

Research Factsheet

Worldwide, rates of smoking commercial tobacco are higher among Indigenous communities than in non-Indigenous communities, with many negative health impacts



Looking at programs worldwide in Indigenous communities, we asked:

"What works to reduce non-traditional tobacco smoking in Indigenous communities?"



RETRAC (Researching Non-Traditional Tobacco Reduction in Aboriginal Communities)



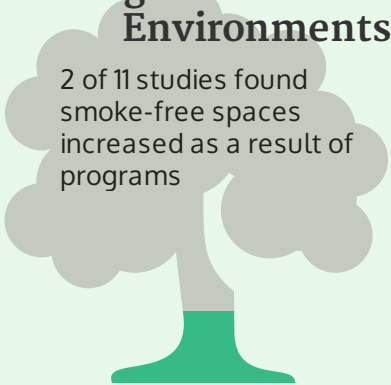
93 studies; 73 programs | from 1994-2014

Australia: 33 studies | US: 32 studies | Canada: 16 studies | New Zealand: 8 studies
Aust & NZ: 2 studies | Taiwan: 1 study | Fiji: 1 study

Some Promising Findings

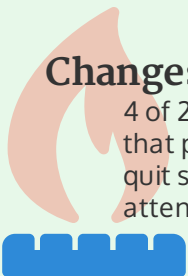
Changes in Smoke-Free Environments

2 of 11 studies found smoke-free spaces increased as a result of programs



Changes in Quit Rates

4 of 23 studies found that participants quit smoking after attending a program



Changes in Amount Smoked



8 of 31 studies found people reported less smoking after participating in a program

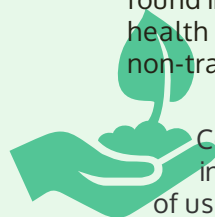
Community Interest

Community reports found improved community interest in reducing non-traditional tobacco in their communities



Changes in Knowledge

Community program reports found increased knowledge of health risks caused by smoking non-traditional tobacco



Communities reported increased knowledge of uses of traditional tobacco



Promising Programs



(Thunder Bay, Canada)

Making Aboriginal Kids Walk Away (From Tobacco Abuse)

Taught youth differences between ceremonial and commercial tobacco & about benefits of smoke-free parks and beaches

Contributed to:

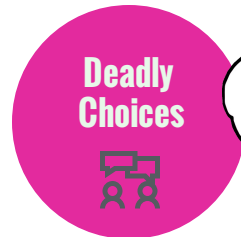
- >> by-law banning commercial tobacco in parks & beaches
- >> tobacco-free sports program



(North Queensland, Australia)

Used individual counselling, school and community-based education, sales restrictions & smoke-free policies

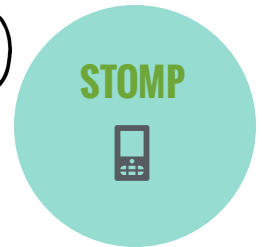
- >> Participants reported 16.8% less weekly smoking



(South East Queensland, Australia)

School and community based education programs, cultural events as well as traditional games and practices

- >> Improvements in participants' health knowledge after attending cultural days



(Auckland, New Zealand)

Stop Smoking by Mobile Phone

Sent Quit Smoking messaging by mobile phone to youth, including Māori language texts and info on related Māori customs

- >> There were higher quit rates for those that took part (26.1% compared with 11.2%)

Community Ownership

Programs are more relevant to communities if they are supported and rooted in local community contexts



Common elements shared by programs that worked well in reducing commercial tobacco use

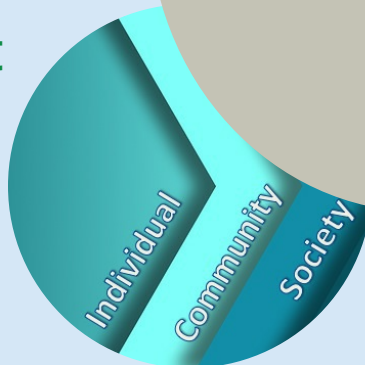
Long-term community investment

Relationship-building between community members and project staff is key



Multi-component approaches

Programs working at multiple levels (individual; community; society) are effective



Culturally Appropriate health materials & activities

Programs work best when local protocols and ceremonies are respected



Well Living House



THE ONTARIO TOBACCO RESEARCH UNIT
UNITE DE RECHERCHE SUR LE TABAC DE L'ONTARIO

Generating knowledge for public health



Ontario

Cancer Care Ontario
Action Cancer Ontario