

CCS **changing the Culture of Smoking** a community-based participatory research (CBPR) project

Host organization: National Indian & Inuit Community Health Representatives Organization (NIICHO) • 450-632-0892
 Principal Investigator: Merryl Hammond, Ph.D., Consultancy for Alternative Education (CAE) • merrylhammond.cae@me.com • 514-457-4347
 Project coordinators: Tanya Greenland (Aklavik), Joanne Ogina (Ulukhaktok), Rob Collins (Montréal) • 514-457-4990

CCS Update: No Tobacco Week Challenge results, Ulukhaktok & Aklavik 11 January 2012

Background

Back in January 2009, the Changing the Culture of Smoking (CCS) project in Aklavik and Ulukhaktok launched a 4-week “(Stay) Quit to Win Challenge” for smokers and non-smokers aged 8 and up.

(Note: Our reason for including non-smokers was to recognize the leadership of non-smokers and to reward all non-smoking behaviour, whether it started years before or just for the Challenge.) The community responses were very positive, with 34% of the total eligible population (aged 8 and up) of both communities entering the Challenge.

Given that very positive response, and also given feedback about the value of quit smoking contests in the baseline survey that CCS teams did in 2008, we decided to launch a second challenge, this time only lasting 10 days, called the “Be Smoke-free Challenge”, in November 2010. Community response was once more very positive, again with 34% of the total eligible population of both communities entering.

Then, in 2011, a No Tobacco Week Challenge was held in Aklavik in June, and in Ulukhaktok in November. The results of these latest challenges are presented below.

	Aklavik	Ulukhaktok	Total
Total entries in No Tobacco Week (NTW) Challenge, 2011	242	167	409
Total entries in Be Smoke Free Challenge, 2010	215	108	323
Difference between the two challenges	+27	+59	+86
% NTW entrants who entered as smokers	27%	35%	
% NTW entrants who are female	50%	59%	
Average age of adult non-smoker entrants	41	43	
Range of adult non-smoker ages	18 – 100	18 – 95	
Average age of adult smoker entrants	34	31	
Range of adult smoker ages	18 – 67	18 – 62	
Average age of youth non-smoker entrants	12	11	
Range of youth non-smoker ages	8 – 17	8 – 17	
Average age of youth smoker entrants	16	16	
Range of youth smoker ages	13 – 17	15 – 17	

1. What percentage of the total eligible population in both communities entered the Challenge?

Aklavik & Ulukhaktok Challenge entrants & non-entrants

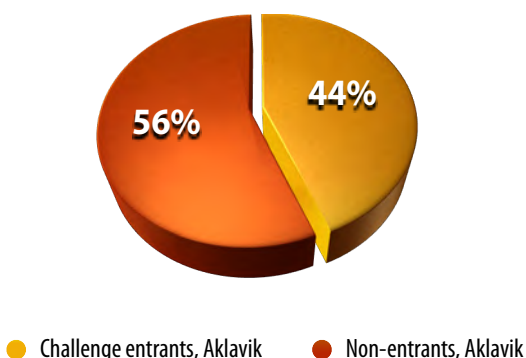


A total of 409 people entered the Challenge from both communities; 242 from Aklavik and 167 from Ulukhaktok. The 2011 population statistic for people aged 8 and up for Aklavik was 557, and for Ulukhaktok, 404 (according to NWT Bureau of Statistics data). That's a total of 961 in both communities. This means that an amazing 43% of the total eligible population from both communities entered the Challenge, as this chart shows.

This is by far the highest participation we have had in a Challenge to date.

2. What percentage of the total eligible population in Aklavik entered the Challenge?

Aklavik entrants & non-entrants as % of eligible population

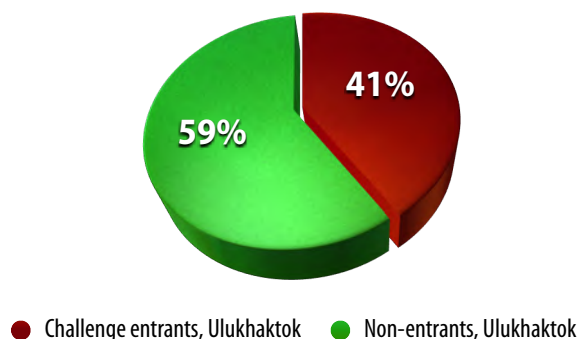


A total of 242 people (smokers and non-smokers) entered the Challenge in Aklavik. As this chart shows, that means that 44% of the total eligible population of Aklavik (557 people) entered, while 56% did not. So this community's response to the No Tobacco Week Challenge was very positive indeed.

