

Views about e-cigarettes among smokers and recent quitters: results from the New Zealand ITC project

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*From vision to reality:
A tobacco-free Oceania*

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The International Tobacco Control (ITC) Project

- International collaboration currently in 28 countries
- Monitors progress towards FCTC
- Robust cross-country comparable cohort study design
- Coordinated through University of Waterloo, Canada



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- Other ITC Project teams and investigators
- Advisory Group



Background



- Nicotine containing e-cigarettes (ECs) and e-liquids not legally available for sale in NZ, but can be imported for personal use
- Likely to be made widely available in 2018
- Limited data on awareness, patterns of use, and beliefs and attitudes towards ECs among NZ smokers and EC users

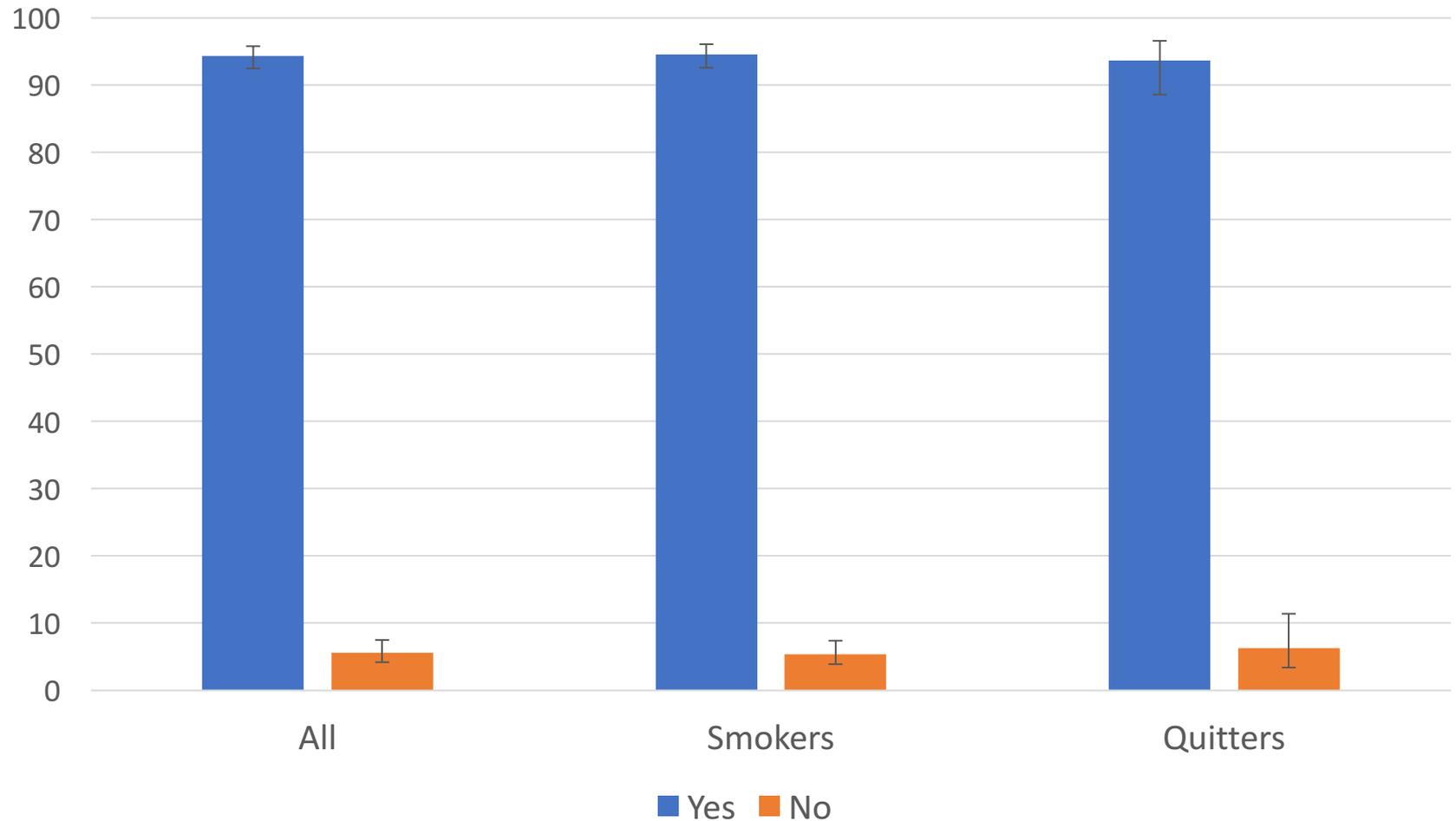
Objectives

- Explore awareness, knowledge, beliefs and attitudes towards e-cigarettes among NZ smokers and recent quitters;
- Discuss implications of findings for practice, policy and research

