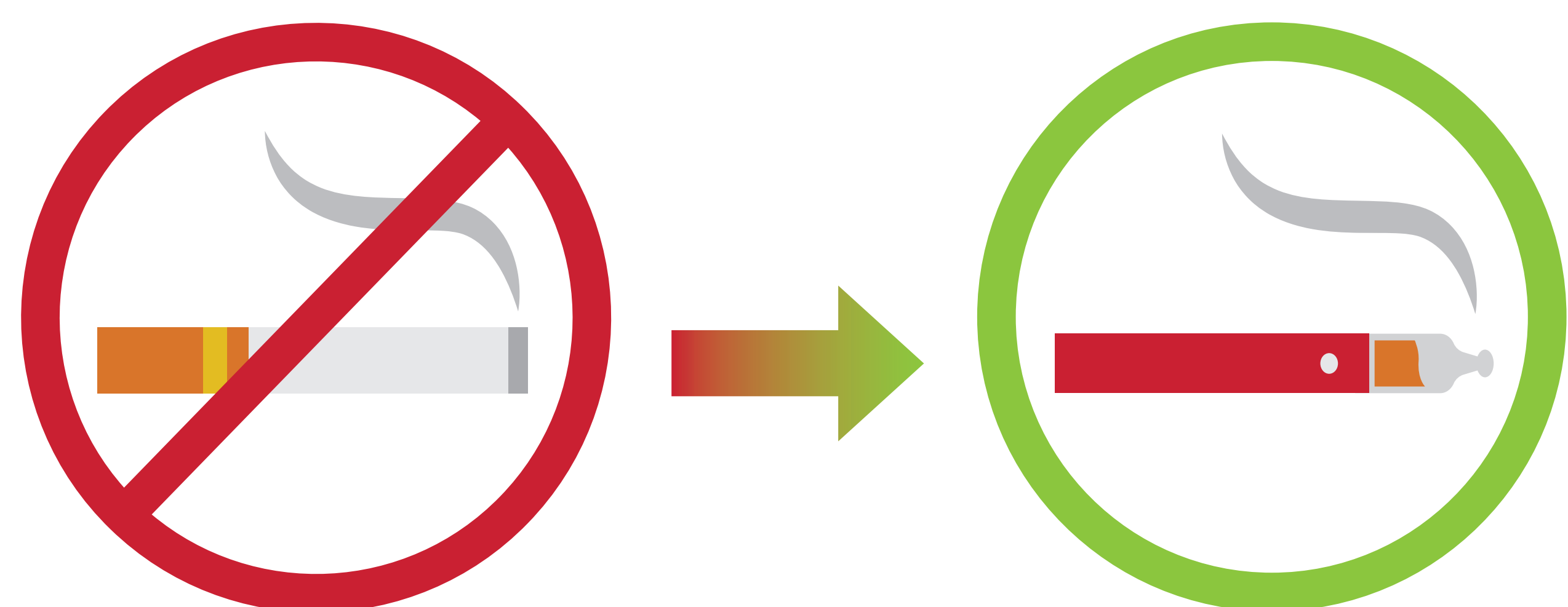


A longitudinal qualitative exploration of smoking and vaping norms

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Background

Many smokers follow self-imposed smokefree norms and smoke in neither their homes nor cars.

- However, they may develop different norms with respect to vaping

Vaping is believed to pose fewer risks than smoking.

- BUT is not risk-free

Should smokefree norms apply to vaping?

Results

16 Sixteen participants reported their homes were smokefree

3 Three sometimes smoked inside

1 One had a special room for smoking

2 Two routinely smoked inside

Of the 16 with smokefree homes, 13 reported vaping inside their home; most had made this change by week 2

Three themes explained these transitions

1. Convenience

Many found indoor vaping more convenient than going outside to smoke

Inclement weather, feeling hungover, and tiredness, all supported this theme

"...I have been vaping inside....which is nice, because it's so cold. Um, so I've been enjoying that aspect of vaping."
(Sophie FU1)

Only three participants extended smokefree indoor norms to vaping because of concerns for their children's health or tenancy requirements.

2. Avoiding judgment

A small minority felt highly sensitive to others' perceptions

Covert vaping inside their homes avoided eliciting negative judgments

"I wouldn't vape in public....don't smoke in public, I don't....vape in public (laughs). Go away and hide....I think it's s-, it's still an act of stupidity like to me, that's my view even though I do it (laughs)."
(Doug FU1)

3. Boundary testing

A minority reported vaping in public indoor settings to test whether and how venue owners differentiated smoking and vaping

"Like I—I just kind of vaped in a few different places to see if I get told off (laughs)....I kind of felt that I was getting away with something I shouldn't be doing. But like the boundaries are so blurry because, you know, does....no smoking, does that mean no vaping? You—you don't know."
(Rea FU2)

Conclusions

- Most participants had smokefree home norms but quickly adopted different norms with respect to vaping.
- Evidence of vaping in smokefree indoor spaces to test boundaries highlights the need for policy that clarifies whether and how smokefree laws apply to vaping.

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Conflict of interest statement

There are no conflicts of interest to report

Methods

Longitudinal in-depth interviews with 22 participants (13 women) aged 19 to 55 years.

- Intake: each participant purchased an ENDS device
- Follow-up interviews at 2, 6, 12 and 18 weeks to probe experiences of switching from smoking to ENDS use

Data analysed using interpretative phenomenological analysis to explore participants' lived experiences of smoking and vaping.

Research questions

- How do people who have recently switched from smoking to vaping perceive second-hand vapour?
- What norms and practices do they adopt?



SMOKEFREE HOME