Presidential Symposium Tobacco Control for All: Addressing Smoking Disparities for Priority Populations

Chair: Marina Picciotto, PhD, Charles B. G. Murphy Professor of Psychiatry and Professor in the Child Study Center, of Neuroscience and of Pharmacology; Deputy Chair for Basic Science Research; Deputy Director, Kavli Institute for Neuroscience, Yale University School of Medicine, New Haven, CT, USA Speakers: Geoffrey Fong, PhD, Professor of Psychology and Public Health and Health Systems, University of Waterloo, Waterloo, Ontario, Canada; Senior Investigator, Ontario Institute for Cancer Research, Toronto, Ontario, Canada; Pebbles Fagan, PhD, MPH, Professor of Health Behavior and Health Education, and Director, Center for the Study of Tobacco, University of Arkansas for Medical Sciences, Little Rock, AK, USA; Monica Webb Hooper, PhD, Professor of Oncology, Psychological Sciences, Family Medicine and Community Health, Case Western Reserve University; Associate Director for Cancer Disparities Research; Director, Office of Cancer Disparities Research, Case Comprehensive Cancer Center, Cleveland, OH, USA; **Andrew Waa, MPH, Ngāti Hine/Ngāpuh, Senior Research Fellow in Public Health, Eru Pomare Māori Health Research Centre, University of Otago, Dunedin, New Zealand**; Linda Alexander, PhD, Senior Associate Dean for Academic, Student and Faculty Affairs; Professor, Social and Behavioral Sciences, West Virginia University, Morgantown, WV, USA

A QUALITATIVE EXPLORATION OF TOBACCO RETAILERS' SUITABILITY TO SELL ELECTRONIC NICOTINE DELIVERY SYSTEMS (ENDS) AMID LEGISLATIVE CHANGE IN NEW ZEALAND

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Significance: In 2017, the New Zealand Government signalled their intention to permit the sale of ENDS, and allow ENDS point-of-sale promotions, with legislative change slated for 2018. This provided a unique opportunity to examine tobacco retailers' response to proposed legislation in order to assess their suitability as ENDS retailers once the legislation has been implemented.

Methods: Using in-depth interviews with 18 owners/managers of tobacco retail outlets prior to the legislative change, we explored tobacco retailers' knowledge of ENDS products, attitudes towards selling tobacco and ENDS, perceptions of the relative risks and benefits of these products, capacity for supporting ENDS users in smoking cessation attempts, and views of the proposed legislation.

Results: Tobacco retailers generally had poor knowledge of ENDS products, misperceptions about their harm relative to tobacco, and provided no or inappropriate advice to customers. While some had strong attitudes either for or against selling ENDS, the majority indicated that whether or not they did so was driven by demand, and of limited influence to their business. In contrast, tobacco was typically considered central to business because of high turnover and ancillary sales. Retailers generally felt that cost-saving was the main benefit of ENDS compared to tobacco, while relatively few viewed it as a smoking cessation tool. Consequently, the capacity of tobacco retailers to support ENDS users in smoking cessation attempts was extremely limited. In terms of the proposed legislative changes, retailers typically supported the legalisation of ENDS, but some expressed concerns around liberalising their promotion.

Conclusions: ENDS should be more readily available than tobacco, but our findings suggest that allowing any type of outlet to stock ENDS alongside tobacco may not be in the users' best interests. Retailers' will continue to prioritise tobacco over ENDS because it is incentivised through rebates and repeat custom, whereas ENDS is not. Further, ENDS training for tobacco retailers is infeasible as the rapidly evolving technology requires expert advice, and the large number of outlets is prohibitive.

