
Exploring Self-Awareness Levels of Major Lung Disease Risk Factors Among Canadians Most at Risk

October 2010

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Lung Cancer

**Chronic Obstructive
Pulmonary Disease
(COPD)**

Sleep Apnea

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Key Findings

1. 13% of Canadians at risk for COPD do not know the term “chronic obstructive pulmonary disease” nor the acronym “COPD”
2. 60% of those at risk for COPD know very little to nothing about the disease
3. More than one-quarter of Canadians at risk for COPD either do not know or do not agree that tobacco exposure is a cause of the disease
4. Tobacco smoke exposure is the risk factor identified in approximately 2/3rds of the individuals at risk for COPD and Lung Cancer

Key Findings continued

5. Smokers are less knowledgeable than non-smokers about the causes and symptoms of lung cancer
6. There is overall lack of awareness of the impact of lifestyle choices
7. 18% of smokers smoke in the house with a child present, and 35% when a non-smoking adult is in the house
8. 8% of smokers smoke in a car with a child present, and 21% with an adult-non smoker present
9. Only 1 in 5 Canadians at risk for either lung cancer, COPD or sleep apnea thinks they should take better care of themselves



Key Findings continued

10. Less than 1 in 5 at-risk Canadians feels pressure from family or their doctor to change their health habits
11. Canadians are reasonably aware of risk factors and symptoms for lung cancer and sleep apnea (72% and 56% respectively)
12. No significant differences in the awareness of risk factors, symptoms and attitudes toward all three lung diseases by First Nations, Inuit and Métis people compared to the general population

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Introduction

- This study used a survey methodology to explore self-awareness of risk factors for major lung diseases in a Canadian population most at risk
- Diseases studied: Lung Cancer, COPD and Sleep Apnea
- Survey conducted by Leger Marketing
- Study led by the Canadian Lung Association in collaboration with an advisory committee

Introduction continued

- Advisory Committee comprised of representatives from:
 - the Canadian Thoracic Society (CTS)
 - the Canadian Respiratory Health Professionals (CRHP)
 - Lung Cancer Canada
 - COPD Canada Patient Network
 - First Nations, Inuit and Métis communities

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Project Objectives

- To conduct a survey of Canadians at risk for lung cancer, COPD and sleep apnea
- To better understand:
 - perceptions of symptoms and risk factors
 - attitudes about lifestyle choices that put them at risk and options for decreasing chances of being affected by these disorders
 - feelings about the disease and those who suffer from it
- To better prevent, manage and treat lung cancer, COPD and sleep apnea

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Survey Results

- Lay the foundation for education and awareness programs that target the at risk-population
- Improve understanding among the respiratory health community and policy makers about how to affect positive change among this at-risk population
- Complete survey results available on the Canadian Thoracic Society website at www.lung.ca/cts-sct/home-accueil_e.php

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Methodology

- Leger Marketing completed a quantitative survey among a representative sample of Canadians at risk for either lung cancer, COPD or sleep apnea
- 3,036 participants qualified and completed the survey – 750 via telephone and 2286 via Internet
- 115 representatives from the First Nations, Inuit and Métis population were included in the survey
- The survey was conducted between April 12th and April 28, 2010

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Lung Cancer

- Two-thirds of Canadians at risk for lung cancer are at risk because of tobacco smoke exposure

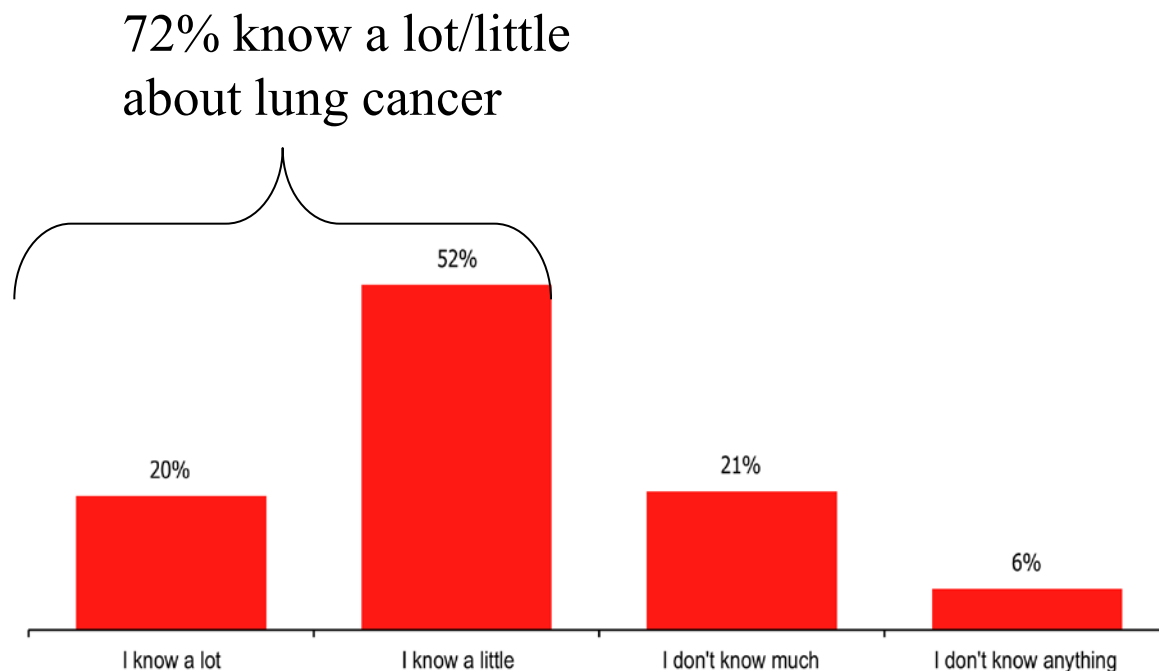
Risk Factors	%
Exposure to dust chemicals asbestos or radon	48%
Past smokers (who have smoked equivalent of one pack a day for 10 years)	29%
Current smokers	27%
Second hand smokers (those who do not smoke themselves but live with a smoker)	9%
Shortness of breath/wheezing	22%
Chronic bronchitis	5%
Chronic cough	4%
Frequent/long lasting chest infections	2%
Personal history of lung cancer	1%

2/3rds



Lung Cancer - Awareness

- Most Canadians at risk for lung cancer express that they are at least somewhat knowledgeable about the disease



Lung Cancer- Causes

- People at risk for lung cancer are largely aware that:
 1. Smoking tobacco is the major risk factor for contracting the disease
 2. Exposure to asbestos, radon, dust/chemicals is associated with lung cancer
 3. Family history is a risk factor for lung cancer

