

# wouldrather... the January contest



Leave The Pack Behind is a comprehensive, evidence-based tobacco control initiative tailored for young adults (ages 18-29) in Ontario. Each year, Leave The Pack Behind collaborates with provincial stakeholders to promote and make available a contest designed to stimulate quit attempts and celebrate commercial tobacco free life. Generous prize support for the wouldrather... contest is provided by the makers of Thrive and Habitrol.

Evidence shows that the annual wouldrather... contest is successful at engaging young adults in making a quit attempt or committing to reduction that extends to successful cessation long-term.

## Provincial Success of the 2017 wouldrather... Contest

In 2017, Leave The Pack Behind's wouldrather... Contest was successful in reaching young adults across Ontario with the support of student peer-teams, campus health professionals, public health units and various government and non-government organizations. This year, contestants were offered additional quit/cut back support through an automatic referral to Smokers' Helpline. Of all commercial tobacco users who registered in the contest, 31.9% opted in to receive a call from a Quit Specialist at Smokers' Helpline.

### TOTAL REGISTRANTS IN THE WOULD RATHER... CONTEST

QUIT FOR GOOD	KEEP THE COUNT <sup>1</sup>	PARTY WITHOUT THE SMOKE <sup>2</sup>	DON'T START & WIN	ALL CATEGORIES
2,137 REGISTRANTS 423 EXPECTED TO QUIT <sup>3</sup>	442 REGISTRANTS 57 EXPECTED TO QUIT <sup>3</sup>	590 REGISTRANTS 53 EXPECTED TO QUIT <sup>3</sup>	4,055 REGISTRANTS	7,224 REGISTRANTS 533 EXPECTED TO QUIT <sup>3</sup>

### PROFILE OF CONTESTANTS



AGE *M(SD)* **21.8 (3.1)**



GENDER

59.2% FEMALE  
39.2% MALE  
1.6% OTHER<sup>4</sup>



CIGARETTES PER DAY *M(SD)* **9.6 (11.3)**

### SMOKERS' HELPLINE REFERRALS

smokers' helpline

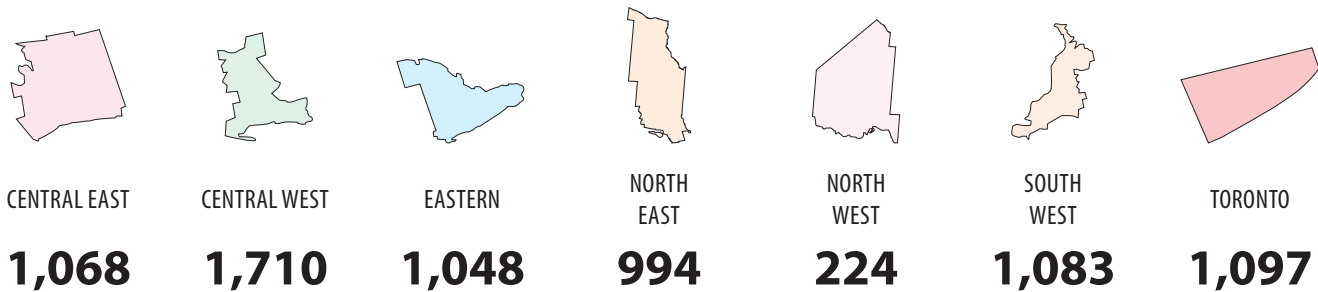
# 1,010

Commercial tobacco users opted in to receive direct referral

<sup>1</sup> In the 'Keep The Count' category, smokers are challenged to cut their cigarette consumption by 50%. <sup>2</sup> In the 'Party Without The Smoke' category, smokers are challenged to cut out smoking when drinking alcohol. <sup>3</sup> Intention-to-treat quit rates of 19.8% for Quit For Good; 12.9% for Keep The Count; 8.9% for Party Without The Smoke at 3-month follow-up. <sup>4</sup> "Other" includes participants who responded "I do not identify with either" and "Prefer not to answer".



## Total Registration by TCAN



## wouldrather... Registration Among Priority Populations

To reach populations with high prevalence of commercial tobacco use, Leave The Pack Behind worked closely with community partners to develop and distribute tailored promotional materials.



**5.4%**  
INDIGENOUS



**7.9%**  
PARENT



**9.1%**  
WORKING OR TRAINING IN SKILLED  
TRADES OR SALES/SERVICE



**8.1%**  
LGBTQ



**6.5%**  
FRANCOPHONE



**1.5%** C.A.F.  
**0.2%** CIVILIAN  
SPOUSE



**3.8%**  
NEWCOMER/  
VISITOR

**35%**

OF CONTESTANTS  
SELF-IDENTIFIED AS  
A MEMBER OF THESE  
GROUPS

## What's Next?

Leave The Pack Behind is currently reviewing feedback from contestants to improve their experience as a participant in the contest. Leave The Pack Behind is also surveying Francophone young adults to determine their satisfaction with the availability and quality of Leave The Pack Behind's French resources and websites.

For more information about the wouldrather... Contest, please contact Jennifer O'Brien, Acting Assistant Manager, Leave The Pack Behind:



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