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ROLL-YOUR-OWN SMOKERS AS TOBACCO POUCH DESIGNERS

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Significance: No jurisdictions have developed on-pack warnings targeting roll-your-own (RYO) use, even though RYO smokers may have more difficulty quitting and be at greater risk of relapse than other smokers. RYO use is also increasing in many countries; in New Zealand (NZ), half of all smokers report using RYO tobacco, with use especially high among Māori (indigenous peoples), young adults, and people experiencing lower prosperity. RYO-specific on-pouch warnings may be a cost-effective population-level strategy to increase cessation among these priority groups. To assess this idea, we piloted a novel construct-a-pouch elicitation method with NZ RYO smokers to generate initial theme ideas for RYO-specific warnings.

Method: In in-depth interviews, participants successively sorted photos (depicting themes of death, disfigurement, material hardship, financial loss, harm to pets, and chemicals/additives) and three types of messages (headline warning, secondary warning, explanatory message) according to whether the photo or message would be highly likely to prompt an RYO smoker to think of quitting, maybe likely or unlikely. At each sorting stage participants' choices were probed. After each sorting task, the photo or message the participant chose as being most likely to prompt an RYO smoker to think about quitting was placed on a physical pouch mock-up based on NZ's standardised packaging legislation. Participants were prompted to reflect on the pouch they created.

Results: Pouches were constructed by 22 participants (n=11 women) aged 18–67 years. We obtained detailed and rich responses even from participants with no desire to quit, reading difficulties, or passive-aggressive attitudes. Following the interview, over half of the participants gave unprompted feedback that they found the pouch construction task fun and interesting.

Conclusion: The construct-a-pouch method was engaging and well-liked by participants. Our approach is one of the first studies to explore a pouch gestalt, rather than isolated design elements. Participants' engagement suggests this approach could be used to develop more cohesive warning narratives and a more holistic approach to warning design.

CREATING RYO-SPECIFIC WARNINGS: A QUALITATIVE EXPLORATION

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Background: Rising tobacco taxes prompt some smokers to switch to more cost-effective roll-your-own (RYO) tobacco rather than stop smoking. Studies show many RYO smokers believe RYO tobacco is less harmful and more natural than tailormade cigarettes. We used a novel elicitation method to explore on-pouch warnings challenging self-exempting beliefs and potential themes, messages and executions that may prompt thoughts of quitting among New Zealand (NZ) RYO smokers.

Method: During in-depth interviews, participants sorted and selected design elements (photos, messages) to construct a physical RYO pouch they thought likely to prompt an RYO smoker to think about quitting. Photos depicted death, disfigurement, material hardship, financial loss, harm to pets and chemicals/additives; message themes included health warnings, chemicals/additives, addiction, regret, hope, harm to others and cessation efficacy. Messages had both informative and overtly affect-arousing executions, including personal testimonials.

Results: We recruited 22 participants (n=11 women) aged 18–67 years. Over half chose themes of death and regret depicting real, identifiable smokers and personal, affect arousing, loss-framed testimonials. Other themes selected were hardship, finances, harm to pets and chemicals/additives; metaphorical images generally did not resonate with participants. Many participants wove the design elements into a cohesive story that reflected their personal circumstances. Virtually all participants dismissed health-framed, information-oriented messages, and themes of chemicals/additives, and almost none thought their most recently purchased pouch was more likely to prompt thoughts of quitting than the pouch they created.

Conclusion: Nearly all participants constructed pouches markedly different from NZ's recent standardised packaging. Instead of currently used generic health messages, they found personally affecting themes and message executions more salient and impactful. Regret for future losses, and hope that they could avert these, appeared more motivating than fear. Eliciting more diverse emotional responses may be effective in prompting quitting among RYO smokers.

A LONGITUDINAL QUALITATIVE ANALYSIS OF SMOKING TO VAPING TRANSITIONS

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Significance: Although many smokers begin using electronic nicotine delivery systems (ENDS) to quit smoking, smoking to vaping transitions follow varying trajectories and may result in cessation, dual use, or relapse to smoking. Few longitudinal qualitative studies have probed smokers' experiences as they attempt to replace smoking with vaping and little is known about the factors that shape the trajectory they follow.

