CAN-ADAPTT Seed Grants: Advancing Smoking Cessation Research through Partnerships

Final Report

April 19, 2011

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INTRODUCTION

CAN-ADAPTT is designed to engage practitioners and health care service providers in a process whereby research questions arise from front-line practice. The aim of this approach is to produce research findings that are clinically relevant and readily applicable.

CAN-ADAPTT’s seed grant competition was developed as a mechanism to support this practice-informed research approach by enabling collaborative, Canadian researcher-practitioner teams to conduct smoking cessation research related to a variety of health care specialities. Awards of $5,000 were available to teams including at least one practitioner and one researcher to facilitate practice-informed research related to tobacco cessation.

This approach enabled better integration of research and practice, ensuring best evidence is implemented into practice and that research responds to the needs of the health system and practice needs. This also provided an opportunity to link practitioners directly with researchers to enhance learning capacity in contributing to the existing knowledge base on smoking cessation interventions.

Funding proposals were required to address research questions and/or gaps in existing guidelines identified by researchers and/or health care providers. Awards were available to facilitate the preparation of a scientific product in smoking cessation research (i.e., publication, pilot study, major funding proposal, etc).

Review committees comprised of leading tobacco researchers were asked to rate applications based on the CIHR six-point scale using the following three criteria: (1) quality of lead investigator(s); (2) quality of proposed research; and (3) consistency with CAN-ADAPTT goals. Successful proposals were reviewed and analyzed thematically for key questions, needs and gaps in existing guidelines identified by health care providers (Table 1).
KEY RESULTS & IMPACT

In total, three seed grant iterations were conducted between 2008 and 2010, with 22 applications submitted and 12 seed grants awarded. Proposals were submitted from across Canada and fell into five main research areas (Table 1). Objectives and outputs of each seed grant awarded are listed in Table 3.

Successful applicants were encouraged to submit a final report that would be shared with network members in order to facilitate continued research and knowledge exchange. Research findings emerging from the seed grants would be integrated into CAN-ADAPTT’s clinical practice guideline.

Successful seed grant applicants accomplished a number of activities including larger grant proposals, and knowledge translation activities including publications and conference presentations.

The academic accomplishments of seed grant recipients are summarized in Table 2. Recipients produced a total of six journal articles that have been accepted for publication, with an additional eight journal articles either submitted or in progress. Their work led to 10 conference posters and/or presentations and eight submitted grant proposals, with further articles and presentations planned. The knowledge generated was helpful in informing CAN-ADAPTT guidelines, as a number of significant study findings arose. For example, one study highlighted the untapped potential of optometrists to provide smoking counselling to patients, in light of their knowledge of the impact of tobacco on eye health. Another study resulted in ConnexOntario making changes to their collection of addiction information via DART, which would enable them to connect people with smoking cessation resources.

<table>
<thead>
<tr>
<th>Type of Academic Output</th>
<th>Number</th>
</tr>
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<tbody>
<tr>
<td>Journal article (accepted for publication)</td>
<td>6</td>
</tr>
<tr>
<td>Journal article (submitted or in progress)</td>
<td>8*</td>
</tr>
<tr>
<td>Conference poster and/or presentation</td>
<td>10*</td>
</tr>
<tr>
<td>Grant proposals</td>
<td>8</td>
</tr>
</tbody>
</table>