Note: For smokers only, the percentage was 12% (64 people).

3. What percentage of the total eligible population in Ulukhaktok entered the Challenge?

Ulukhaktok entrants & non-entrants as % of eligible population

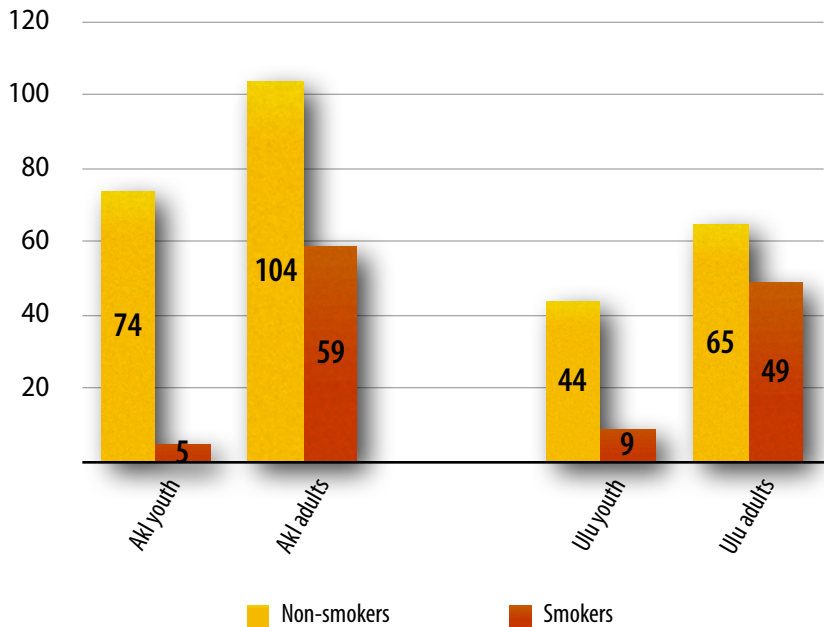


A total of 167 people (smokers and non-smokers) entered the Challenge in Ulukhaktok. As this chart shows, that means that 41% of the total eligible population of Ulukhaktok (404 people) entered, while 59% did not. So this community's response to the No Tobacco Week Challenge was also very positive.

Note: For smokers only, the percentage was 14% (58 people).

4. Did more smokers or non-smokers enter the Challenge?

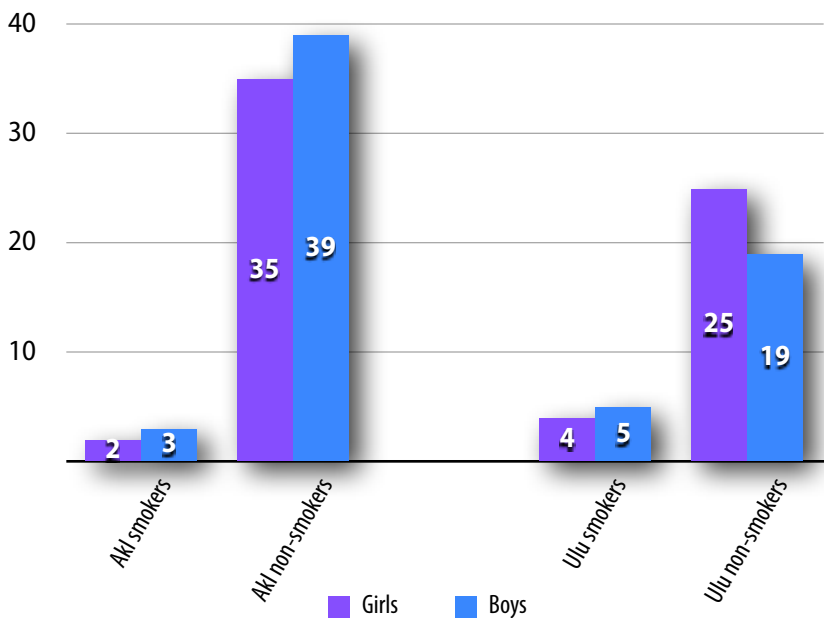
Challenge entrants, smokers & non-smokers, by age



