather advice and experiences related to messaging strategies for young women, important target groups, etc.
- Focus groups with adolescent and young adult women – to focus-test questionnaire, gather opinions re messaging, etc.

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- Face-to-face Meeting of Investigators and Advisory Committee
 - Review findings
 - Develop directions and plans for larger study

 - Development of Full-Scale Proposal