*Additional submissions planned for the future
<table>
<thead>
<tr>
<th>Awarded to</th>
<th>Title</th>
<th>Objectives</th>
<th>Output</th>
</tr>
</thead>
</table>
| Kelly P.A. Arbour,    | Translating research into practice: Lessons on integrating physical   | To determine: (i) a framework for understanding physical activity and smoking cessation in women with severe mental illness; (ii) the specific  | • Paper published in Archives of Psychiatric Nursing. Arbour-Nicitopoulos KP, Faulkner GE, Cohn TA, Selby P. Smoking Cessation in Women with Severe Mental Illness: Acceptability of Exercise as an Adjunct Treatment. Arch Psychiatr Nurs, 25, 43-52.  
• Grant proposals submitted to Pfizer and CTCRI (which no longer exists)  
• Resubmitted grant to CIHR  
• Used some of this pilot work to make a case that physical activity is a valued health behaviour in this population and one that individuals with SMI are interested in using to assist them with making healthy behaviour changes. |
| Guy Faulkner, Tony    | activity into smoking cessation counselling in women with severe      | components of a PA-smoking cessation program for women with SMI; and (iii) the role for health care providers (HCPs) in the program.           |                                                                                                                                                                                                   |
| Cohn                  | mental illness.                                                     |                                                                                            |                                                                                                                                                                                                   |
|                      |                                                                     |                                                                                            |                                                                                                                                                                                                   |
| Ryan David Kennedy,   | Smoking Cessation Referrals and Optometrists – Assessing Practices   | 1) To conduct a literature review of smoking’s causal association with eye health  
2) To conduct focus groups with community optometrists in Waterloo Region to understand what involvement they have in: asking patients about their smoking behaviour; referring patients to cessation services; encouraging patients to reduce and/or quit smoking. Also understand: what these optometrists’ attitudes are toward addressing tobacco use within the scope of their practice; what opportunities exist within the Canadian optometry community to expand/deepen optometrists’                           | • Two additional grants received to support this research  
   o Ontario Tobacco Research Unit – Ashley Studentship  
   o Learning Opportunities Program - Interdisciplinary Capacity Enhancement  
• One grant application submitted to the Canadian National Institute for the Blind (CNIB)  
• Three academic journal papers:  
   o RD Kennedy, MM Spafford, CM Parkinson, GT Fong., Knowledge about the Relationship between Smoking and Blindness in Canada, United States, United Kingdom, and Australia: Results from the ITC Four Country Survey. Optometry Journal of the American Optometric Association. (accepted January 2011)  
   o MM Spafford, MD Iley, A Schultz, RD Kennedy. 2010 |
| Annette Schultz,      | and Opportunities in Canada.                                        |                                                                                            |                                                                                                                                                                                                   |
| Marlee M. Spafford,   |                                                                     |                                                                                            |                                                                                                                                                                                                   |
| Matthew D. Iley       |                                                                     |                                                                                            |                                                                                                                                                                                                   |
engagement with addressing tobacco use.

3) To seek additional funding to:
   - survey current undergraduate optometry students at the University of Waterloo School of Optometry;
   - study different types of health warnings including tobacco warning labels that communicate the risk of smoking and eye health.

4) To share/publish findings from this pilot work – academic conferences, peer reviewed journals and with practitioner groups.

5) To write a grant proposal for a national survey of Canadian optometrists regarding current practices and opportunities around smoking cessation referrals.

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- Two academic journal papers currently under consideration:
  - ASH Schultz, RD Kennedy, MM Spafford, & MD Iley. Seeing opportunities to link optometrists and tobacco interventions. Tobacco Control, Submitted January 2011.

- 1 peer reviewed conference presentation:

- 1 invited talk to public health practitioners:
  - Ryan Kennedy invited to speak to the Southwest Tobacco Control Area Network (TCAN) - August 18, 2010 about the research findings to help inform their efforts to increase cessation referrals.

- 3 peer reviewed conference posters:
  - RD Kennedy, MM Spafford, C Parkinson, GT Fong. (October 2010) Knowledge of the Causal Association between Smoking and Blindness in Canada, United States, United Kingdom, and Australia: Findings from the ITC Four Country Survey. Asia Pacific Conference on Tobacco or Health (APACT), Sydney Convention & Exhibition Centre, Sydney, Australia.
  - RD Kennedy, M Spafford, A Schultz, MD Iley (November, 2009) 6th Optometrists and smoking cessation referrals - Assessing practices and opportunities in Canada, National Conference on
| Cynthia Lynn Murray, Sandra P. Small, Lorraine Burrage | The Experience of Smoking or Quitting Smoking for Pregnant Women. | To determine: (i) how pregnant women interpret their experiences of smoking or quitting smoking; (ii) how pregnant women make sense of any smoking advice they receive from health care practitioners; (iii) the everyday coping skills and practices that are used by pregnant women to deal with nicotine addiction; and (iv) the background forces that influence experiences of smoking or quitting smoking in pregnancy. | Two manuscripts will be submitted in the spring of 2011 to the peer-reviewed journal Qualitative Health Research.  
| Two abstracts will be submitted to the 7th National Conference on Tobacco or Health (NCTH), which will be held in November 2011. |

