

COMMUNITY ADVISED SMOKING CESSATION PROJECT: LOWER INCOME SURVEY SUMMARY



**November
2023**

LUNGNSPEI

Financial contribution from



Public Health
Agency of Canada

Agence de la santé
publique du Canada



Lower Income Survey Summary

218 individuals with an annual household income under \$40,000 participated in the Community Advised Smoking Cessation survey to voice their opinions on what the lower-income community needs to quit smoking or reduce the use of commercial tobacco.

Out of those who took our survey, we found that:

- 65% identified as men and 34% as women.
- 24% were aged 45-54 years, and 22 % were 55-64.
- 59% were not employed in the past week.
- 41% had a disability.
- 40% said their mental health was fair (28%) or poor (11.5%).
- 47% had a high/very high nicotine dependence.
- 14% reported binge drinking daily or weekly.
- 57% reported smoking marijuana, cannabis, hashish or another substance in the past month.

Take Aways

- **One-third** (32%) said they were planning to quit in the next 30 days, however, 50% of lower-income respondents were **unaware** of any quit-smoking support programs. In their lifetimes, **61% had 3 or more quit attempts** (i.e., stopped smoking for 24 hours because they were trying to quit). On a scale of 1 to 10 with 10 being very confident they could quit, most had an average confidence with a mean score of **5.1**.
- **Almost 70%** (68%, n=149) had tried some form of **NRT or cessation medication** to help them quit, however, **three-quarters** (75%) had **not** attended counselling.
- The top relapse triggers for those who did quit before were: **50% stress, 32% being around other smokers, 29% urges to smoke, 24% drinking alcohol and 20% boredom**.
- The top challenges in quitting were: **75% stress, 60% cravings and 38% peer pressure. 36% lacked the motivation to quit**.
- Needed support services included: **free access to NRT** (52%) and various forms of counselling. One-third preferred **in-person** counselling or support groups with people with similar lived experiences. 30% suggested **telephone or online counselling**. **Text message support** from quit counsellors was only selected by 16%.
- In the open comment section of the survey, a common theme related to **'restrictions'** where people suggested making cigarettes less accessible to buy, banning them, creating more restrictions on where people can smoke and having designated smoking areas for example.



Thank you!

“We need to make central smoking areas to make smoking a more structured and harder to light up anywhere in public.”

“There needs to be more positive talk around quitting and advertisements.”

“I’d like to see more funding for nicotine replacement therapy.”

Thank you to everyone who participated in our survey! Your feedback will help LungNSPEI and its partners develop needs-based tobacco cessation programming.

Visit <https://www.lungnspei.ca/casc> for more detailed findings.