Methods: Using a mixed methods approach involving a smart e-cigarette, a daily diary survey, and an intake and four fortnightly in-depth interviews, we probed whether and how 15 smokers transitioned from smoking to vaping over an eight-week period. We recruited smokers of varying ages and nicotine dependence who all wished to make a smoking cessation attempt. This abstract reports data from the longitudinal in-depth interviews, which we analysed using an interpretive phenomenological analysis approach.

Results: We identified three key themes in participants' experiences. First, all described how smoking was embedded in their social interactions, and many began their transition concerned with how they would re-create physical smoking attributes such as the hand- and mouth-feel of a cigarette, nicotine hit and inhalation experience, and visual components, such as smoke. Second, those who fully or partly transitioned to vaping developed a taste aversion to smoking and had strong vaping flavour preferences. Third, those who transitioned fully to vaping found their affiliation with other vapers increased; they noticed vaping more, felt cued to vape when they saw others vape, and became more assertive in how and where they vaped. However, some also reported feeling outsiders, particularly if smoking remained normative in their social group.

Conclusion: Smokers beginning to vape may need guidance about how to use vaping to recreate attributes of smoking they value. Some may also need to manage the stigma of vaping, which implicitly threatens normative smoking practices and may prompt dual use patterns or even reversion to smoking.

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PACIFIC YOUNG ADULTS' RELATIONSHIP WITH SMOKING: A TALANOA-INFORMED INVESTIGATION

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Significance: Despite large reductions in smoking among younger New Zealand adolescents of all ethnicities, Māori and Pacific young adults aged between 18 and 25 have the highest smoking prevalence of any population group. Because we know little about Pacific young adults' smoking practices, we explored smoking uptake, settings, and perspectives on cessation, among this under-researched population group.

Methods: We conducted 23 in-depth interviews with New Zealand-based Pacific young adults using a Talanoa-informed approach. Participants identified with at least one South Pacific ethnicity and had smoked for at least six months prior to participating in the research project. Interviews were conducted from November 2017 to January 2018; the transcripts were analysed using a thematic analysis approach.

Results: Smoking initiation typically occurred in social settings, alongside friends or siblings, and often fuelled by alcohol. Participants reported rapid transitions from initiation to regular smoking and nicotine dependence. Smoking created connections that facilitated social interactions, though was also a source of shame and a behaviour they hid from their parents. Participants regretted the loss of control addiction caused, yet used smoking to control stress arising from financial, work, and family pressures. Although most wished to quit in the longer term, few envisaged quitting in the short term as they privileged the pleasure and relief smoking brought over the risks it posed.

Conclusions: Pacific young adults have a complex and ambiguous relationship with smoking, which both enhances and challenges their social standing. Interventions that decrease social supply of tobacco and provide alternative tools for stress management could reduce smoking uptake among this group.

SUPPORT AMONG SMOKERS AND RECENT QUITTERS FOR MEASURES INCLUDED IN A PLAN TO ACHIEVE SMOKEFREE 2025: FINDINGS FROM THE ITC NEW ZEALAND SURVEY

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Significance: New Zealand (NZ) has an endgame goal – Smokfree Aotearoa 2025. In the face of evidence that the goal will not be achieved with current prevalence trends and absence of a Government strategy for achieving the goal, the NZ tobacco control sector developed the Achieving a Smokefree Aotearoa Action Plan (ASAP). This recommends endgame measures to reduce the availability, affordability and appeal of smoked tobacco products such as substantial reductions in retail tobacco supply and mandated denicotinised cigarettes as well as intensification of existing strategies. We explored support among smokers and recent quitters for measures included in the ASAP plan.

Method: Data came from the first wave (Aug 2016-April 2017) of the International Tobacco Control (ITC) New Zealand Survey. The sample comprised 1082 smokers and recent quitters, including 361 who identified as Māori (indigenous peoples of NZ). Data were collected through CATI interviews and included questions assessing support for most of the main recommended measures in the ASAP plan.