| Milan Khara, Patrick Yu, Chizimuzo Okoli, Lorraine Greaves | Promoting smoking cessation among surgery patients: A pilot trial. | 1) To assess the efficacy of providing no-cost NRT to smoking patients for 1 week (7 days) prior to surgery on: a) pre-surgical smoking abstinence, b) post-surgical smoking cessation, c) post-surgical withdrawal management by surgical staff, and d) sustained post-surgery smoking cessation. 2) To refine methods and assess feasibility of providing no-cost NRT for a larger controlled trial. | Unable to meet specific objectives due to unforeseen challenges; grant aided in the following specific ways:  
| o Strengthening the partnership created between academics and clinical practitioners and thereby helping to develop a strong interdisciplinary team.  
| o Laying the groundwork for a future research project regarding nicotine withdrawal management and smoking cessation among surgery patients. |

| Sean P. Barrett, Kimberly Good, Heather Milliken, Maria Alexiadis, Michael Teehan | The effects of tobacco and nicotine on cigarette craving and withdrawal in psychotic and non-psychotic smokers. | To use patients with psychotic disorders to examine the effectiveness of snus versus a traditional NRT (nicotine-containing lozenges) on various subjective measures over time to assess its effects on tobacco craving and withdrawal. | Manuscript in final stages of preparation  
| Conference presentation: Sean P. Barrett, Department of Psychology, Dalhousie University, Halifax NS, Canada. The acute effects snus vs. quick release nicotine lozenge in male and female smokers. Society for Research on Nicotine and Tobacco Conference, Toronto, ON. February 18, 2011. |

| Julie Brule, | Smoking cessation | The first leg of a broader-scope project aimed at providing Quebec | Numerous knowledge translation activities planned, including:  
| o Poster presentation at la 8ème Journée Scientifique de www.can-adaptt.net |
| Michele Tremblay. | counselling practices among Quebec optometrists: a survey on their beliefs, practices and needs in terms of training and educational tools. | optometrists with appropriate training and educational tools to help them counsel their patients about smoking cessation. Objectives were to determine: (i) beliefs, attitudes and self-efficacy related to smoking cessation counselling practices; (ii) existing smoking cessation counselling practices amongst Quebec optometrists; (iii) factors associated with these practices; (iv) interest and needs of practicing optometrists for training and educational material in smoking cessation counselling. | l’École d’Optométrie et du Groupe de Recherche en Sciences de la Vision  
- Article summarizing results of survey to be published in l’Optométriste  
- Submitting an abstract for presentation at the American Academy of Optometry  
- Two peer-reviewed articles: the first will report actual smoking cessation counseling practices of Québec optometrists as well as psychosocial characteristics, interests and needs for improvement according to these professionals. The second will explore factors associated with smoking cessation counselling practices.  
- Survey results will be presented to l’Ordre des Optométristes du Québec. |
| --- | --- | --- | --- |
| Michael Robert DeVillaer, Barney Savage | Survey of Ontario Addiction Treatment Programs. | 1) The DART database will have a new field on provision of smoking cessation among service providers in Ontario’s addiction treatment system, allowing prospective clients to search the database for programs that offer smoking cessation in conjunction with help for other addictions. The new field will also allow for periodic updates.  
2) The survey will provide a baseline count of the number of programs that currently offer smoking cessation. This will help CAMH to evaluate the success of its efforts over the next few years to increase the number of agencies who offer smoking cessation.  
3) The scientific products generated will be conference presentations in both the tobacco control and addictions treatment fields. Papers can also be submitted to peer-reviewed journals in both fields. | - Full report and summary report prepared; summary report distributed to 183 member organizations of The Ontario Federation of Community Mental Health and Addiction Programs and of Addictions Ontario, and to various other researchers, policy makers, educators, and community developers in Ontario.  
- Data have been used in:  
  - A funding proposal for educational events intended to improve the profile of this issue in the addictions field, and to provide TEACH training to staff of addiction programs. The proposal was submitted to the Ontario Ministry of Health & Long-term Care.  
  - A proposal currently under preparation for the same Ministry that proposes a major mandate renewal and resource realignment for Ontario’s addiction treatment system in order to better integrate tobacco cessation into addictions treatment.  
  - An abstract submission for Addiction Ontario’s Conference scheduled for 2011.  
- Abstract submissions planned for the next annual meeting of The Ontario Federation of Community Mental Health and Addiction Programs, and to the next Making Gains conference, the Ontario addiction field’s major conference event.  
- Abstract submissions planned for tobacco control conferences including the next National Conference on Tobacco or Health in Canada (November 2011). |
ConnexOntario has added tobacco questions into its DART database such that Connex staff can search the database to help callers find addiction programs that provide smoking cessation. Prospective clients looking for programs on Connex’s website can also find these. Connex will also be able to monitor the number of addictions treatment organizations that provide smoking cessation, thus providing a measure of progress relative to the baseline established by this survey.

