Leaving the Pack Behind is a comprehensive, evidence-based tobacco control initiative tailored for young adults (ages 18-29) in Ontario. Each year, Leaving the Pack Behind hosts an annual contest that is promoted across the province to encourage smoking cessation, reduction, and prevention.

The annual wouldurather... contest challenges young adults to quit (Quit For Good), cut back (Keep The Count and Party Without The Smoke), or stay smoke-free (Don’t Start & Win) for a 6-week period (January 25 – March 6, 2016). Generous prize support for the wouldurather... contest is provided by the makers of Thrive and Habitrol.

Table of Contents
Pg. 1-2 Province-wide results

Provincial Success of the 2016 wouldurather... Contest

In 2016, Leaving the Pack Behind’s wouldurather... contest was successful in reaching young adults across Ontario with the support of student peer-teams, campus health clinics, Public Health Units and various Government and Non-Government organizations. Through their support and active promotion, 8,629 young adults signed up to quit, cut back or stay smoke free with 3,344 smokers registered!

TOTAL REGISTRANTS IN THE WOULDURATHER... CONTEST

|QUIT FOR GOOD| KEEP THE COUNT| PARTY WITHOUT THE SMOKE| DON’T START & WIN| ALL CATEGORIES|
|1,850| 524| 970| 5,285| 8,629|

NUMBER OF CONTESTANTS EXPECTED TO QUIT SMOKING

|QUIT FOR GOOD| KEEP THE COUNT| PARTY WITHOUT THE SMOKE| TOTAL QUIT|
|366| 68| 86| 520|

WOULDURATHER... REGISTRATION AMONG PRIORITY POPULATIONS

Certain populations have significantly higher smoking rates. To reach these populations, Leaving the Pack Behind worked closely with various partners. Print materials tailored for Aboriginal young adults (posters and palm cards) were disseminated through Ontario Federation of Indigenous Friendship Centres and Cancer Care Ontario’s Aboriginal Tobacco Program. To reach young adult members of the Canadian Armed Forces, the Health Promotion Departments on 7 Ontario Bases distributed print materials and incorporated wouldurather... promotion into existing cessation and medical services, thanks to the support of the Strengthening the Forces health promotion program. To support Public Health Units to reach priority populations, tailored print-ready posters and electronic materials were made available for high-risk groups including males in the trades and individuals in the LGBTQ community.

In 2016, almost one out of every four contestants identified as a member of a priority group (Aboriginal, Canadian Armed Forces, Francophone, LGBTQ, Newcomer/Visitor), a significant increase over last year.

CONTESTANTS IN ONTARIO

|AGE M(SD)| GENDER| CIGARETTES PER DAY M(SD)|
|21.7 (5.4)| 34.1% MALE| 64.3% FEMALE| 1.5% OTHER|
|5.0% ABORIGINAL| 1.3% CANADIAN ARMED FORCES| 6.7% FRANCOPHONE| 6.1% LGBTQ| 5.8% NEWCOMER/VISITOR|

1 In the ‘Keep The Count’ category, smokers are challenged to cut their cigarette consumption by 50%. 2 In the ‘Party Without The Smoke’ category, smokers are challenged to cut out smoking when drinking alcohol. 3 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. 4 "Other" includes participants who responded "I do not identify with either" and "Prefer not to answer".
What motivated me to quit smoking was that after two years I was starting to see negative effects on my health. My teeth turned a bit yellow. If I got sick, I’d stay sick for a really long time. After successfully quitting for a few days, my face looked healthier, and the bags under my eyes, that I thought were a real part of me, disappeared SO what really motivated to me to quit were the results of my attempts. #humansofleavethepackbehind #leavethepackbehind #ltpb #quitsmoking

I've seen the suffering and negative outcomes of smoking... My grandfather is the reason I pledge to never pick up a cigarette so I can live a healthy life and breathe freely. #wouldurather #RIP #smokefree #LTPB #leavethepackbehind #motivation #quitsmoking #goals

Drawing takes my mind off this #wouldurather

I feel Absolutely amazing! No cravings and feeling accomplished! #woulduratherworks

A short workout seems to fight the cravings. #woulduratherworks

Home stretch! Got my support by my side :D #woulduratherworks

I've been quitting smoking on and off since December but today is officially it. Carrot sticks over cancer sticks #wouldyouratherworks #smallchanges

---

1 One registrant could not be assigned to a TCAN region.