Results: Around half participants supported reducing the number of places selling tobacco products, and removing all additives from cigarettes. There was strong (80%) support for removing the nicotine from smoked tobacco products if alternative products to deliver nicotine were available. Only 32% supported large tax increases, but 69% supported tax increases if revenue was dedicated to help smokers quit. There was substantial support for most other ASAP measures. Support was generally stronger among recent quitters and among smokers planning to quit, and was similar by ethnicity except Māori and Pacific were more likely than non-Māori non-Pacific participants to support measures to reduce the availability of tobacco products.

Conclusions: We found substantial support for most of the measures proposed in the ASAP report, with particularly strong support for reducing nicotine in cigarettes. Support among the overall population is likely to be much higher. These findings suggest that introducing a comprehensive range of measures to achieve the Smokefree 2025 goal is feasible from the perspective of smokers and ex-smokers.

SMOKERS' AND NON-SMOKERS' ASSESSMENT OF STRATEGIES TO MANAGE TOBACCO PRODUCT WASTE

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Significance: The trillions of cigarette butts littered each year cause serious environmental damage and impose significant clean-up costs on local authorities. Tobacco companies have framed smokers as both the cause of this problem and the source of its solution. However, an extended producer responsibility perspective challenges this view and holds tobacco companies responsible for the full life-cycle costs of tobacco product waste (TPW). Although these perspectives support very different interventions, we know little about how the public perceives TPW or strategies that could address this problem.

Methods: We conducted an online survey of 396 New Zealand smokers and 414 non-smokers to estimate awareness of TPW, attribution of responsibility for TPW to different actors, and support for interventions designed to reduce TPW. We used descriptive analyses and logistic regression models to examine associations between demographic attributes and smoking behaviours, and perceptions of TPW and potential solutions to this problem.

Results: Few respondents saw TPW as a major threat to the environment, though most agreed butt litter was toxic to the environment and not biodegradable. Smokers and non-smokers held different views on which measures would have the greatest impact on TPW, with smokers favouring educative approaches that targeted individual smokers, such as advertising campaigns (OR 1.59 CI 1.17 - 2.15) or on-pack labelling (OR 1.93 CI 1.45 – 2.57). By contrast, non-smokers supported policy interventions that targeted tobacco companies, such as changing the product design by disallowing filters (Smokers OR .44 CI .44 - .59) or adding a levy of $2 to fund clean-up costs (Smokers OR .49 CI .37 - .66).

Conclusions: Increasing awareness of TPW and tobacco companies' role in creating this problem could foster support for product stewardship measures that relocate the costs of managing TPW to tobacco companies. Nonetheless, policy measures should aim to increase smoking cessation and decrease uptake, as reducing smoking prevalence presents the best long-term solution to reducing TPW.

PATTERNS OF TRANSITION: CIGARETTE AND ENDS USE IN SMOKING CESSATION ATTEMPTS

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Significance: Smokers who begin using an electronic nicotine delivery system (ENDS) will face fewer health risks if they transition fully from smoking to ENDS. However, dual use of both smoked tobacco and ENDS is commonly reported, raising questions about how transition from smoking to vaping (and from vaping to becoming vape-free) occurs, and what 'dual use' means.

Methods: We used a mixed methods longitudinal approach to examine transition patterns among 28 participants who smoked and were willing to make a quit attempt using an ENDS device. Participants completed a baseline interview and were bought an ENDS device costing up to NZ$80. They attended follow-up interviews at weeks 2, 6, 12 and 18; 22 participants completed at least four interviews. During follow-up interviews, participants completed a day-grid that recorded their smoking (number of cigarettes each hour) and vaping practices (number of vaping 'sessions' and puffs per session) throughout the day.