- The coordinating group has developed linkages with the larger Ontario tobacco control community.

| John M. Garcia, Suzanne Thibault, Joanne Bradley, Jessica Lang, Nicole Frappier, Roy Cameron, Kelli-an Lawrance, Paul McDonald, Nadia Minian, Barbara Riley, Robert Schwartz, Christine Stich | Practice-based evidence for evidence-informed smoking cessation interventions: A community-based approach to theory building, evaluation and capacity building. | 1) To document the planning, implementation and evaluation of an evidence-informed smoking cessation intervention and develop practice-based intervention guidelines to facilitate its replication and provide tools to assess its effectiveness  
2) use practitioners’ experiences to build theories about context-mechanism-outcome configurations  
3) promote the use of the newly developed practice-based guidelines through engagement of practitioners involved in tobacco control |
| --- | --- | --- |

- Ongoing project; planned to end Spring 2012, with intervention program implemented by 4 Local Public Health Agencies in 4 Retail Trade Workplaces; evaluation data will be available from these four pilot sites and a practice-based implementation guide will be available.

- 2 posters and 2 oral presentations at 3 national and 1 international conferences; 2 presentations to members of the L.E.A.R.N. Community of Practice on Tobacco Use Reduction for Young Adults.

- Presentations submitted for 2 conferences in 2011; accepted for one of two so far.

- Planned publications to peer-reviewed journals for this and the following year; once completed, practice-based implementation guidelines will be distributed province-wide through various channels.

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### Winter 2009 Iteration

<table>
<thead>
<tr>
<th>Russell Callaghan, Will Elliott, Samantha Young</th>
<th>Contraband Tobacco and Smoking Cessation Outcomes in Substance-Abuse Treatment.</th>
<th>To determine: (i) the rate of smoking contraband cigarettes among individuals seeking inpatient treatment for substance abuse problems; (ii) if contraband smokers are less likely to undertake a quit attempt during treatment.</th>
</tr>
</thead>
</table>

- TBA

| Charl Els, Diane Kunyk | Fundamentals of Tobacco Control for Canadian Students in the Health Disciplines: a Publication Proposal. | To develop a prospectus for submission to three publishing companies for consideration of an edited volume on the fundamental of tobacco control for Canadian undergraduate students in the health professions. |

- Prospectus developed and submitted to seven publishing companies for consideration of an edited volume on the fundamental of tobacco control for Canadian undergraduate students in the health professions.

