

A pre-post evaluation of and public support for smoke-free policies at the 2016 Rio Olympics: Findings from the ITC Brazil Survey, 2012-17

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BACKGROUND

- Large-scale international sporting events such as the Olympic Games provide hosting nations with an opportunity to promote smoke-free environments.
- All Olympics have been tobacco-free since 1998, but there have been few studies on the effectiveness of smoke-free Olympic policies.
- In 2014, Brazil implemented a comprehensive smoke-free law which applied to indoor venues at the 2016 Rio Olympics.

OBJECTIVES

- To evaluate compliance with Brazil's 2014 smoke-free law at the Rio Olympics according to smokers and non-smokers who attended the Olympic Games.
- To measure changes in Brazilian smokers' and non-smokers' support for a smoking ban in indoor Olympic venues before and after the Olympic Games.

METHODS AND MEASURES

DESIGN: Data were analyzed from Waves 2 (2012-13) and 3 (2016-17) of the International Tobacco Control (ITC) Brazil Survey, a longitudinal cohort survey of representative samples of approximately 1200 adult smokers and 600

MEASURES: Compliance with the indoor Olympics smoking ban was measured at Wave 3 by the following questions asked of 116 (9.9%) smokers and 57 (14.8%) non-smokers who attended indoor Olympics events:

- Did you see no-smoking signs in any of the indoor Olympic venues?
- The last time you attended an indoor Olympic event, were people smoking inside the building?

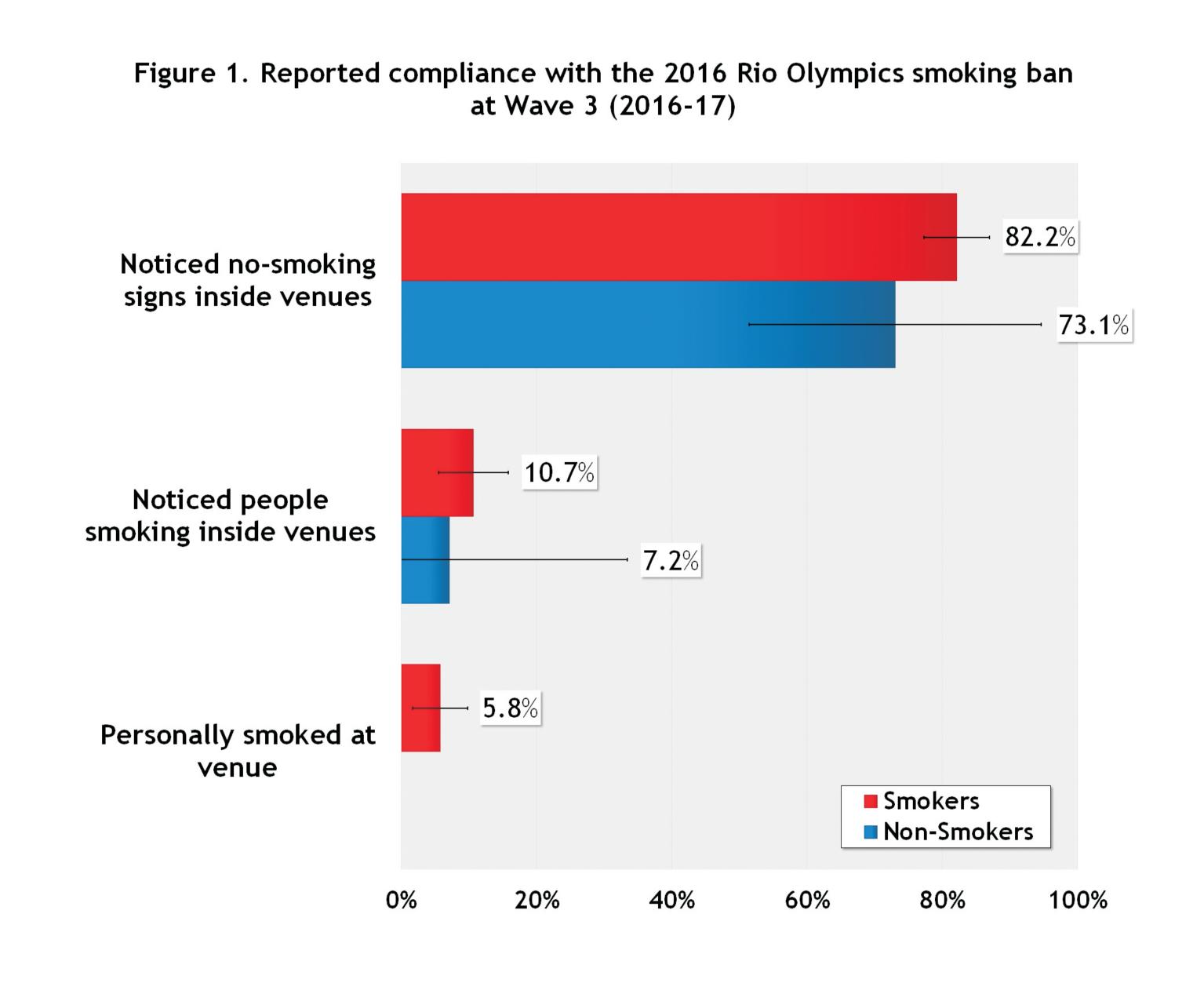
The last time you attended an indoor Olympic event, did YOU smoke inside the building? (Smokers only)

