

AN ANALYSIS OF FACTORS PROMPTING ENDS USE AND DISCONTINUATION AMONG FORMER VAPERS

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INTRODUCTION

- Smokers who switch completely from smoking to vaping could reduce the health risks they would otherwise face;
 - BUT**, not all smokers successfully make this switch.
- Non-smokers who begin vaping may face greater risks than if they had remained vape-free and smoke-free.
- Greater knowledge of factors prompting ENDS use and discontinuation could inform measures to:
 - Sustain uptake among smokers;
 - Limit trial and continued use among non-smokers.

RESEARCH QUESTIONS

- What factors prompt ENDS use and vaping cessation among smokers and non-smokers?

METHODS

Sample and Procedure:

- We conducted an online survey of 1005 New Zealanders using a sample from Dynata, an online panel provider.
- We report on 302 former vapers (previously vaped but no vaping reported in the last 30 days);
 - The former vaper sample comprised:
 - 148 smokers
 - 70 former smokers
 - 84 never-smokers

Measures

- Respondents were given lists of factors associated with vaping uptake and cessation, and identified which factors prompted their own vaping uptake or cessation.

RESULTS



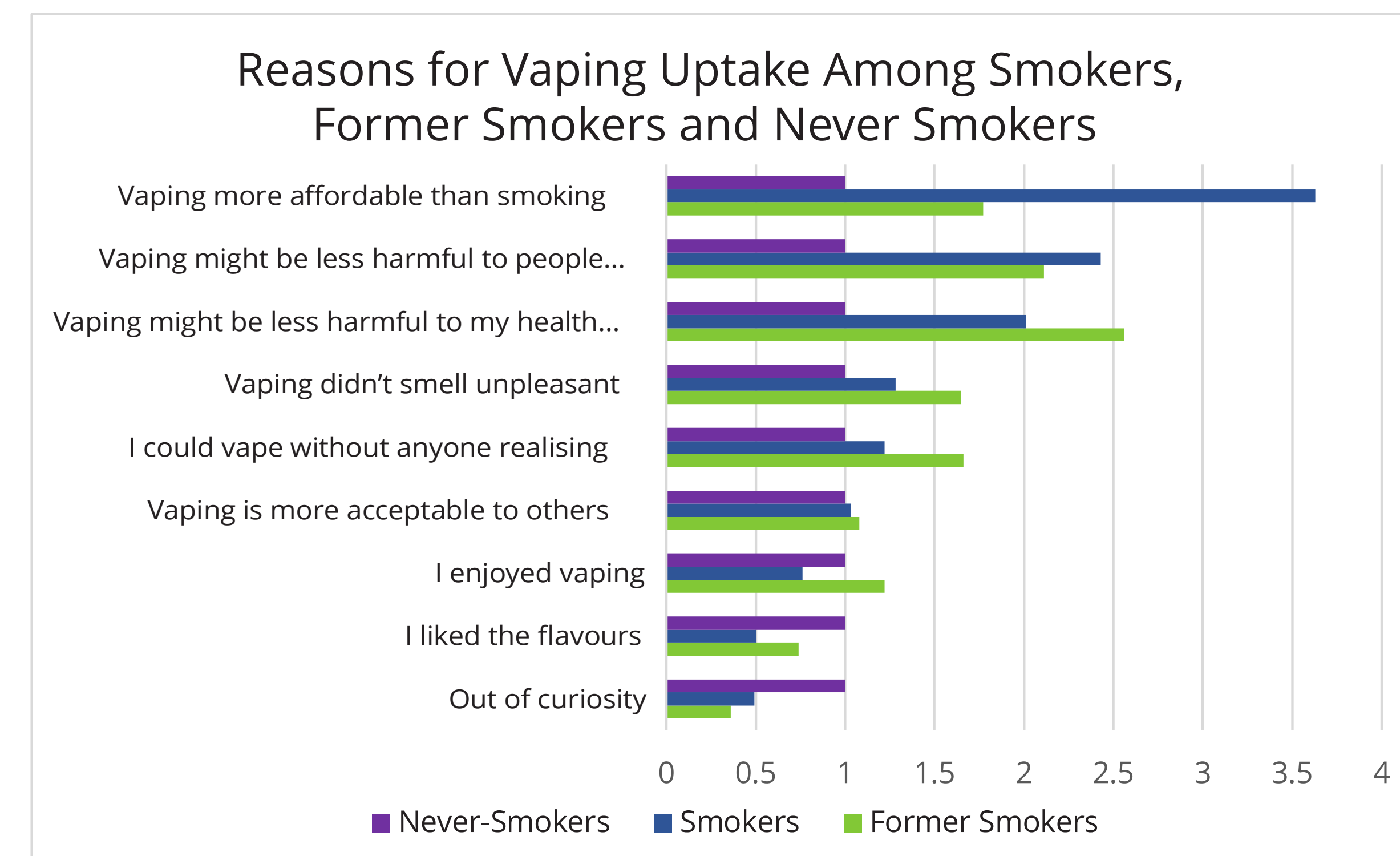
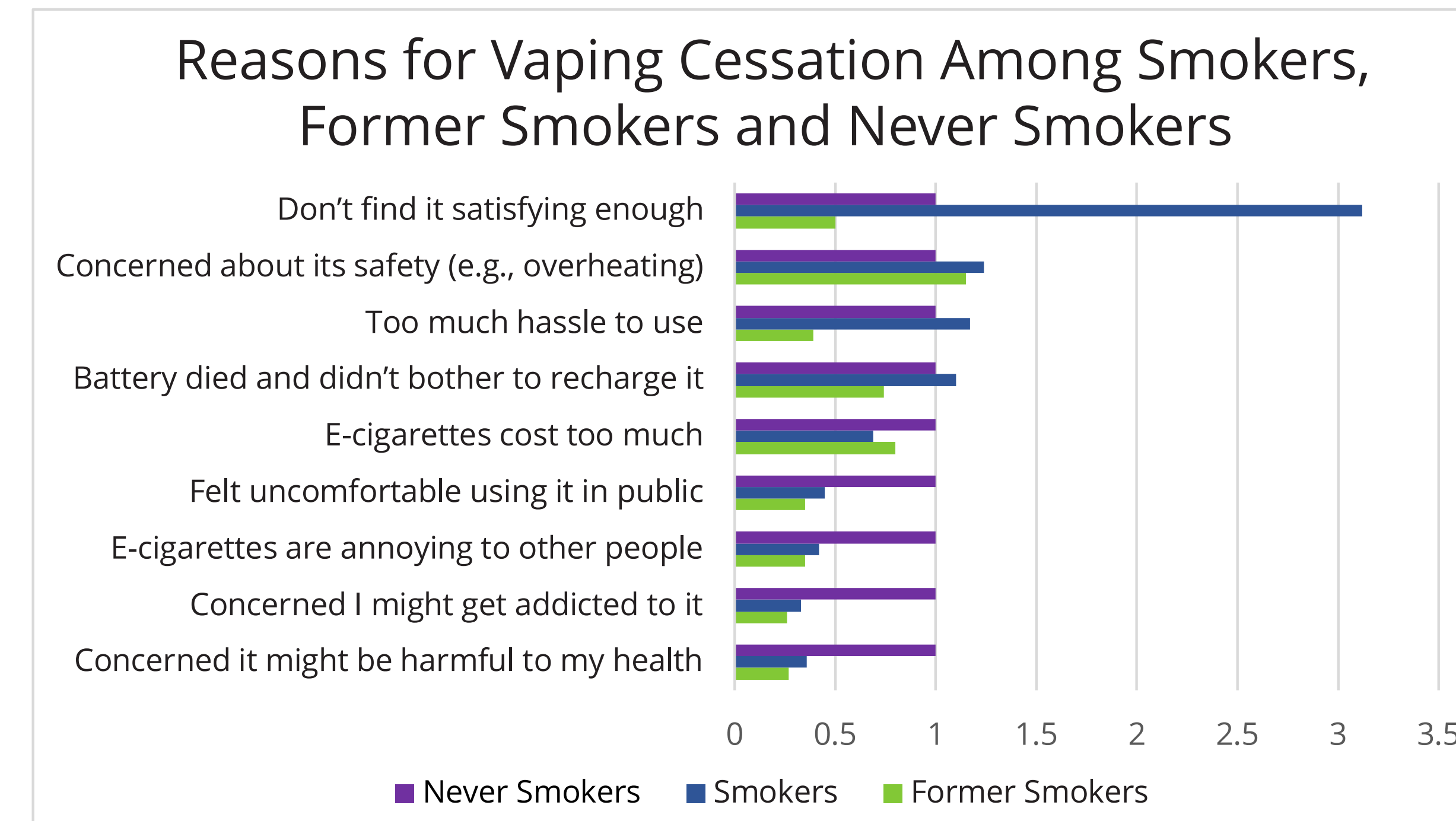
Reasons for vaping uptake

- Smokers were **more likely** than former smokers or non-smokers to cite affordability.
- Smokers and former smokers were **more likely** than non-smokers to cite reduced health risks as a reason for vaping.
- Non-smokers were **more likely** than smokers or former smokers to cite curiosity.



Reasons for vaping cessation

- Smokers were **more likely** than former smokers or non-smokers to have stopped vaping because it was not satisfying.
- Smokers and former smokers were **less likely** than non-smokers to have quit vaping because of:
 - Health concerns;
 - Discomfort from vaping in public;
 - Concerns vaping annoyed others;
 - Concerns they could become addicted to vaping.



CONCLUSIONS

- Reducing vaping uptake among non-smokers**
 - Measures to **reduce curiosity** could include reducing exposure, via marketing and supply restrictions
- Sustaining ENDS use among smokers**
 - Measures to **promote satisfaction** could include offering better initial advice about vaping and encouraging persistence.

ACKNOWLEDGEMENTS

This project was funded by the Health Research Council of New Zealand (grant 16/149). Luke Pilkinton-Ching for this poster design.

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CONFLICT OF INTEREST STATEMENT

There are no conflicts of interest to report.