  - Four non-responses, three negative responses and one unanticipated positive response.
<table>
<thead>
<tr>
<th>Authors</th>
<th>Title</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jennifer Irwin, Don Morrow, Karen Loney, Laura Zettler, Craig Hall</td>
<td>A Pilot Project Assessing Motivational Interviewing via Co-Active Life Coaching as an Intervention for Smoking Cessation.</td>
<td>To assess the impact of motivational interviewing administered via life coaching skills on: smoking cessation; average number of cigarettes smoked per day; self-esteem; and self-efficacy to quit smoking among young adults who smoke. Hypothesis 1: CALC intervention will result in subjects quitting smoking and a decrease in the average number of cigarettes smoked per day, compared to control conditions. Hypothesis 2: CALC intervention will result in subjects having an increase in perceived social support and more specifically an increase in self-esteem and self-efficacy to quit smoking, compared to control conditions. Hypothesis 3: Through the CALC intervention subjects will be able to identify smoking triggers and obstacles to cessation.</td>
</tr>
<tr>
<td>Charles Nelson, Ken Lee, Jane Gallimore, Dana Martel, Don Richardson, Maya Roth, Kate St. Cyr, David Wright</td>
<td>An Analysis of Smoking Patterns and Cessation Efforts Among Canadian Forces Veterans: An Exploration of the Transtheoretical Model.</td>
<td>To establish factors that affect smoking patterns among Canadian Forces members and Canadian Veterans seeking treatment for Operational Stress Injuries; to identify factors that contribute to smoking cessation among this group.</td>
</tr>
</tbody>
</table>

- Seed grant will be used to gain formative data on the impact of the proposed intervention on smoking cessation; data will be used to secure larger-scale funding to expand the scope of the project and numbers of participants.
- Larger grant funding submitted to: CIHR, Ontario Tobacco Research Unit, and Harvard University’s Foundation of Coaching; study is in line with overarching goals of these organizations/foundations.
- It is anticipated upon completion of the both 6 month and 1 year follow-up assessments with both waves of the study, knowledge translation activities will begin and include: journal publications, presentations at conferences, as well as dissemination of results to local public health agencies, and regional smoke-free coordinators.
THEMES

Following completion of the research, follow up teleconferences were set up between the seed grant recipients and the CAN-ADAPTT team. An examination of the teleconference communication reveals the three most common benefits that recipients’ felt resulted from their seed grant experience.

Engaging new/isolated researchers and creating networks for continued collaboration

The CAN-ADAPTT seed grant was a real opportunity for early career researchers to get funding to explore tobacco research, [and to] do pilot testing.

Seed grant recipient

According to recipients, one of the most valuable aspects of the seed grant approach was the readily accessible funding for new researchers. Competition with more seasoned researchers is a challenge that new researchers often face. As a result, it can be difficult for emerging researchers to obtain grant funding when in direct competition with other, more experienced leads. Seed grant recipients believed that they would not have been awarded other, larger grants to conduct their studies, and as a result they may not have been able to pursue their research interests.

Several recipients linked access to seed grant funding as an opportunity to pilot work that they hoped to continue in future projects of a larger scope. One individual identified the closure of the Canadian Tobacco Control Community Research Initiative (CTCRI) in June 2009 as the catalyst for a loss of tobacco control related funding opportunities, noting that CAN-ADAPTT was ideally situated to fill the gap. Others echoed the frustration with the “overwhelming dearth of funding for tobacco related research” as an additional barrier to their work. The CAN-ADAPTT seed grant was regarded as particularly valuable in light of the current scarcity in tobacco cessation research funding.

Beyond providing opportunity for new researchers to obtain funding, recipients identified the seed grant approach to be a helpful means by which to expose future researchers to new areas of investigation. One participant noted that the seed grant was particularly rewarding because it created opportunities to engage students who were not previously interested in tobacco related research. According to this individual, this exposure has peaked the interest of students,
resulting in an increased number of future researchers who are now interested in pursuing tobacco related research in greater depth.

In addition to being granted the funds to conduct their individual research projects, CAN-ADAPTT seed grant recipients were encouraged to take part in Transdisciplinary Tobacco Rounds, where they would have the opportunity to share findings with other recipients. This type of engagement provided the opportunity to create networks between researchers, ideally with the aim of continued partnership in tobacco cessation research. This approach proved to be successful, as two recipients have reported plans to collaborate on future projects. It is hoped that similar collaborations will take place between other seed grant recipients in the future.