This chart shows that many more non-smokers (287) than smokers (122) entered the Challenge. The biggest difference was among Aklavik youth, where only 5 smokers entered.

5. Did more girls or boys enter the Youth Challenge?

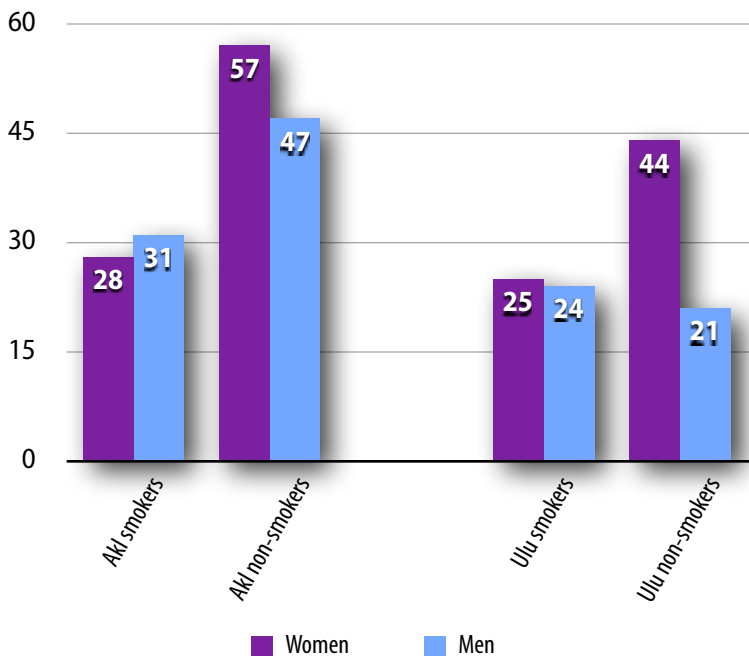
Youth entrants, smokers & non-smokers, by gender



This chart shows that an equal number of girls (66) and boys (66) entered the Challenge.

6. Did more women or men enter the Adult Challenge?

Adult entrants, smokers & non-smokers, by gender

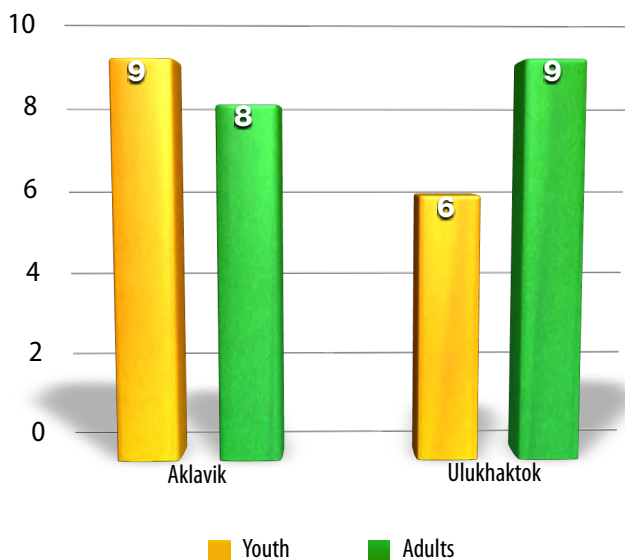


Will the pattern for adults be the same as for youth, where we had equal numbers of girls and boys entering? Or will one gender enter more than the other?

As this chart shows, 154 women entered, compared to only 123 men. So men need to be more actively targeted in future recruitment efforts for Challenges.