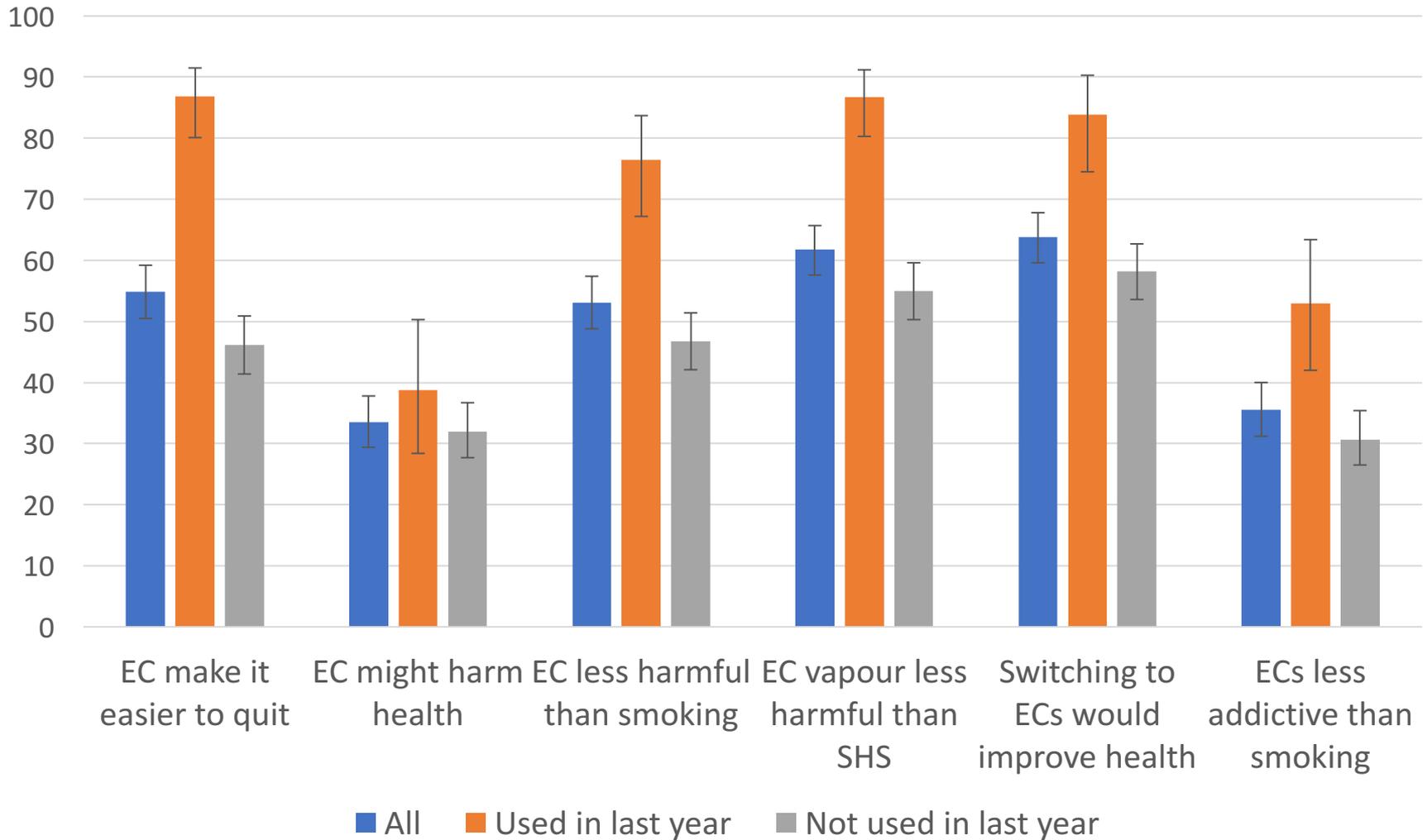
New Zealand ITC Project

- Cohort recruited from large national health survey (NZHS)
- CATI survey, Wave 1 Sept 2016 – April 2017
 - Follow-up 2018
- 881 smokers & 274 recent quitters
 - 35.2% of invited participants completed at least some of the survey after excluding invalid phone numbers)
 - Māori : 320 smokers, 66 recent quitters
- Analysis accounts for over-sampling of some participant groups in the NZHS/ITC sampling stages
- Analysis presented for questions relating to awareness, knowledge and views about e-cigarettes