Results: Analysis of the day-grids showed five distinct patterns: no transition to exclusive vaping with sustained smoking; slow transition to exclusive vaping with sustained smoking for several weeks; slow transition with episodic smoking for several weeks; rapid transition to exclusive vaping with declining ENDS use over time; rapid transition to exclusive vaping with increasing ENDS use over time.

Conclusions: Transitions from smoking to vaping showed considerable variation. Dual use describes very different smoking and vaping practices, not all of which appear to lead to exclusive vaping. If these patterns hold with larger samples, they could inform more specific cessation advice regarding the speed of transition, management of 'sticky' cigarettes, the need for complete transition, and potential vaping cessation. Future work could examine whether transition patterns vary by heaviness of smoking, thus enabling more targeted advice that recognises variation in smoking frequency.

BUTTING OUT: A QUALITATIVE ANALYSIS OF RESPONSES TO TOBACCO PRODUCT WASTE

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Significance: Of the more than five trillion cigarettes smoked each year, around three quarters are discarded, making tobacco product waste (TPW) the most commonly littered item in the world. Non-biodegradable cellulose acetate filters create large quantities of environmental waste and impose significant costs on local authorities. Understanding support for different waste management interventions would provide important guidance to policy makers.

Methods: We used social media platforms and community advertising to recruit participants whose demographic attributes and smoking behaviours varied. Using in-depth interviews, we probed how New Zealand smokers (n=16) and non- or former smokers (n=18) evaluated eight measures located at different points on a personal-to-producer responsibility continuum. These allocated the responsibility and costs of managing TPW to different actors and ranged from fines on smokers to levies on tobacco companies.

Results: Non-smokers typically favoured interventions that punished smokers for discarding butts, such as fines or levies added to the cost of tobacco but refunded when smokers returned butts in a pack. Non-smokers also supported increasing smoke-free areas to reduce butt littering. Smokers were less likely to support these measures and more likely to support population wide education or social marketing. Although both groups recognised tobacco companies' role in creating TPW, only a minority thought measures holding the industry to account would succeed and most believed the industry was likely to pass on costs to smokers or litigate to challenge the policy.

Conclusions: Despite knowing filters are not bio-degradable, tobacco companies have relocated responsibility for TPW to smokers and refused to accept accountability for their products' environmental effects. Our findings suggest these arguments have influenced smokers and non-smokers, who seldom associate TPW with tobacco companies. A two-stage process, beginning with a social marketing strategy, could foster public support for policies that hold the tobacco industry accountable for its products and practices, and support the eventual introduction of those policies.

EXPLORING COMBUSTIBLE CIGARETTE INNOVATIONS IN A SMOKEFREE WORLD

Chair: Janet Hoek

Speakers: James F. Thrasher, Janet Hoek, Crawford Moodie

Discussant: Tim Dewhirst

Described as a highly engineered nicotine dosing system, combusted cigarettes have addicted billions of smokers and caused most to die prematurely. Analyses of industry documents demonstrate how tobacco companies created and aggressively marketed an exquisitely addictive product while simultaneously denying nicotine's effects. Yet recent years have seen an apparent transformation as tobacco companies declare their vision of a smokefree world, intention to resile from selling combustible tobacco, and commitment to 'reduced harm' alternatives. To assess these assurances, we need a deeper understanding of how tobacco companies' recent product innovations and overall product portfolios align with smokefree goals. In this symposium, we examine the extraordinary growth of flavour capsule variants (FCVs); FCVs contain flavour beads embedded in the filter that, when squeezed, break, release the flavour, and create a customised and potentially more palatable smoking experience. Specifically, we will discuss recent findings from the US, the UK, and New Zealand, and offer international perspectives on how this innovation may affect combusted tobacco use and its alignment with tobacco companies' newly articulated vision of a smokefree world. Dr Hoek will locate product innovations such as FCVs within a progressive policy context and explain how product development is replacing other elements of the marketing mix. She will also will outline findings from experimental studies estimating smokers' and susceptible non-smokers' responses to FCVs that suggest FCVs may function as a gateway product. Dr Thrasher will discuss data from the first three waves of the PATH study and highlight differences in flavour capsule use across subgroups of adolescent and young adult smokers, as well as how FCV users perceptions of their brand differs from those who smoke other brand varieties. Dr Moodie will explain determinants of FCV use among UK smokers. Dr Dewhirst will summarise the presentations, discuss their implications for future research and smokefree policy, and consider how the emergence and growth of FCVs fit with tobacco companies' stated goal of supporting a smokefree world.

