

SUPPORT FOR ENDS REGULATION AMONG SMOKING & VAPING GROUPS

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INTRODUCTION

- Smokers can benefit from switching to vaping, but non-smokers who take up vaping, particularly young people, face risks.
- Policy measures could play a role in ensuring that marketing of electronic nicotine delivery systems (ENDS) targets smokers while minimising non-smokers' exposure.

RESEARCH QUESTIONS

- What support exists for policy measures regulating ENDS marketing?
- How does that support vary across different smoking and vaping groups?

METHODS

- Using an online survey of 519 New Zealand smokers (n=270 ENDS users) and 486 non-smokers (n= 54 ENDS users), we examined:

- Perceptions of ENDS regulation, including ENDS marketing and sales, and spaces where ENDS use is permitted.

Measures

- Five-point oppose-support scales and forced-choice questions.

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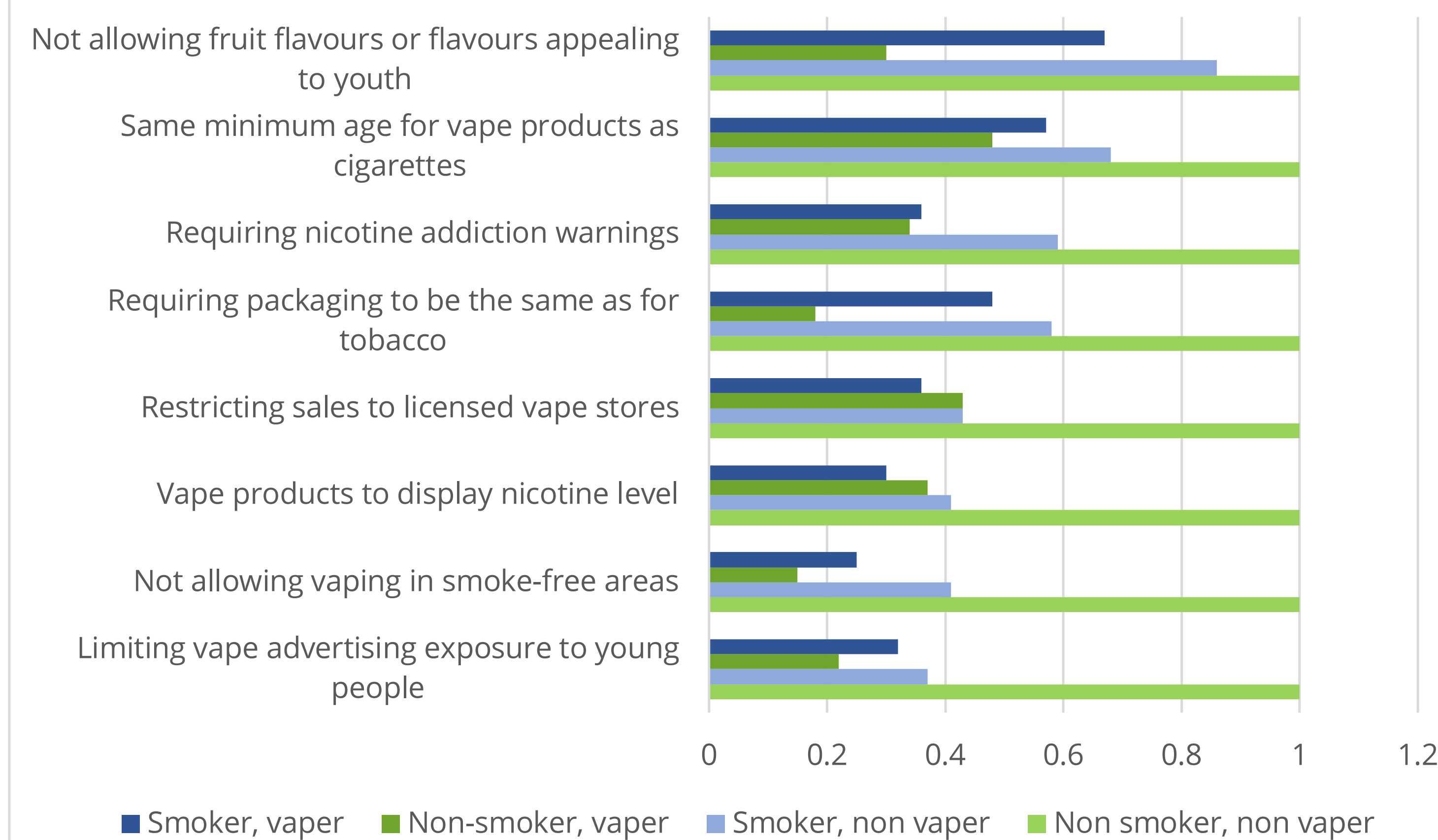
CONFLICT OF INTEREST STATEMENT

There are no conflicts of interest to report.

