



International Tobacco Control
Policy Evaluation Project

Introduction to the ITC smoke-free study

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Aim of presentation

- Introduce the ITC Project
- Discuss current smoke-free study
- Provide update on latest stage of the study

ITC Project and Countries

- Cohort survey of 2,000+ adult smokers: Canada, US, UK, and Australia
- Focus on evaluating national-level tobacco control policies
- Conceptual model approach
- Initially extended to evaluate Ireland smoking ban and now includes Malaysia, Thailand, South Korea, and China

ITC Smoke-free study

- Questionnaire based on ITC Ireland survey
- In Scotland a pre and post ban evaluation of views and behaviour
- Rest of the UK used as a control group
- Non-smokers views also captured in Scotland and UK

Update

- Baseline fieldwork currently underway in Ireland, and UK and should be completed by **19th March**
- Over 1500 interviews have been conducted to date (over 50% of total required)

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This block contains five logos of partner institutions. On the left side, from top to bottom, are the logos for the University of Waterloo (featuring a crest), Roswell Park Cancer Institute (a green building illustration), and UIC University of Illinois at Chicago (the letters 'UIC' in a large, bold font). On the right side, from top to bottom, are the logos for VicHealth Centre for TOBACCO CONTROL (a stylized orange and blue figure) and The Centre for Tobacco Control Research (core funded by Cancer Research UK), which includes a small graphic of a cluster of purple dots.

This block contains eight logos of partner institutions. In the top row, from left to right, are the American Cancer Society (a red and white logo), CIHR IRSC (Canadian Institutes of Health Research, featuring a green leaf), THE ROBERT WOOD JOHNSON FOUNDATION (text-based logo), and NHMRC (National Health & Medical Research Council, featuring a black silhouette of Australia). In the bottom row, from left to right, are CANCER RESEARCH UK (a purple cluster of dots), GTCR (a yellow and green logo), CRCT (a yellow and green logo), Health and Ageing (a green leaf logo), and the Centre for Behavioural Research and Program Evaluation (text-based logo).