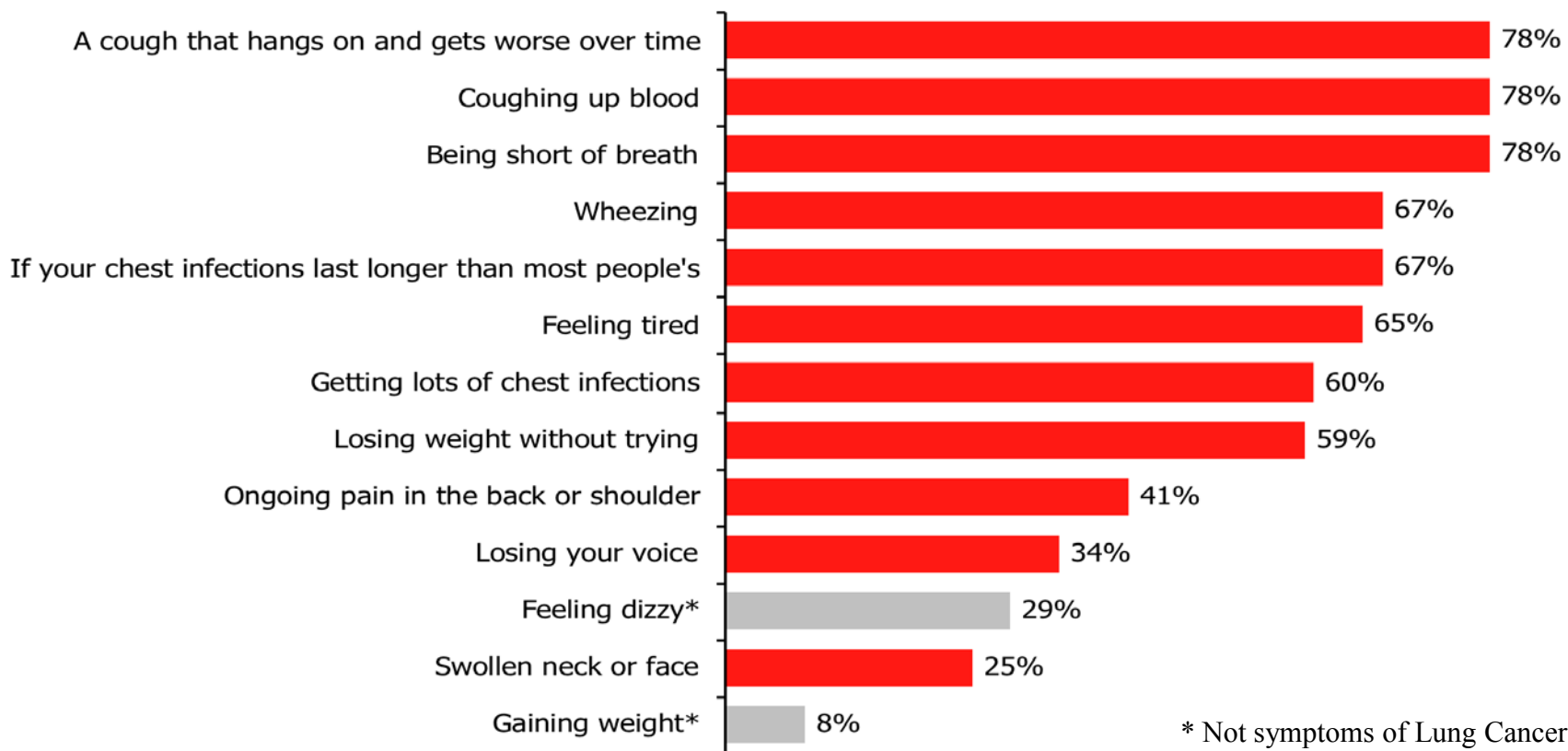
Lung Cancer – Causes continued

- People at risk for lung cancer are less aware that:
 1. There are risk factors associated with alternative tobacco products such as marijuana and cigarillos
 2. It is in their power to reduce the risk of getting the disease
 3. Even if they reduce their risk factors, there is still a chance that they could get lung cancer



Lung Cancer - Symptoms

- Most Canadians at risk are able to identify the major symptoms of the disease



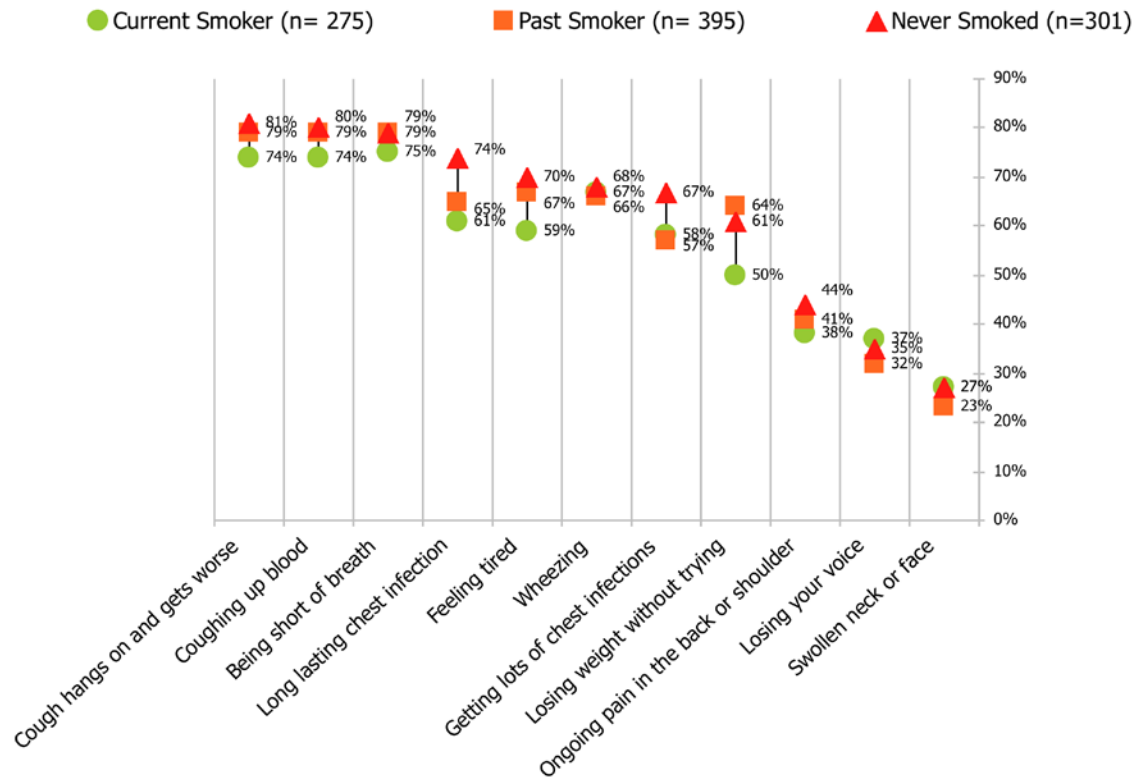
Lung Cancer – Smokers vs Non-Smokers

- Smokers express more overall knowledge about lung cancer, but in fact are less aware than non-smokers, when specifically asked about symptoms and causes of Lung Cancer