Have you ever heard of electronic cigarettes, also called e-cigarettes, vapes, or vaping devices?



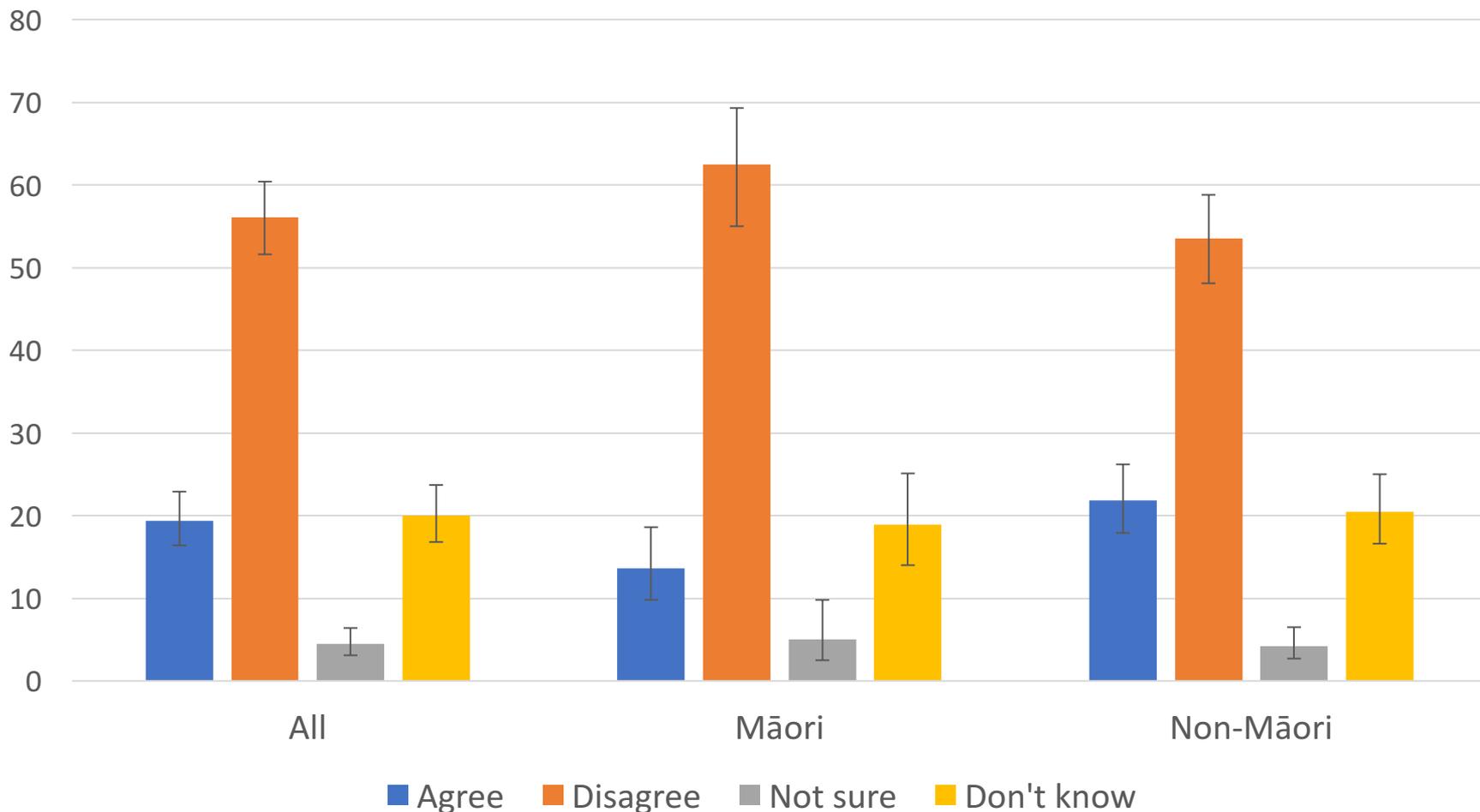
E-cigarette beliefs: overview