7. How much did smokers who entered the Challenge smoke per day?

Average number of cigarettes smoked per day by smoker entrants



This chart shows that, on average, Aklavik youth smoke more per day than Ulukhaktok youth smokers.

Youth smokers:

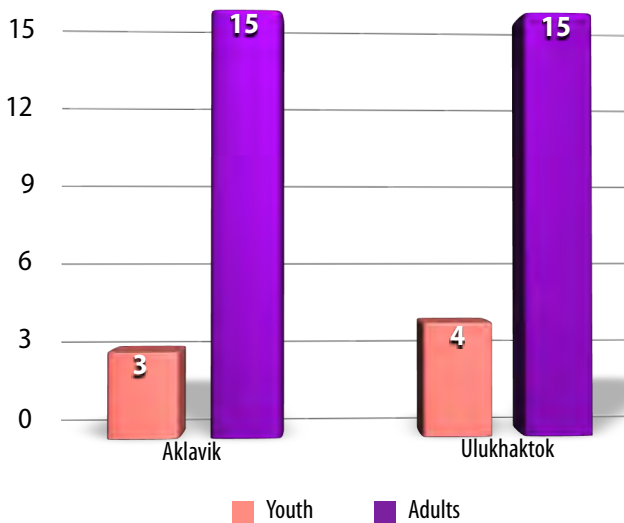
For youth from Aklavik, the average smoked was 9 per day (see chart), with a range from 7 to 10 cigarettes. In Ulukhaktok, the average was 6 per day (chart), with a range from 4 to 12 cigarettes.

Adult smokers:

For adults from Aklavik, the average smoked was 8 per day (see chart), with a range from 1 to 27. In Ulukhaktok, the average was 9 (chart), with a range from 1 to 25.

8. How long have smokers who entered the Challenge smoked?

Average number of years been smoking by smoker entrants



This chart shows that the patterns are almost identical in the two communities.

Youth smokers:

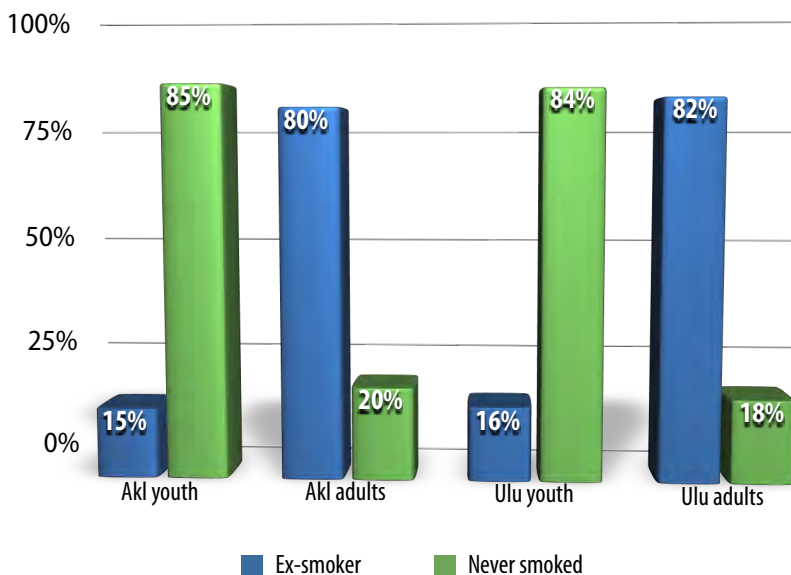
Among Aklavik youth, the average number of years smoking was 3 (see chart), with a range of 1 to 5 years. Among Ulukhaktok youth, the average was 4 (chart), with a range of 2 to 6 years.

Adult smokers:

In Aklavik, adult smokers had smoked for an average of 15 years (see chart), with a range of 1 to 46 years. In Ulukhaktok, the average was also 15 years (chart), with a range of 1 to 42 years.

9. What are the smoking histories of non-smokers who entered the Challenge?

Non-smoker entrants by community, age & smoking history



As expected, the youth show a very different pattern from adults. Many more youth non-smoker entrants have never smoked than among the adults, where most are ex-smokers. The trends were almost identical in the two communities.