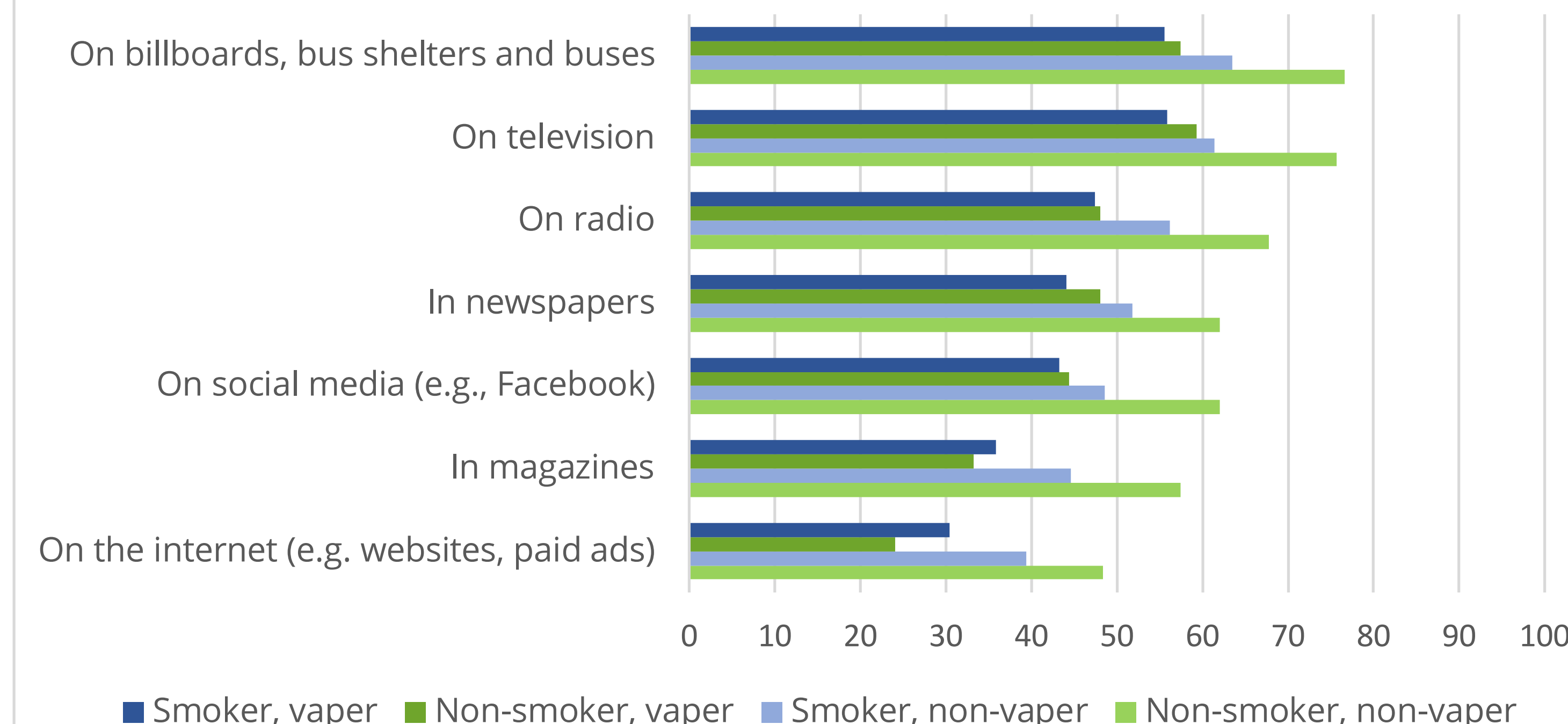
RESULTS

- Vapers gave **less** support than non-vapers to proposals that would limit e-cigarette marketing or restrict where vaping might occur.
- Non-smoking non-vapers (reference group) were more likely than all other groups to support the proposed measures.
 - These differences were significant for:
 - Not allowing vaping in smoke-free spaces;
 - Requiring plain packaging for vape products;
 - Restricting sales of e-cigarettes and e-liquids to licensed 'vape stores'.
- Irrespective of ENDS use or smoked tobacco use, most respondents supported **not allowing** ENDS advertising on media with high exposure to young people, including billboards, bus shelters and buses, or television.
- A large majority of all groups believed that:
 - ENDS advertising should have restricted broadcast times (72% to 84%);
 - Should not be allowed near where young people gather (60% to 82%).

Support for ENDS Regulation Among Smoking and Vaping Groups



Support for **Not Allowing** ENDS Advertising on Different Media by Smoking and Vaping Group



CONCLUSIONS

- Irrespective of smoking or vaping behaviour, respondents supported policies that could prevent ENDS uptake among young people.
- Policy makers could regulate ENDS purchase age, nicotine labels, and addiction warnings, and restrict marketing and advertising to limit youth exposure to ENDS promotions.