Lung Cancer – Smokers vs Non-Smokers

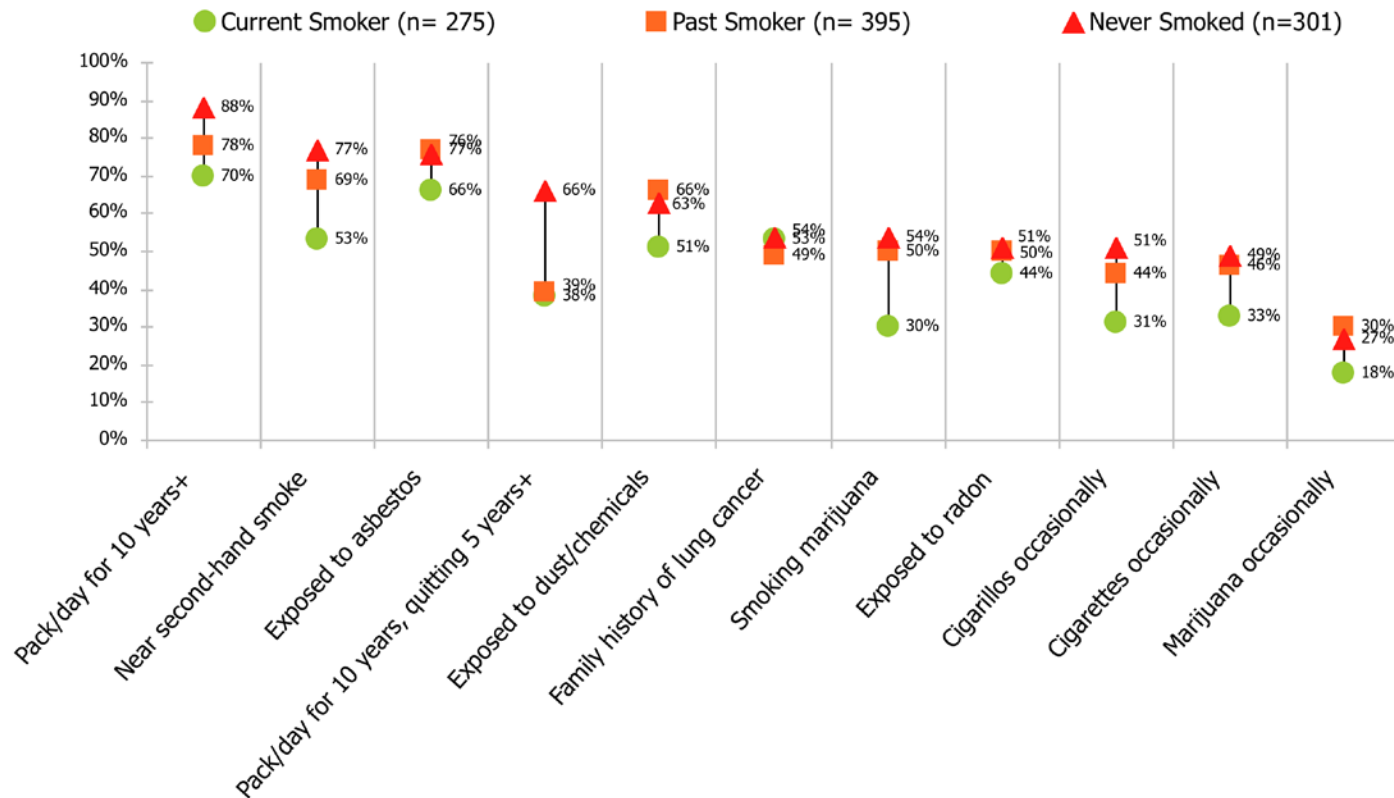
- Smokers are less aware of the symptoms of lung cancer than non-smokers





Lung Cancer – Smokers vs Non-Smokers

- Smokers are less aware of the causes of lung cancer than non-smokers



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COPD

- The main risk factors for COPD are behaviour based
- 69% of Canadians at risk for COPD are at risk due to tobacco smoke exposure
- Almost half of those at risk have exposure to dust or chemicals in the workplace
- Additional behavioural risks include marijuana smoke (past 24%, current 12%) and exposure to indoor wood smoke (14%)

COPD - Awareness

- 13% not aware of the term 'Chronic Obstructive Pulmonary Disease' or the acronym 'COPD'
- Canadians at risk for COPD, Emphysema, Chronic Bronchitis not knowledgeable about the disease
- 60% know very little to nothing about the disease
- Only 39% know at least a little about the disease by any of its three names, (including emphysema and chronic bronchitis)
- Women, older people (55 to 65) and smokers, current & past, have more knowledge of the disease

COPD - Causes

- More than one-quarter of people at risk for COPD (27%) either don't know (22%) or don't agree (5%) that tobacco exposure is a cause of COPD
- One-quarter uncertain about other potential causes of COPD such as marijuana or cigarillo use, second hand smoke or smoking occasionally

COPD – Causes continued

- One-third believes that occasional exposure to tobacco smoke (cigarettes or cigarillos) can cause COPD
- Those who have never smoked are more likely to think those who have quit are still at risk for COPD
- Those at risk for COPD perceive that exposure to dust or chemicals (53%), family history (43%) or personal history of asthma (40%) are more likely causes of COPD than exposure to marijuana (17%), wood smoke (34%), or occasional tobacco smoke (29%)

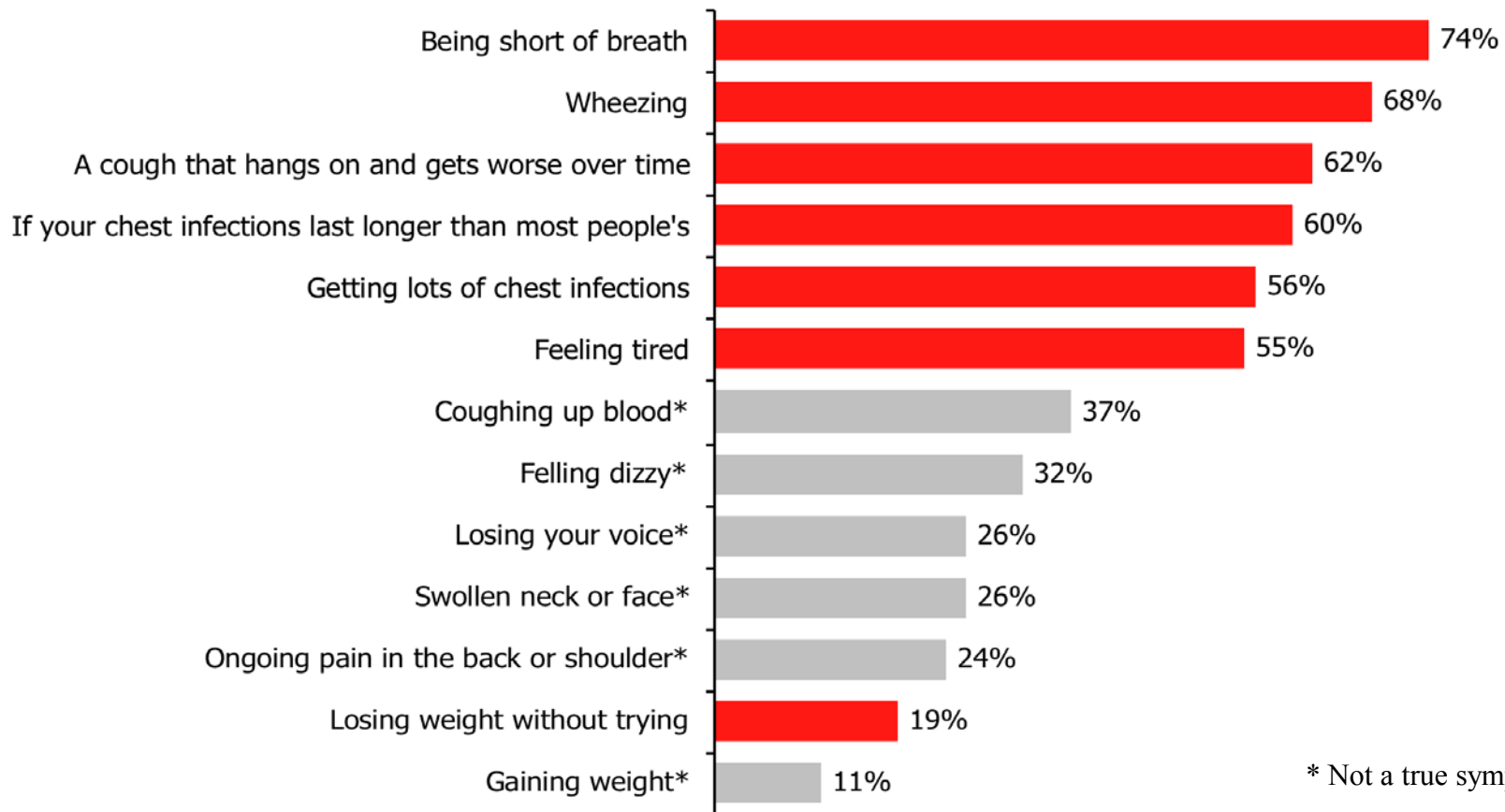


COPD - Causes

- Almost one-third of Canadians at risk for COPD are exposed to indoor smoke caused by stoves or fireplaces more than once a month
- While another third agrees this could be a cause of COPD, 24% don't know, 8% disagree and 34% are neutral in their response