**Opportunities for research publication and dissemination**

*What can be done with $5000? It’s so true, it’s all about timing...*

Seed grant recipient

Despite the smaller financial investment in comparison to other funding opportunities, seed grants have the potential to make significant academic impact. In total the 12 seed grants that were awarded resulted in numerous outputs ranging from academic journal publications to conference presentations and posters (Table 2). In addition to those referenced here, several more outputs are planned for the future.

When compared with the expected output of a single larger grant, the academic impact of the CAN-ADAPTT seed grants is striking. For a detailed list of academic outputs related to the CAN-ADAPTT seed grants, see table 3.

**Opportunities for impact on a systemic/policy level**

Beyond the reach of individual projects, several seed grant recipients identified opportunities to impact tobacco cessation policy and programs on a larger scale. The following subsections detail three examples where discoveries made during the study process have the potential to lead to larger, systemic changes.
**Treatment program accessibility**

ConnexOntario is an organization that aims to “[i]mprove access to addiction, gambling, and mental health services for the people of Ontario, by providing quality service system information” (ConnexOntario, 2005).¹ One program offered by ConnexOntario is the Drug and Alcohol Registry of Treatment (DART). DART is funded by the Ministry of Health and Long Term Care, and is designed to provide information and referral to drug- and alcohol-related treatment services in Ontario. DART is also charged with providing statistical data for the development of public policy and strategic planning concerning drug and alcohol treatment on various governmental levels.

Prior to the “Survey of Ontario Addiction Treatment Programs” CAN-ADAPTT seed grant, the DART database did not contain information that was specific to addictions programming concerning tobacco cessation. However, as a direct result of communication between the study team and ConnexOntario, the latter have added tobacco questions into the DART database. Consequently, information about tobacco cessation programs will now be more readily accessible to individuals seeking treatment, both online and through ConnexOntario staff. With the inclusion of smoking cessation programs in the database, ConnexOntario will now be able to monitor the number of addiction treatment organizations that provide smoking cessation treatment. In the future, this will allow the possibility to measure the impact of the integration of smoking cessation information in the database against the baseline established in this study. An annual update will be provided to the study team in regards to which agencies have included tobacco cessation treatment to the addictions programming repertoire over time. The current rates are 25%. The coordinating group for this study plans to continue to develop and maintain networks with Ontario’s addiction treatment program community.

**New opportunities for patient education in smoking cessation**

Practitioners in the eye care field are aware of the connection between ocular disease and smoking. However, the team behind the “Smoking Cessation Referrals and Optometrists – Assessing Practices and Opportunities in Canada” study aimed to investigate beyond the acknowledged correlation and explore the attitudes of optometrists’ in addressing patients’ tobacco use within their scope of practice. The goal of the study was to better understand the role of optometrists in the provision of smoking cessation interventions and to allow

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¹ http://www.connexontario.ca, accessed April 14, 2011
optometrists to be considered as part of the healthcare provider team when discussing smoking cessation networks in Canada.

The study revealed that, although most optometrists who participated did communicate the correlation between smoking and eye disease to patients who they felt might be at risk, few indicated that they had actively assessed a patient’s willingness to quit smoking. Not a single study participant reported that he or she had ever provided a patient with explicit support for tobacco cessation.

The optometric community has the potential to be of tremendous value in smoking cessation education and support. First, the community recently gained licensing rights to write prescriptions, which is a new role for optometrists in primary health care teams, and one that may be used in the future to prescribe smoking cessation aids to patients who are interested in quitting. Second, optometrists are uniquely positioned to provide smoking cessation education due to the appointment structure – optometrists spend an average of half an hour with each patient. This is significantly longer than a patient may spend with other health care providers. In addition, study participants felt that communicating the dangers of smoking in relation to eye health may instil effective behavioural change in smokers. The fear of becoming blind was believed to be a highly effective motivator for behavioural change in comparison to less tangible dangers associated with smoking. It was believed that, while not everyone could imagine how it may feel to live with heart disease or emphysema, everyone could imagine the impact that losing their sight would have on their lives.

The findings from this study are planned for use in the development of a national survey of Canadian optometrists’ practice patterns regarding tobacco use prevention efforts and succession supports for patients.