SCAMPI: A WECHAT-BASED APP TO SUPPORT CHINESE MEN TO QUIT SMOKING

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Significance: Half of all men in China smoke tobacco but reaching them with support to quit smoking is challenging. We developed a theory-based, culturally-contextualised smoking cessation programme, SCAMPI, that operates within the most widely used social media app in China, WeChat (1.04 billion subscribers; 200 million regular users).

Methods: Using a programme development questionnaire based on literature on smoking in China's male smokers and on smoking behaviour change models (specifically, Michie's COM-B model and Behaviour Change Theories), we conducted an iterative, collaborative prototype app development process over one month with 20 male smokers in China, participating remotely using WeChat. We elicited their preferences for smoking cessation app user interface and user experience features and incorporated them into the final app design. We then commenced a pilot digital randomised controlled trial (N= 80), with participants being recruited, randomised and followed up weekly over 3 months, exclusively via WeChat with validation of self-reported quitters by salivary cotinine tests. Control participants receive information about smoking cessation care available in China, and all participants receive micro-incentive payments for providing data on their smoking throughout the trial.

Results: In one month of collaborative development, the SCAMPI prototype app recorded 948 visits, 272 mentions in WeChat users' conversations, and 80 posts on "Moment". Engagement was optimised by the interactive, iterative development process with potential end-users and integration within the widely used WeChat platform.

Conclusions: It is feasible to engage smokers to co-develop a theory-based culturally adapted cessation app and conduct a fully digital trial of the app within the WeChat social media platform. If the pilot results for efficacy are supportive, this programme will be tested in a full-scale RCT and, potentially thereafter, available to millions of Chinese men who smoke and use WeChat.

HOW DO VAPING PRACTICES EVOLVE? A QUALITATIVE ANALYSIS

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Significance: Numerous studies have examined smoking to vaping transitions and the identity shifts that occur as smokers become vapers. However, few studies have probed how, or in what circumstances, movement from vaping to becoming vape-free occurs. Nor have researchers explored factors that reinforce vaping identities, foster continued vaping, and impede vaping cessation.

Methods: Using social media platforms, we recruited 14 exclusive daily vapers who had not smoked tobacco within the last month and undertook in-depth interviews to probe their identity positions and vaping practices. Participants' ages ranged from 21 to 50; all used third generation devices and their stated intentions to quit vaping varied.

Results: Although participants began vaping to quit smoking, their initial pragmatic, functional perspective often changed and many came to see vaping as a hobby where they acquired expertise and experienced pleasure. Participants' enjoyment of vaping had different dimensions, but each comprised new ritualistic practices that created social capital. Some participants had evolved into flavour mixologists who customized the blends they vaped and created bespoke taste experiences. Others used the large vapour clouds they created to practise and perform 'tricks' that their peers admired and envied. Yet others described their vapes as 'toys' and saw themselves as 'techies' with the skill and knowledge to craft devices with unique performance attributes. Establishing themselves as mavens within their communities offered this group status and esteem they had never derived from smoking and provided a powerful incentive to continue vaping.

Conclusion: Because vaping represented pleasure without guilt and provided hedonic experiences that lacked the stigma of smoking, many participants revised their initial intentions to become smoke-free and vape-free, and saw little reason to quit vaping. Our findings highlight the need for careful monitoring of vaping's longer-term effects and analysis of the advice provided to smokers who commence vaping.