COPD - Symptoms

- Despite the general lack of knowledge about COPD, many at risk are aware of the significant symptoms



* Not a true symptom of COPD



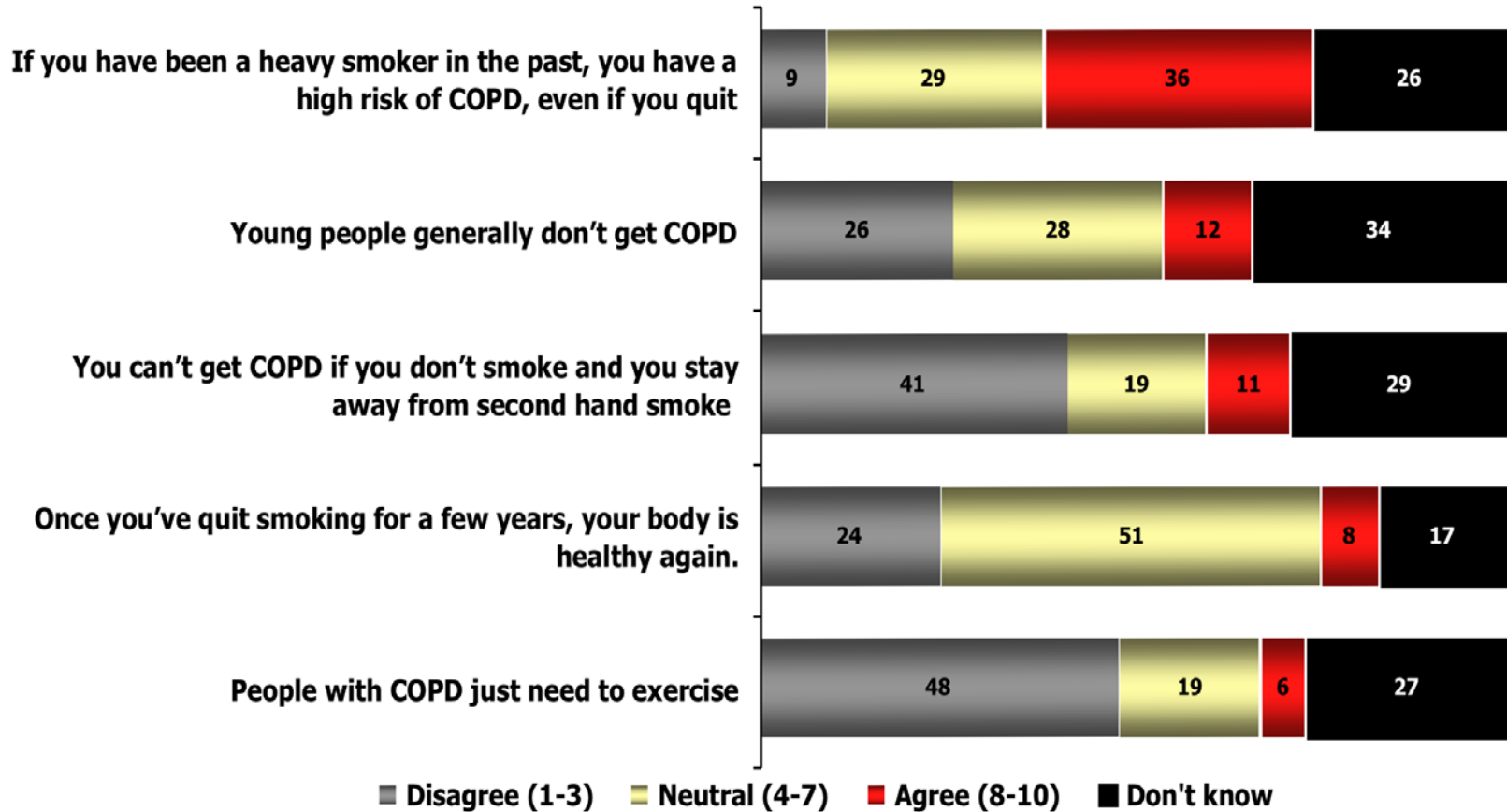
COPD – Personal Responsibility

- Low awareness of personal responsibility
- 36% agree that if you have been a heavy smoker and quit you still have a high risk for COPD
- 41% don't agree or don't know if your body is healthy again after you quit smoking for a few years
- Just less than 50% do not know or do not believe that there is a treatment available for COPD



COPD – Personal Responsibility

Personal Responsibility for COPD - Agreement



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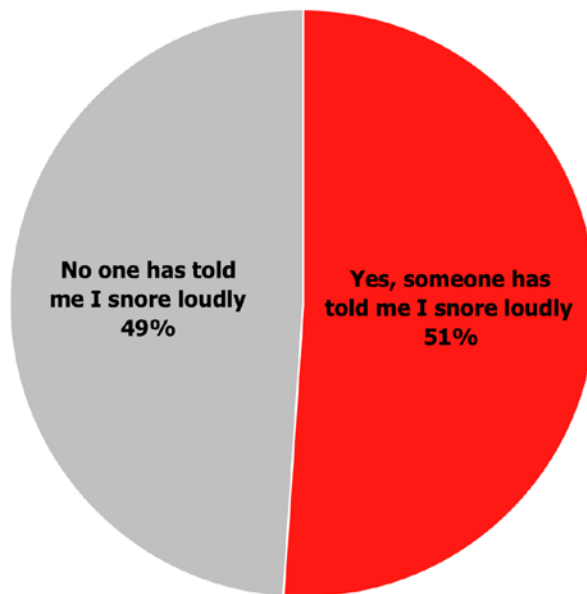
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Sleep Apnea

- More than half of Canadians at risk for sleep apnea are at risk due to heavy snoring
- Half of Canadians surveyed told that they snore loudly