• The importance of continuing education and consistent messaging to and from health care providers

Unlike the correlation between ocular health and smoking, the connection between pregnancy and smoking has been well documented. With this in mind, another team set out to explore “The Experiences of Smoking or Quitting Smoking for Pregnant Women.”

Findings revealed that, despite the reality that they had become pregnant while living in a “smoking world” (i.e., surrounded by family and friends who smoke, and with smoking firmly
entrenched in their daily lives), participants of the study experienced feelings of guilt and shame while smoking during pregnancy. In addition to their own emotional distress, participants experienced stigmatization and public condemnation, which typically resulted in the desire to smoke in secret.

In light of this, study findings recommended that health care guidelines, interventions, and resources aimed at assisting pregnant women to quit smoking must be presented in a non-judgmental, supportive fashion. Additionally, in order to effectively counter the feelings of isolation that might encourage a pregnant woman to smoke in secret, it is important to convey the message that she is not alone in her struggles. An example of suggested language is found in the study’s recruitment pamphlet, which states as follows:

If you smoke now or have smoked during your pregnancy, you are not alone.
One in four pregnant women smoke cigarettes.

The women in this study revealed that they had received inconsistent messaging regarding the best approach to smoking cessation in pregnancy (i.e., whether it was better to quit smoking outright or to cut down). Unfortunately, myths and misperceptions still permeate health care and many pregnant women who smoke continue to be given erroneous messaging when it comes to their tobacco use. Indeed, the majority of study participants believed that cutting down their smoking was as good as, or even better than, quitting. The researchers stress that, moving forward, it is paramount that smoking cessation guidelines are “unambiguous, forthright, and widely disseminated,” and that it is the responsibility of front-line health care providers to clearly communicate the message that “[q]uitting is best.”

**DISCUSSION and CONCLUSION**

A number of different seed grant recipients experienced significant delay completing their project. Fortunately, in most cases, CAN-ADAPTT was able to accommodate timeline extensions for completion of final reports, spending of funds, etc. A small number of seed grant recipients were unable to achieve their study objectives due to external factors. In one case, researchers were unable to obtain ethics clearance for access to information deemed necessary to recruit participants for research. Alternative avenues for participant recruitment were not feasible, as funds had been exhausted.
Recalling the challenges experienced by new researchers in obtaining funding when in competition with more experienced colleagues, seed grants provide the opportunity for newer researchers to develop a body of research, create networking opportunities, and establish a place for themselves in the research community that can sustain itself throughout their career.

In addition to supporting new researchers, CAN-ADAPTT’s seed grant initiative has also achieved its objectives by enabling new connections and partnerships to be established, and promoting practice-informed research to address existing gaps in knowledge. Furthermore, due to the successes of CAN-ADAPTT’s seed grant initiative in this initial funding period (2008-2011), another iteration of seed grants will be made available in the coming year (2011-2012) with a focus on implementation of CAN-ADAPTT’s guideline.

Despite the relatively small amount of funding provided to CAN-ADAPTT seed grant recipients for their work, the results are by no means insignificant. The sheer volume of academic output that has resulted from an initial investment of $60,000 is impressive, and the possibilities for continued smoking cessation research and collaboration that may result are limitless. The studies conducted have the potential to impact systemic change, indeed some already have. The ground-up approach to project design ensures that the findings will be clinically relevant, bridging the gap between research and practice.

The opportunities to engage newer researchers, identify alternate avenues for patient education in smoking cessation, and identify areas where communication can be improved between health care providers and patients, are all a step in the right direction in the area of smoking cessation in Canada.
Arbour, K.P.A. Translating research into practice: Lessons on integrating physical activity into smoking cessation counselling in women with severe mental illness. Submitted 2008.


Brule, J. Smoking cessation counselling practices among Quebec optometrists: a survey on their beliefs, practices and needs in terms of training and educational tools. Submitted June 2009.

Callaghan, R. Contraband Tobacco and Smoking Cessation Outcomes in Substance-Abuse Treatment. Submitted December 2009.