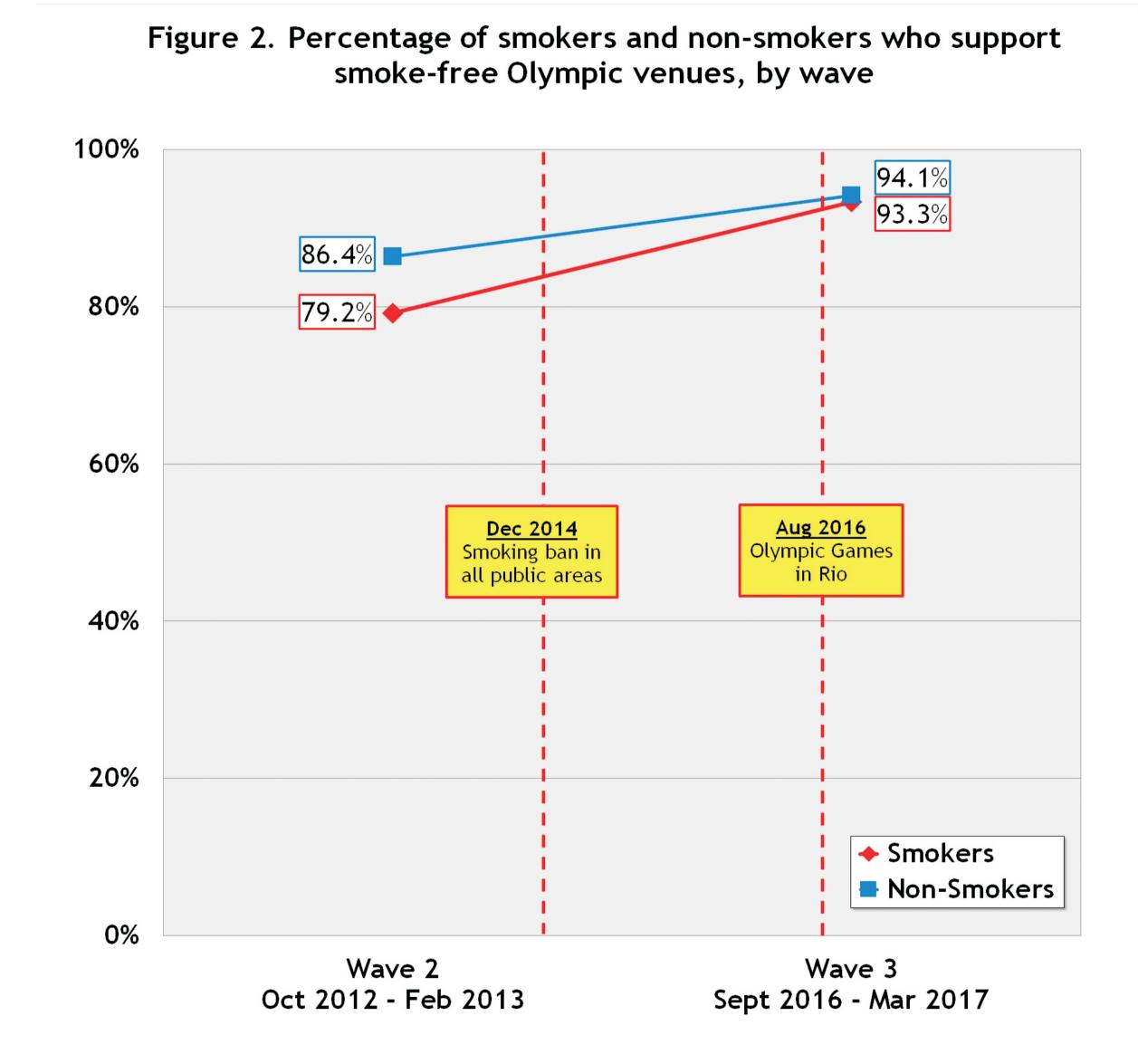
Support for the indoor Olympics smoking ban measured among all smokers and non-smokers at Waves 2 and 3. Support was defined as those who answered "not allowed indoors at all" to the following question:

• Do you think smoking in Olympic venues should be allowed in all indoor areas, in some indoor areas, or not allowed indoors at all?

ANALYSES: Multivariable logistic regression analyses (GEE) adjusted for sex, age, smoking status, and time-in-sample were conducted to test for differences in pre-post policy support.

RESULTS



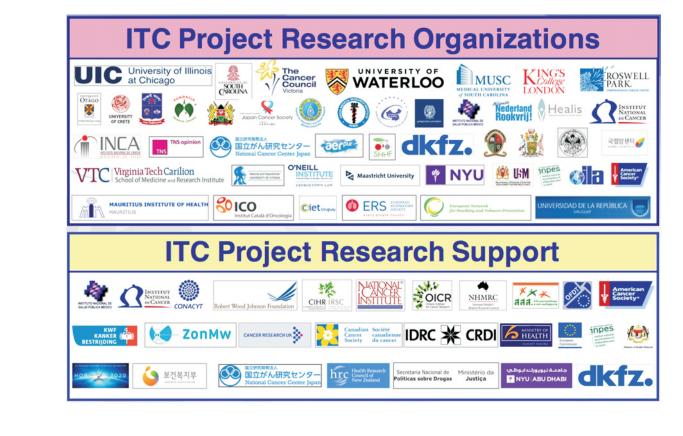


CONCLUSIONS AND IMPLICATIONS

- There was strong implementation of and high compliance with Brazil's comprehensive smoking ban at the 2016 Rio Olympics.
- Support for smoke-free Olympic venues was strong before the Games and increased significantly (p<0.001) among smokers and non-smokers after the Games.
- It would be beneficial for the upcoming 2020 Tokyo Olympics organizers to consult with Rio Olympics organizers to maximize the effectiveness of any efforts to make the Tokyo Olympics smoke-free.







All authors declare no conflict of interests

Poster presented at the 17th World Conference on Tobacco OR Health (WCTOH) 2018, Cape Town South África March 7-9, 2018 (Poster No.PS-666-4) Email: cristinadeabreuperez@gmail.com Core support provided by a Canadian Institutes of Health Research Foundation Grant

Core support provided by the U.S. National Cancer Institute (P01 CA200512)