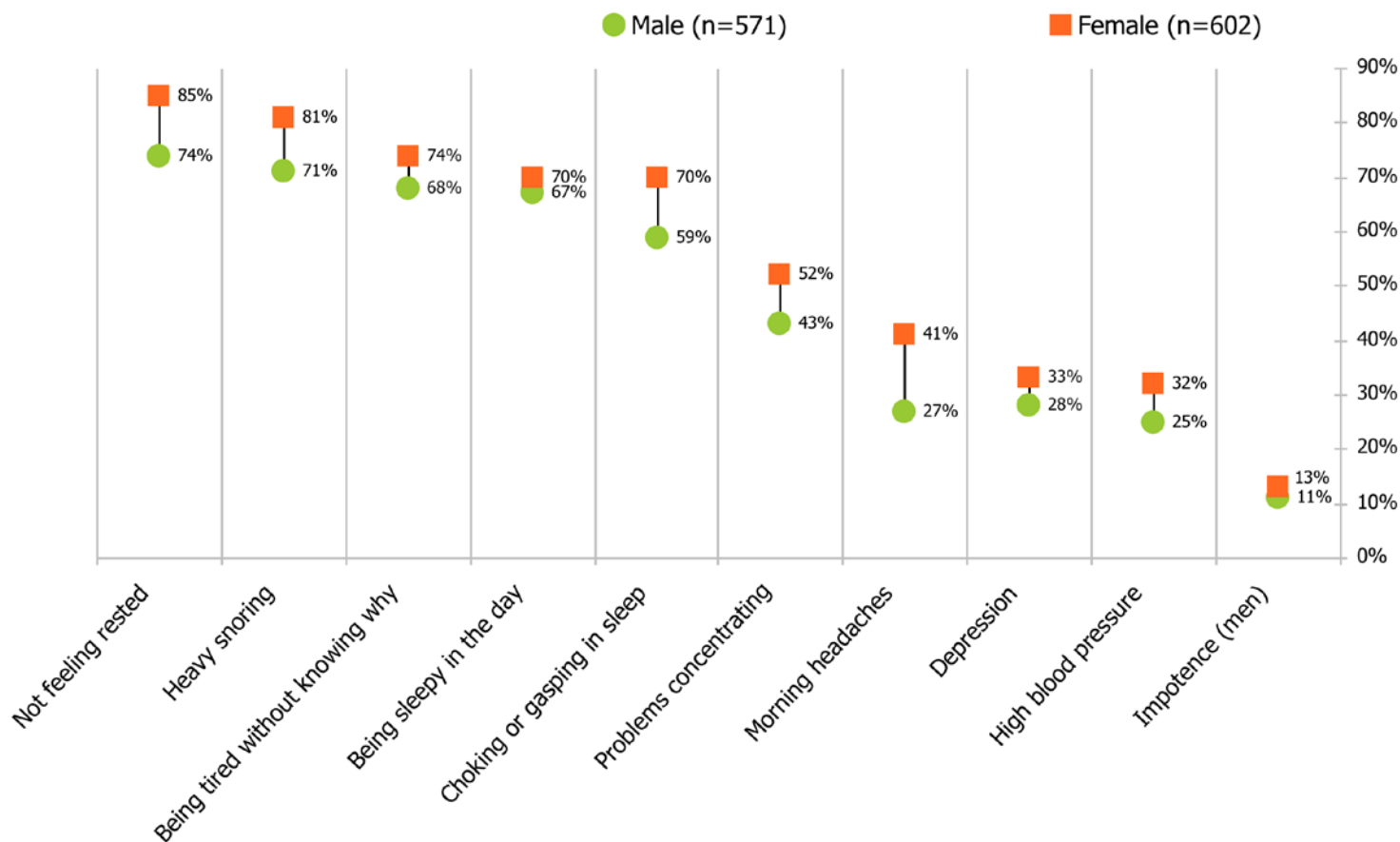
Sleep Apnea - Awareness

- 56% of people at risk for sleep apnea express that they are at least somewhat knowledgeable about the disease
- Women show more awareness of symptoms and causes than men



Sleep Apnea - Awareness

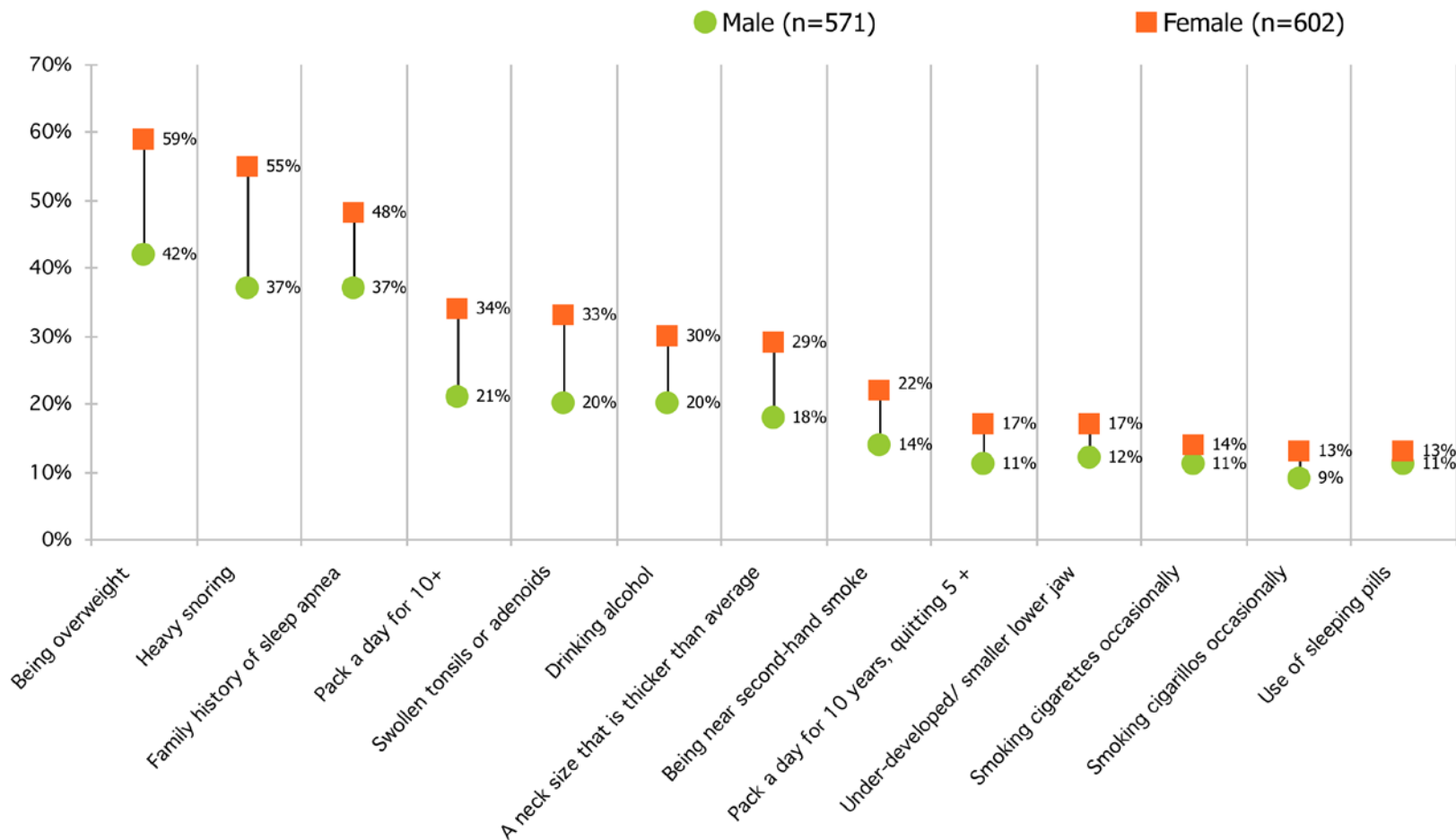
- While men are at greater risk for sleep apnea, women are more aware of the symptoms





