



Future tobacco control research in Scotland

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Chair, Research and Evaluation Sub-group of MWGTC

- The Research and Evaluation Sub-group
- Current and future research agenda

Research and evaluation sub-group

- Set up at request of MWGTC in 2009
- Three meetings so far

Membership

- Amanda Amos
- Paul Ballard
- Viv Binnie
- Christine Bond
- Philippa Bonella
- Mary Cuthbert
- Colin Fischbacher
- John Glen
- Laurence Gruer
- Gerard Hastings
- Sally Haw
- Susan Kerr
- Anne Ludbrook
- Bill MacNee
- Fiona Moore
- Deborah Ritchie
- Patrick West

Research and Evaluation Sub-group

- Remit
 - Keep abreast of all important new research findings
 - Maintain overview of smoking rates and harm
 - Oversee monitoring and evaluation of Scottish tobacco control policy
 - Identify and address important gaps in knowledge

Current and future research in Scotland

- Smoking cessation
- Second-hand smoke
- Prevention of initiation

Smoking cessation

- What works best and for whom?
- How effective are our services?

- Review of effectiveness of methods – August
- Smoking and mental health services – December

- Monitoring Scottish smoking cessation services
- Evaluation of Quit4U project, Tayside
- Smoking cessation in pregnancy – effectiveness of financial incentives: new proposal
- Smoking cessation among young people?

Second-hand smoke

- Evaluation of Scottish Smoke-free legislation
- Hugely successful - best in world

- How can we reduce risk to children at home and in private vehicles?

- REFRESH – ASHS, Univs of Abdn & Edin
Controlled intervention in 100 homes with maternal smoker and child under 5

Prevention

- How can we be more successful at preventing young people from smoking?
- Is what we are doing effective?
- **Scottish Commentaries/Perspectives on NICE Public Health Guidance www.healthscotland.com**
- *Mass-media and point-of-sales measures to prevent the uptake of smoking by children and young people (Feb 09)*
- *School-based interventions to prevent smoking (soon)*
- **Monitoring and evaluation of the new Tobacco legislation**

Monitoring and Evaluation of measures in Tobacco and Primary Medical Services (Scotland) Act 2010

Lead: Dr Garth Reid, Health Scotland

- Evaluation of prohibition of tobacco displays – customers
- Evaluation of prohibition of tobacco displays – retailers
- Evaluation of registration scheme & enforcement of the law on underage and proxy purchasing
- Monitoring routinely collected data

Study 1: Prohibition of displays - Customers

Mixed methods study over three years

1. Pre and post questionnaire to measure key outcomes including brand awareness, smoking status of family, friends and self; perceptions of smoking (SALSUS + new study)
2. Eye-tracking survey of young people at shop counters in small retailers. Will be a pilot study in the first instance to assess feasibility

Study 2: Prohibition of displays – Retailers

Case studies over three years

- Repeat sample of retailers before and after the prohibition of tobacco displays.
- Assess compliance, economic costs and wider factors which may impact on compliance and/or cost among small tobacco retailers, impact of prohibition on business viability

Study 3: Registration and enforcement

Mixed methods study over four years

- Quantitative study of retailers (implementation & compliance)
 - Number of breaches of terms of scheme
 - Number of prosecutions etc
- Qualitative study of young people
 - Perceptions of laws over time
 - Availability to and sources of tobacco (inc. illegal tobacco)

Target group

- Retailers & young people in deprived & non-deprived areas

Monitoring routinely collected data

- Smoking rates over time
 - SALSUS (13 & 15), Scottish Household Survey (16-24)

Next steps in 2010-11

- Refine studies
- Confirm funding
- Draft research briefs
- Start commissioning process

Points for discussion

- Are there other key research themes and questions which should be addressed in Scotland?
- Linkage between the R & E Subgroup and the STCA Researchers Group