

Taking the smoke out of 'a smoke and a drink'



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Overview

- The problem
- The evidence
- Solutions



The problem

- **Smoking outside hospitality areas can:**
 - Associate smoking with attractive social conviviality
 - Associate drinking with smoking
 - Increase smoking normality by visibility
- **Alcohol consumption can:**
 - Decrease quitting by increasing relapses
 - Increase tobacco consumption
 - Increase smoking uptake

Outside bars can be attractive

- Music, heaters
- Young people
- *‘Having a good time, they’re partying and they’re talking to each other’*
- *‘I walk past and I think, “Man, I want to be part of that. I want to be in there. Why am I walking along the street? ... I should be at a bar with all those cool people”*



Outside bars: Attractive to youth/young adults *with* visible smoking

Prime 'soft' marketing place for tobacco:

- Children and youth can associate smoking with one of the most attractive adult activities and places
- At 18 – 20: more freedom, moved away from home, might be studying; may have more money from full/part time jobs, going to bars



Associating drinking with smoking

In 2014 NZ survey of late-onset smokers aged 18 to 28 years, 85% agreed to the statement:

‘in the last two weeks, there has been an occasion where I smoked because I was drinking’

‘strong links between smoking and drinking ... may act as barriers to successful cessation among young late-onset smokers’

Guiney et al. *NZMJ* 2015, 128(1416)51-61



Social smoking and drinking

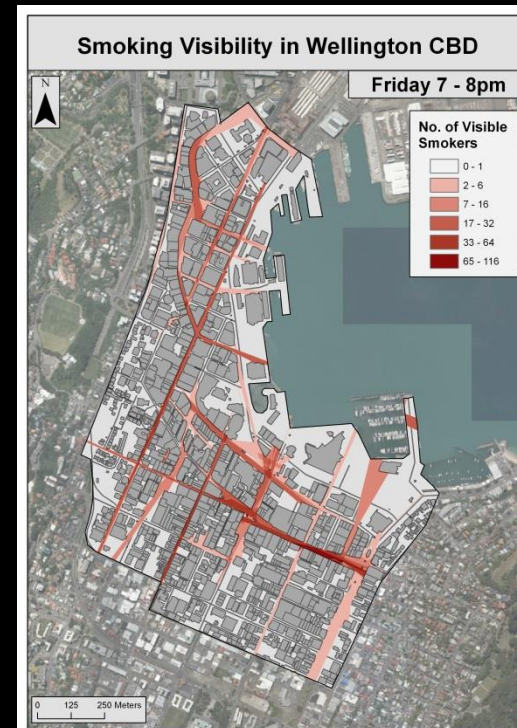
- Social smokers: Non-daily smokers:
 - who were with others when they smoked *most* of their cigarettes
 - who were more likely to be with others (over 50%) when smoking *at all*
- Social smoking is associated with socializing, being with friends and acquaintances, **drinking alcohol**, weekends, evenings ...

Shiffman et al. *Drug Alcohol Depend.* 2015 Jun 26.

Visibility in outside hospitality areas

Outside 16 Wellington CBD licensed premises (2013):

- In evenings, up to 19% of patrons were observed smoking at any one time
- From one point, up to 116 smokers visible outside *just these bars* (not counting any other smoking visible from streets)



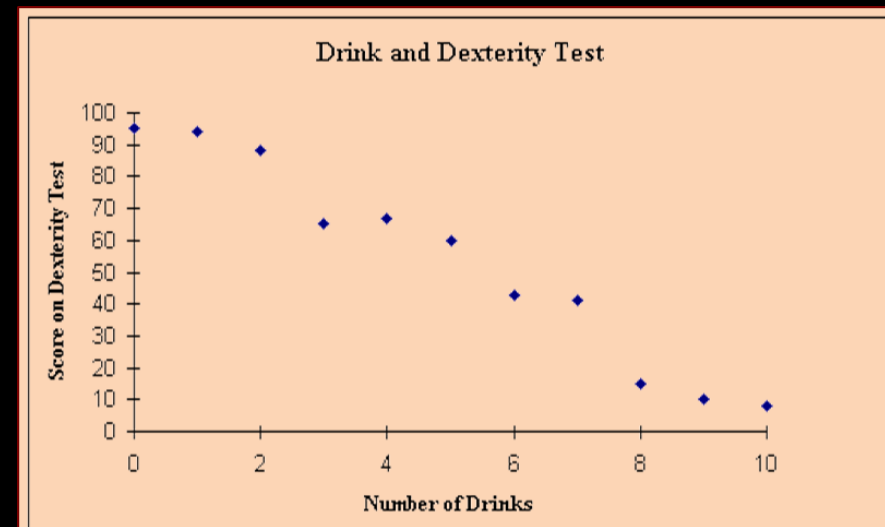
Effects of drinking on smoking

- Alcohol consumption may affect cognition and decision-making

George et al. *Psychopharmacology (Berl)*. 2005;182(1):160-9

- Can increase people's susceptibility to smoke or to relapse

Trotter et al *Tob Control*. 2002;11(4):300-4.



Rewards of smoking after drinking

- Drinkers report increased pleasure and decreased punishment from the last cigarette
- ‘Co-use was ... followed by higher levels of craving for both alcohol and tobacco’

Piasecki et al. *J Abnorm Psychol.* 2011 Aug;120(3):557-71.



Drinking and relapse to smoking

- Even moderate alcohol consumption can play a role in smoking relapse

Kahler et al *Nicotine Tob Res.* 2010;12(7):781-5

- The more alcohol use the less chance of quitting

Augustson et al *Am J Public Health.* 2008;98(3):549-55



Drinking, uptake and relapse

From US longitudinal survey 1997-2009,
smokefree bars significantly reduce:



- **starting smoking** ($p \leq 0.01$)
- **smoking relapse** into daily smoking ($p \leq 0.05$)
- **relapse** into heavy smoking ($p \leq 0.01$) among people age 21 or older

Suggested solutions

‘Policies ... aimed at breaking associations between smoking, drinking and socialising (eg, smokefree bars)’ Guiney et al. *NZMJ* 2015, 128(1416)51-61

- No tobacco sold where alcohol sold (eg, Quebec)
- Increased alcohol taxation
- **No smoking outside hospitality areas:**
 - Hawaii, Maine, Michigan, Washington State, Puerto Rico and over US 170 cities
 - Alberta, Newfoundland and Labrador, Nova Scotia, Ontario and Canadian cities including Vancouver

Evidence of effect of smokefree patios

- Those exposed to smoking on Ontario bar/restaurant patios:
 - were less likely to have tried to quit
 - over twice as likely to relapse ‘than those who visited a patio but were not exposed to smoking’

Chaiton et al. *Tob Control* 2014 DOI:051761

- Californian smokers who perceived smokefree park/patios regulations in their community were almost twice as likely to attempt quitting

Zablocki et al. *Prev Med* 2014;59:73-8

Summary

- Outside hospitality areas with smoking:
 - Are free tobacco marketing
 - Decrease quitting
- Smokefree outdoor bar areas:
 - Are practical and feasible
 - Would help get us to smokefree 2025