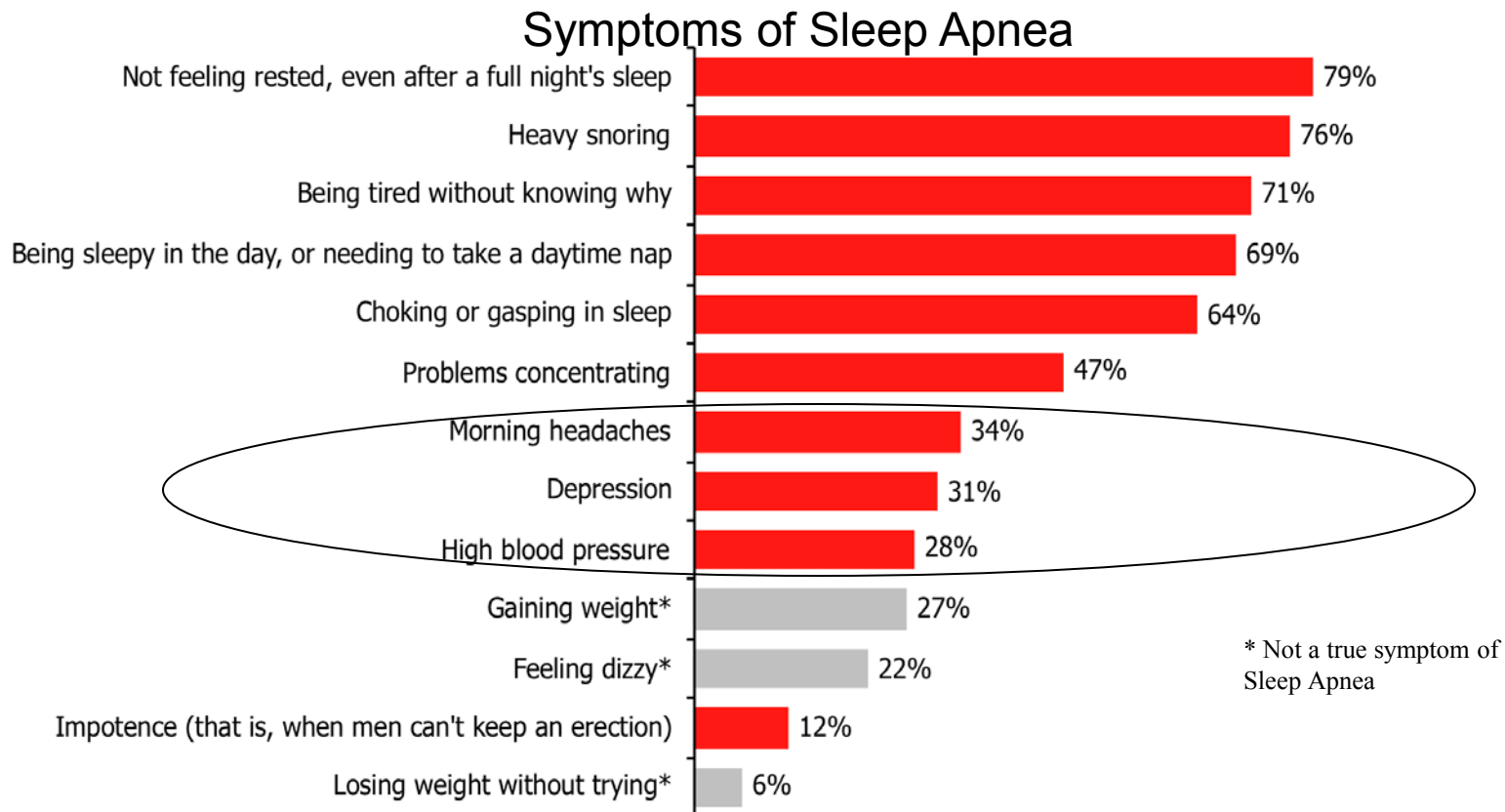
Sleep Apnea – Awareness continued

- Women are more aware of the causes of sleep apnea than men



Sleep Apnea – Awareness continued

- Most people at risk for sleep apnea are well aware of the major symptoms, but other symptoms such as morning headaches, depression, high blood pressure are less known





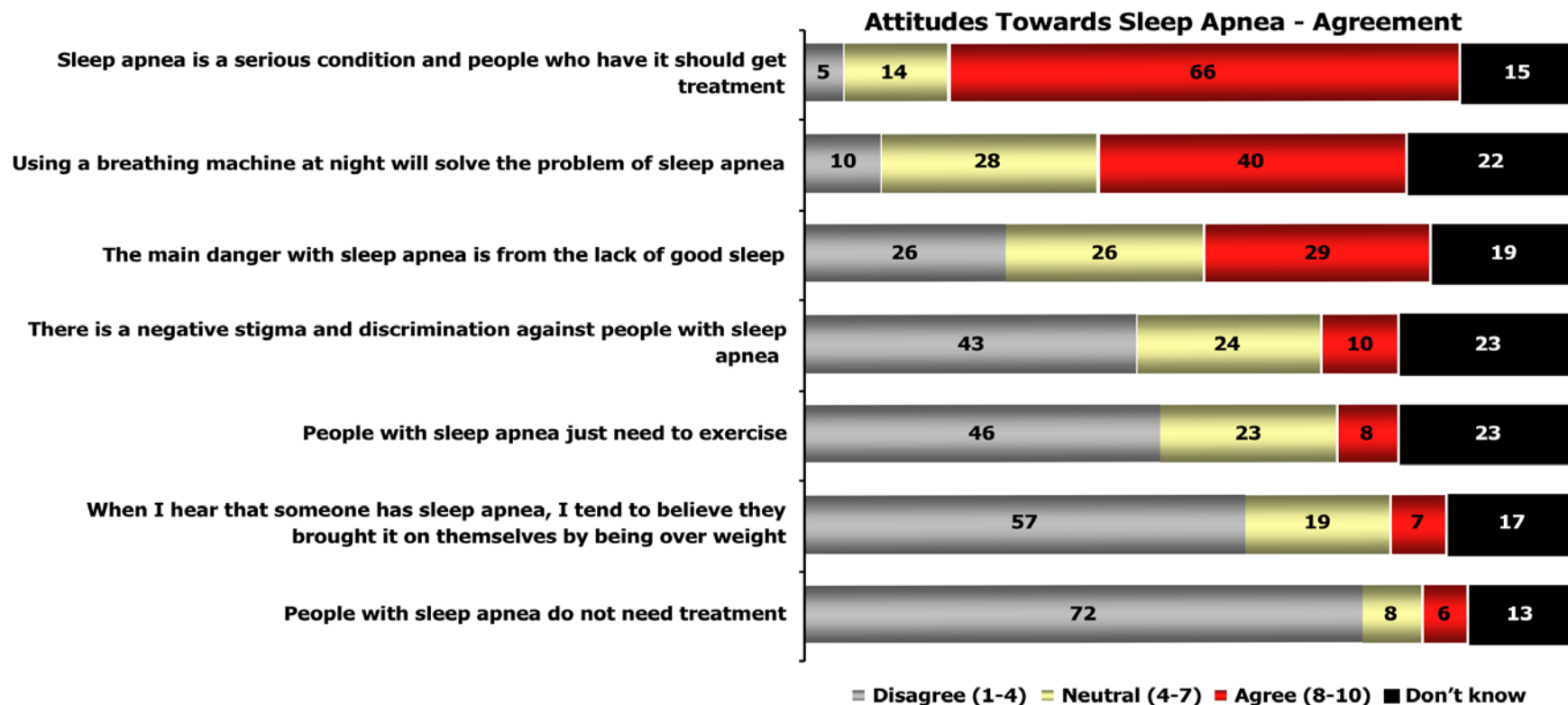
Sleep Apnea -Causes

- Less familiarity with the causes of sleep apnea than the symptoms
- 50% aware that obesity may be a cause but don't agree that just losing weight would solve the problem
- Uncertainty about other causes
- Many thought that asthma was a potential cause compared to swollen tonsils, large neck size or under-developed jaw



