

Smoking and Vaping Norms

A Quantitative Analysis

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Background

- Smokers who begin vaping often report relaxing 'rules' they have developed that govern where they smoke.
- People may also relax smoke-free norms as they test whether vaping is accepted in spaces covered by smoke-free legislation.

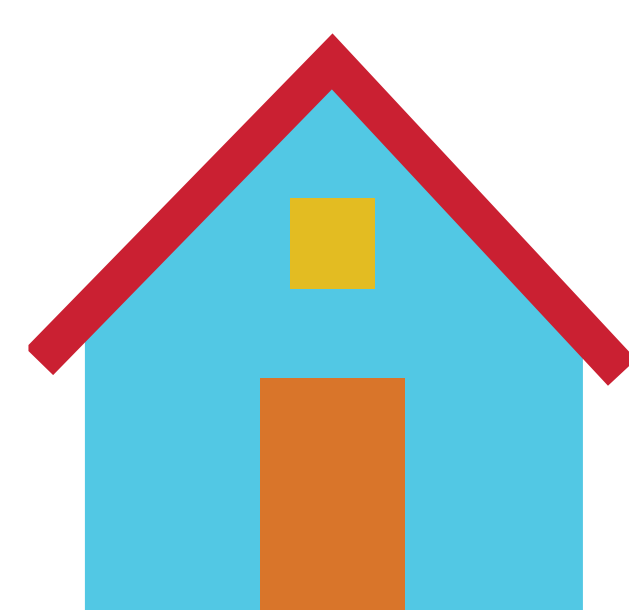
Research questions

- Where do people attempting to switch from smoking to vaping report vaping?
- How do spaces where people vape compare to those where they smoke?

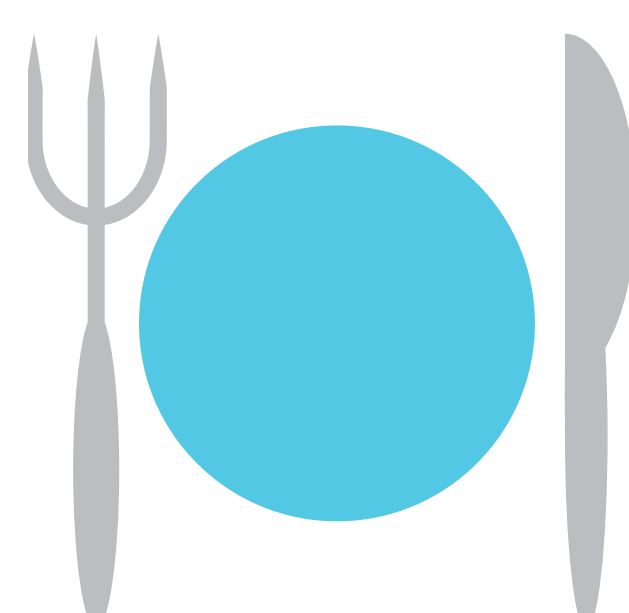
Results



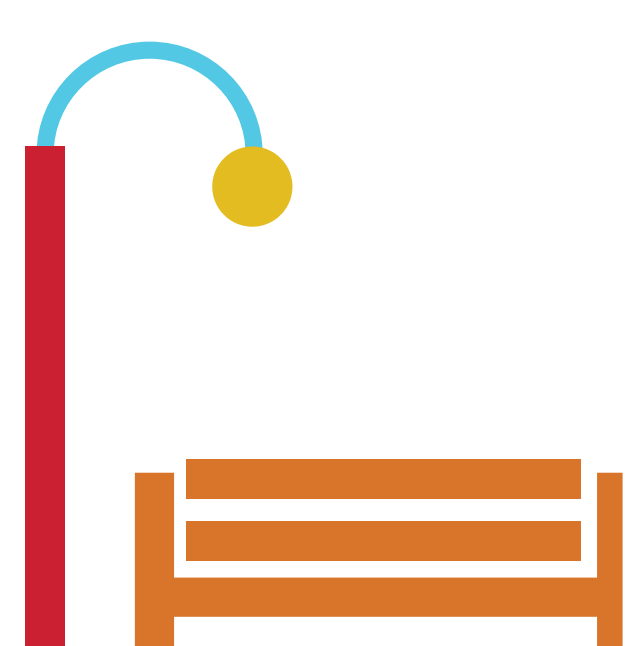
17 participants reported vaping where they would not normally smoke and where they were not allowed to smoke.



Most vaped in their homes (n=16), cars (n=13), or in someone else's home (n=13).



A minority vaped in smoke-free indoor spaces including workplaces (n= 6) and bars or restaurants (n=2).



Vaping frequency in public spaces was much lower than in private areas, such as homes.