ENDS UPTAKE AMONG MĀORI AND PACIFIC SMOKERS: A QUALITATIVE ANALYSIS

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Significance: Although many smokers wish to transition to ENDs, several find the process difficult and revert to smoking. In New Zealand, Māori and Pacific peoples are disproportionately burdened by smoking, and could potentially gain greatest benefit by moving to exclusive ENDS use. More detailed understanding of Māori and Pacific smokers' experiences of ENDS use and uptake could enable better support to be offered to them, and ultimately reduce health inequities.

Methods: We undertook in-depth interviews with 16 Māori and Pacific dual users (n=8) and exclusive ENDS users (n=8) who had diverse smoking histories. We probed participants' movement from smoking to vaping, including the information and advice they sought, the challenges they faced, and whether and how they addressed these. We also explored factors that assisted transition. We managed the data using NVivo and used a thematic analysis approach to interpret the transcripts.

Results: We identified two overarching themes that represented the challenges participants faced and the factors that supported ENDS use. Challenges had physical and social dimensions: the latter included unpleasant initial experiences with early devices, difficulty creating a satisfying experience, unavailability of information, and poor guidance from retailers. Social challenges focussed on smoking's normative status, particularly in settings involving alcohol, which created pressure to relapse. Participants had varied experiences of stigma; some felt vaping liberated them from smoking's tainted smell while others felt outsiders if they did not smoke. Supportive factors included whanau networks and the highly reinforcing effect of cost savings and immediate health benefits.

Conclusions: Participants found the transition to ENDs use challenging and several factors impeded exclusive ENDS use. Possible interventions include structured community support so ENDS use rather than smoking becomes normative, and where potential ENDS users can form trusted relationships and access expert cessation advice.

FINDINGS FROM THE INSPIRED (NETWORK TO SHARE INSIGHTS ON TOBACCO ENDGAMES) PROJECT

Thornley L, Edwards R, Schwartz R, Hara M, Clancy L, Duffy S, Gilljam H.

Significance: 'Endgame' thinking is increasingly influential in international tobacco control. Six countries (Canada, Ireland, Finland, New Zealand, Scotland and Sweden) adopted government-endorsed endgame goals between 2010 and 2018. We present an overview of the emerging lessons, based on the current status and experiences of these countries.

Methods: We collected data using a structured template on the nature of the endgame goal and context, current status, activities and learnings from each country. The template was completed iteratively through review of relevant documents by the New Zealand coordinating team and through information gathered from in-country key informants (tobacco control experts, researchers, advocates and policy-makers). Data were analysed and synthesised to identify key lessons learnt, including enablers and barriers for achieving endgame goals.

Outcomes: The nature of the endgame goal varied greatly, for example in the target date and approach to non-smoked tobacco products and e-cigarettes. Finland's endgame goal, for example, is unique in its aim to eventually eliminate all nicotine products. The goals of the other countries are focused on tobacco products.

The six countries have fully or partially implemented most core tobacco control interventions, and five countries have a national tobacco control strategy. However, other than some restrictions on additives to tobacco products, none of the countries has implemented, or has plan to implement, radical proposed endgame strategies such as major reductions in supply of tobacco products or mandated denicotinised cigarettes.

Key enablers for the endgame goals identified included public and political support, government commitment, strong NGOs and NGO advocacy, and high levels of cross-sector collaboration and supporting structures. Major barriers included competing political priorities, limited resources and capacity, lack of unity in the tobacco control sector, and tobacco industry tactics and interference. Progress on reducing disparities in smoking was a major challenge for all six countries.

Implications: Learning from the experience of countries with endgame goals has importance globally. The findings will help other countries decide whether to adopt an endgame goal for smoking, and provide useful, evidence-informed information for how best to achieve such a goal.

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