Sleep Apnea - Treatment

- Most agree sleep apnea is a serious condition and requires treatment
- Uncertainty exists about dangers of sleep apnea



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Tobacco Exposure

- When asked about their smoking behaviour, 22% of Canadians surveyed say they smoke cigarettes, cigars, pipes, cigarillos or other tobacco products regularly or occasionally
- Demographically....
 - Smokers are most likely to be: between 18-34 (33%), from First Nations, Inuit and Métis decent (FNIMP) (31%) and single (30%)
 - Regionally, those living in Ontario, Quebec (23% both) and Alberta (26%) are more likely to smoke compared to those living in the Prairies (16%)

Tobacco Exposure continued

- Among those who currently smoke or have smoked, almost all mentioned that they smoked cigarettes (98%)
- One-third of all smokers have smoked cigarillos
- The rate of cigarillos is higher among younger Canadians
- Almost half (45%) of 18 to 34 year olds have smoked cigarillos, and 7% smoke them currently

	Currently/Have Smoked
Cigarettes	98%
Cigars	42%
Cigarillos	36%
Pipes	24%

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Second-Hand Smoke

- Among smokers, 35% smoke indoors when a non-smoking adult is in the house
- 18% smoke in the house with a child present
- 21% smoke in a car with an adult non-smoker
- 8% smoke in a car with children on board

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Marijuana Exposure

- One-in-ten smokers currently smoke marijuana regularly or occasionally
- Demographically:
 - Marijuana smokers are most likely between 18-34 (21%), single (17% vs. 7% married) and current tobacco smokers (21% vs. 8% past, 4% never smoked tobacco)

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Attitudes – Smoking

- The majority of Canadians think smoking is an addiction that it is very hard to quit (77%)
 - Younger people 18 – 44 are more likely to think smoking is a habit that people could stop compared to those between the age of 45 – 64 who see it more as an addiction
 - Regionally, this is statistically more likely among those living in the Maritimes and Quebec (80% both) that it is an addiction and it is hard to quit

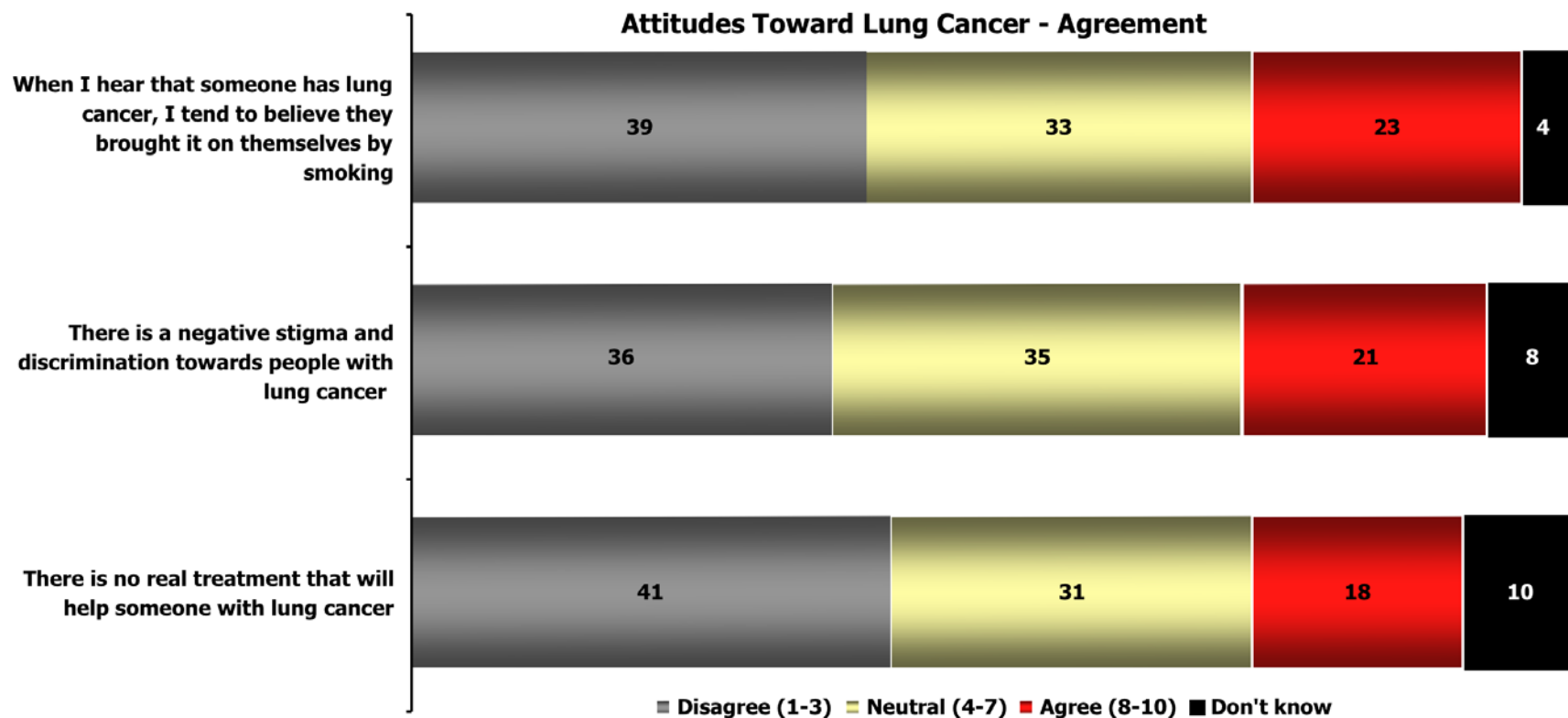


Attitudes – Three Diseases

- Overall there is little negativity towards people who suffer from lung cancer, COPD or sleep apnea
- When making a comparison there is more negative stigma toward lung cancer - lung cancer patients brought it on themselves
- Little negative stigma was associated with COPD (12%) but a larger proportion didn't know or expressed neutrality (33% and 28% respectively)
- Sleep apnea is the least stigmatized - 43% didn't think there was stigma, 24% neutral and 23% who didn't know