Conclusions

Vaping occurred within several smoke-free spaces, particularly homes and cars

Personal smoke-free norms evolve rapidly to accommodate indoor vaping

Policy makers need to move quickly if they wish to ensure public smoke-free spaces are also vape-free

Methods

Longitudinal mixed-methods study with 22 participants (13 women) aged 19 to 55 years for whom we purchased an ENDS device.

Daily diary surveys each day for 18-20 weeks

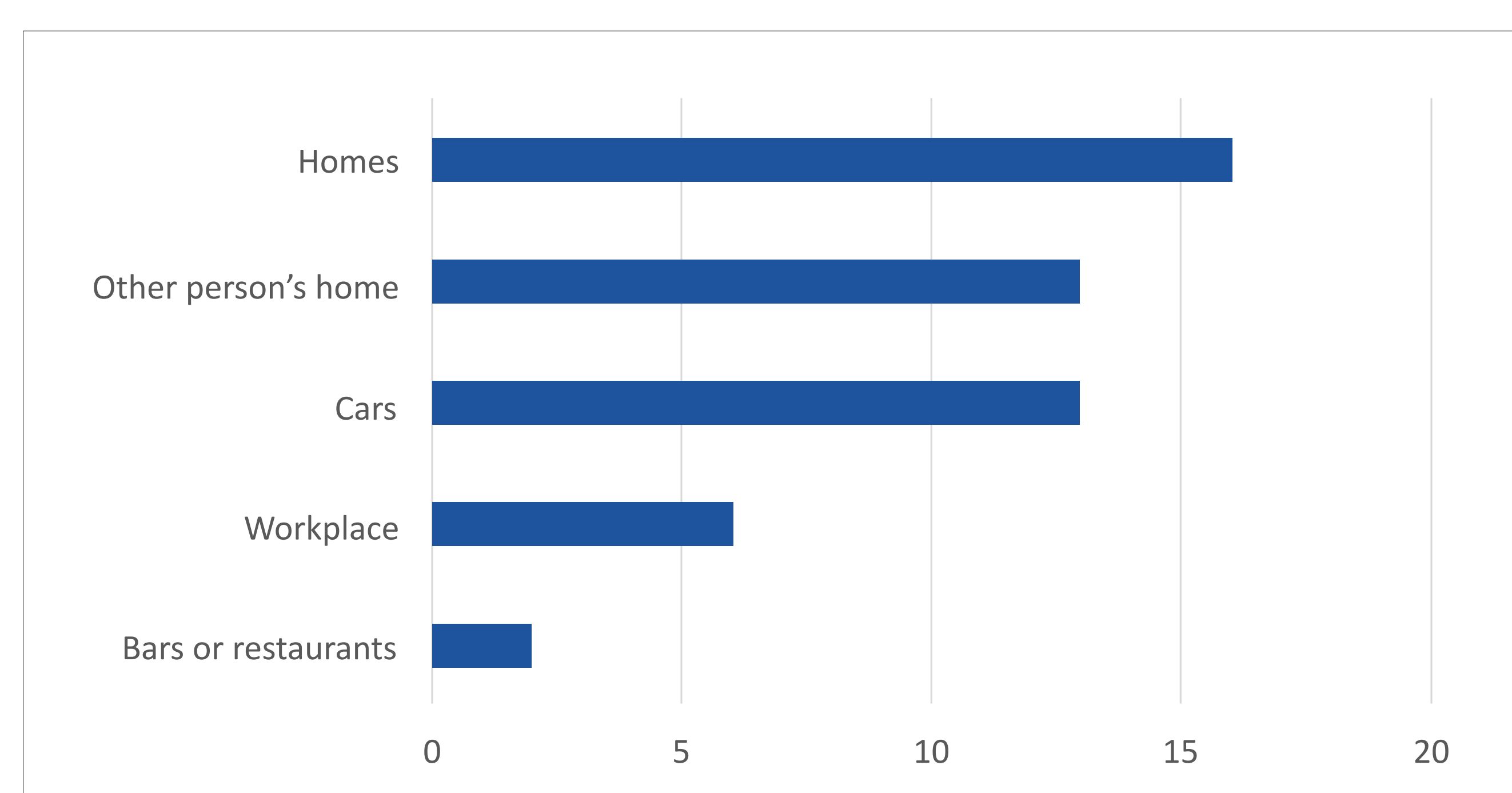
- Participants received a text message (and one reminder text) containing a TinyURL directing them to a Qualtrics-based survey

Survey examined smoking and vaping behaviours

- Where they had vaped
- Whether they had vaped in spaces where they would not normally have smoked or been allowed to smoke



Reported Vaping in Smoke-Free Areas (n=17)



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Conflict of interest statement

There are no conflicts of interest to report