Attitudes – Lung Cancer



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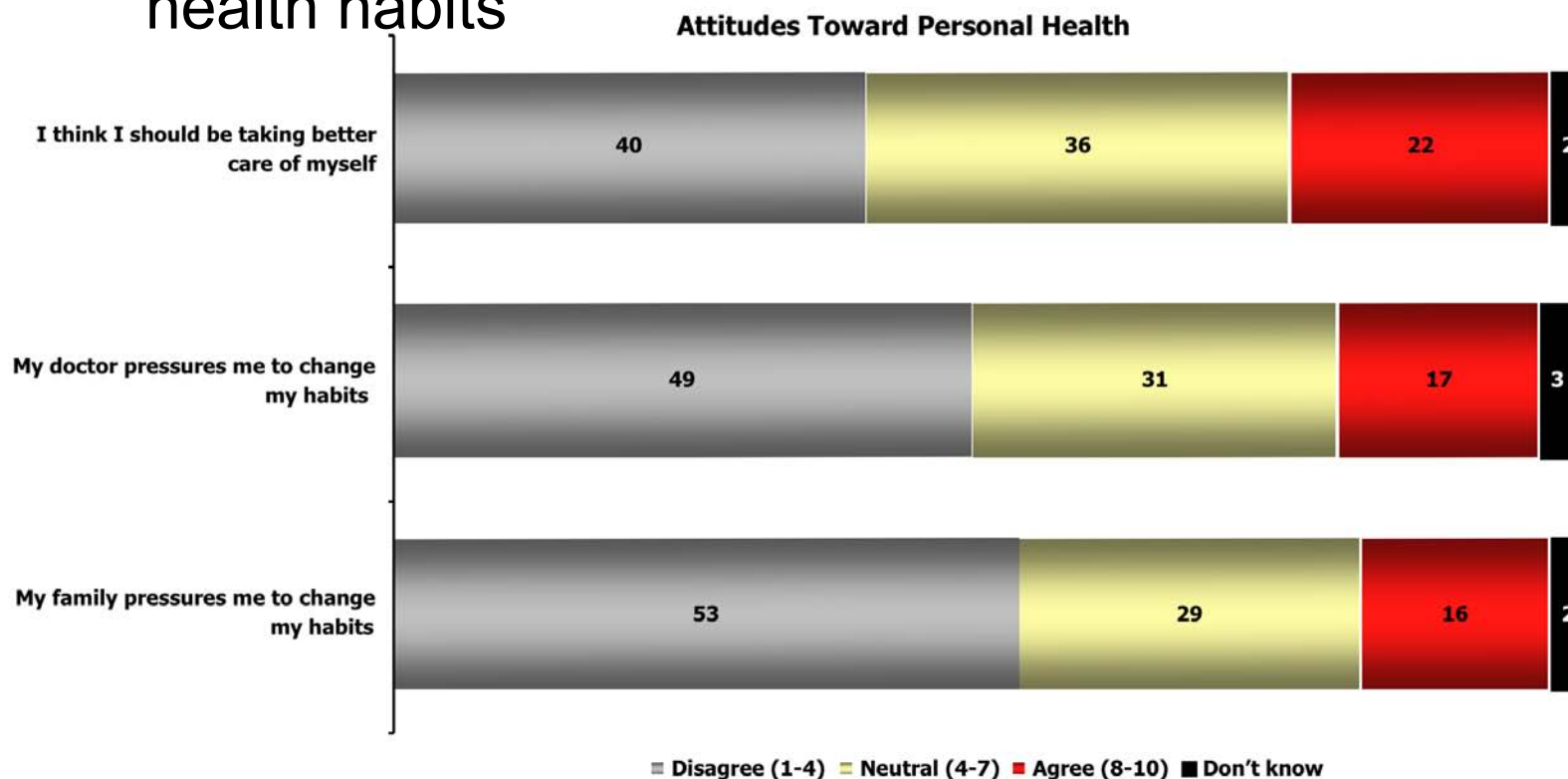
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Behaviour

- Only one-fifth of those at risk feel they should take better care of themselves or feel pressure to change health habits





Behaviour continued

- Most Canadians who are at risk for these diseases are open to going to the doctor and discussing issues which may affect them
- One-quarter do not go for physical exams
- Most are not afraid of going to the doctor, and do not hesitate to discuss anything with their doctor
- Most will discuss what they find out from their doctor with family

Behaviour continued

- Women are more likely to go for an annual physical exam than men
- Women tend to withhold certain information from their doctor because they do not want to be lectured (12% vs. 9% men)
- Women are more afraid of going to the doctor because they might find out that something is wrong compared to men (20% vs. 15% men)

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- It is hoped that the outcomes from this survey will help direct future health initiatives such as innovative prevention and treatment options, program delivery, research and public awareness campaigns focused on Lung Cancer, COPD and Sleep Apnea.
- Please help generate awareness and share this information with your colleagues in respiratory health.
- For further information about the survey and the results, go to the Canadian Thoracic Society website at www.lung.ca/cts-sct/home-accueil_e.php.
- See the December 2010 issue of the CRJ for the published article.

QUESTIONS??

THANK YOU

BACKGROUND SLIDES



Survey Respondents

- Canadians are more likely to know someone with COPD, sleep apnea or lung cancer vs. personal diagnosis

	Personal diagnosis	Family member	Close friend	Acquaintance
High blood pressure	27%	48%	13%	10%
Sleep apnea	8%	22%	12%	12%
Chronic Obstructive Pulmonary Disease, also called COPD	3%	9%	4%	5%
Lung cancer	1%	23%	8%	11%
Emphysema	1%	14%	5%	8%
Chronic bronchitis	4%	11%	5%	5%
Alpha-1 antitrypsin deficiency	0%	1%	0%	0%
A chest infection, like pneumonia or acute bronchitis	17%	29%	10%	9%
Obesity	12%	25%	11%	13%
Heart disease	7%	42%	10%	10%
Asthma	12%	34%	13%	12%
Stroke	2%	31%	9%	13%
Another form of cancer	7%	52%	19%	18%
Diabetes	11%	47%	17%	15%

Definition of at Risk Groups

RISK FACTORS			
	Lung Cancer	COPD	Sleep Apnea
Smoking	√	√	√
Second hand smoke	√	√	√
Past smoker	√	√	√
Exposure to dust or chemicals	√	√	
Exposure to asbestos or radon	√		
Personal history	√	√	√
Family history	√	√	√
Frequent long lasting chest infections	√	√	
Chronic cough	√	√	
Shortness of breath/wheezing	√	√	
Severe or untreated asthma		√	
Obesity			√
Swollen tonsils/adenoids			√
Chronic bronchitis	√	√	
Snores			√
Thick neck or small jaw			√
Exposure to smoke from wood stoves		√	

Characteristic of Survey Participants

Characteristics	Total	Lung Cancer	COPD	Sleep Apnea
Region				
Alberta	8%	8%	8%	8%
Manitoba	4%	4%	4%	4%
New Brunswick	2%	2%	2%	2%
British Columbia	9%	9%	9%	9%
Quebec	29%	29%	29%	29%
Prince Edward Island	1%	1%	1%	1%
Saskatchewan	5%	5%	4%	5%
Newfoundland	2%	1%	2%	2%
Ontario	38%	37%	37%	37%
Nova Scotia	3%	3%	3%	3%
Northwest Territories	<1%	<1%	<1%	<1%
Type of community				
Urban	64%	62%	62	64%
Rural	37%	38%	39%	37%
Male sex				
	50%	50%	50%	51%
Age				
18-34	18%	18%	19%	17%
35-44	15%	14%	14%	14%
45-54	23%	24%	24%	24%
55-64	23%	24%	24%	24%
65 plus	20%	20%	19%	21%
Income				
<40K	23%	24%	24%	22%
\$40K-\$79K	32%	33%	33%	32%
\$80K+	26%	25%	25%	27%
Employment				
Employed full time	45%	44%	44%	45%
Employed part time	10%	10%	10%	10%
Homemaker	5%	5%	5%	5%
Student	6%	6%	6%	5%
Retired	29%	30%	29%	30%
Between jobs	4%	4%	4%	3%
Marital Status				
Married/common-law	65%	64%	64%	67%
Divorced or separated	10%	11%	11%	10%
Widowed	5%	5%	5%	5%
Single	19%	19%	19%	17%
Education				
Less than high school	29%	30%	31%	29%
College	32%	33%	33%	32%
Undergraduate degree	23%	22%	21%	22%
Graduate degree	15%	14%	13%	15%