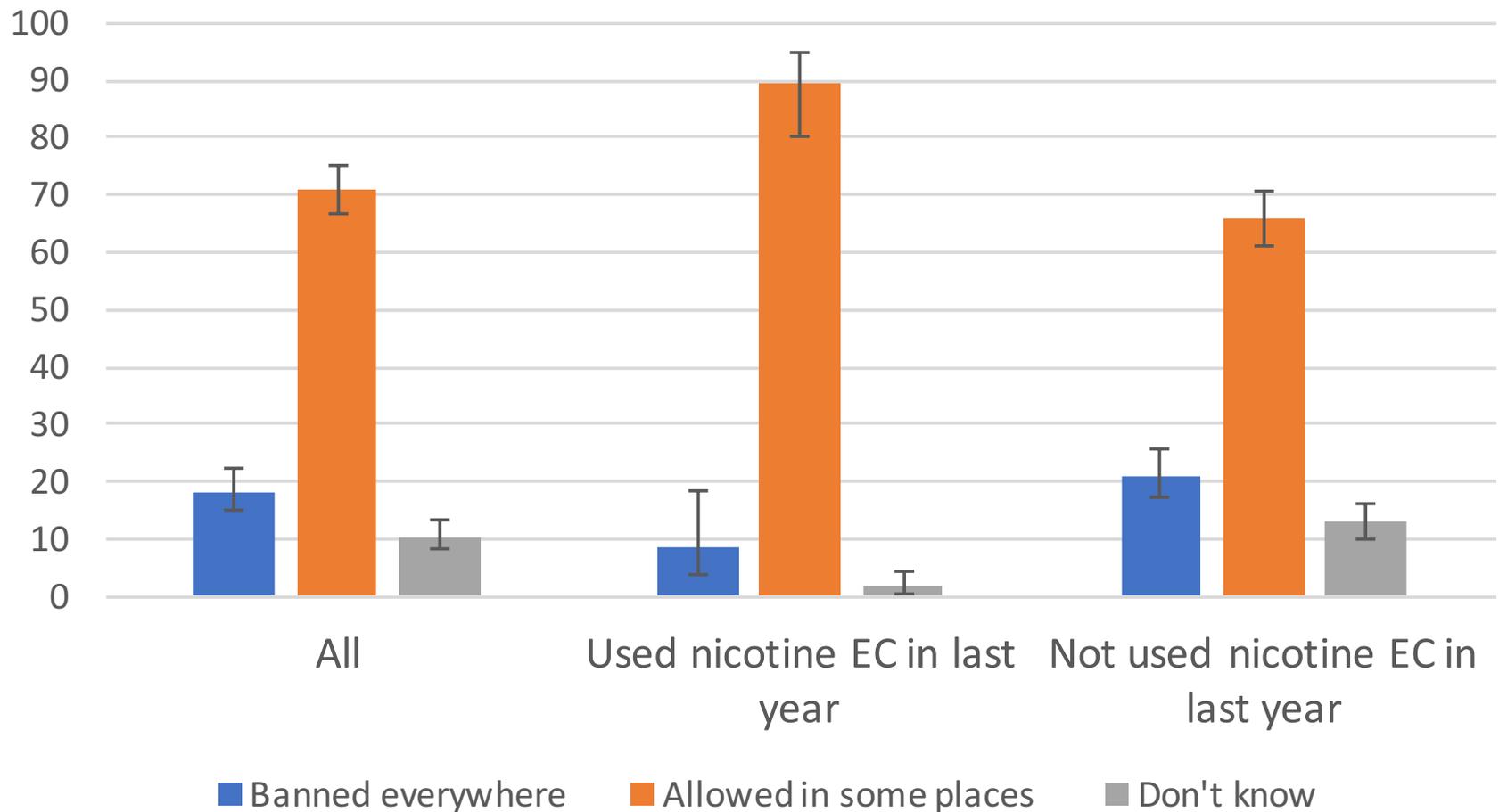
E-cigarettes accessibility: e-cigarettes are too expensive



E-cigarettes accessibility: e-cigarettes are too hard to get

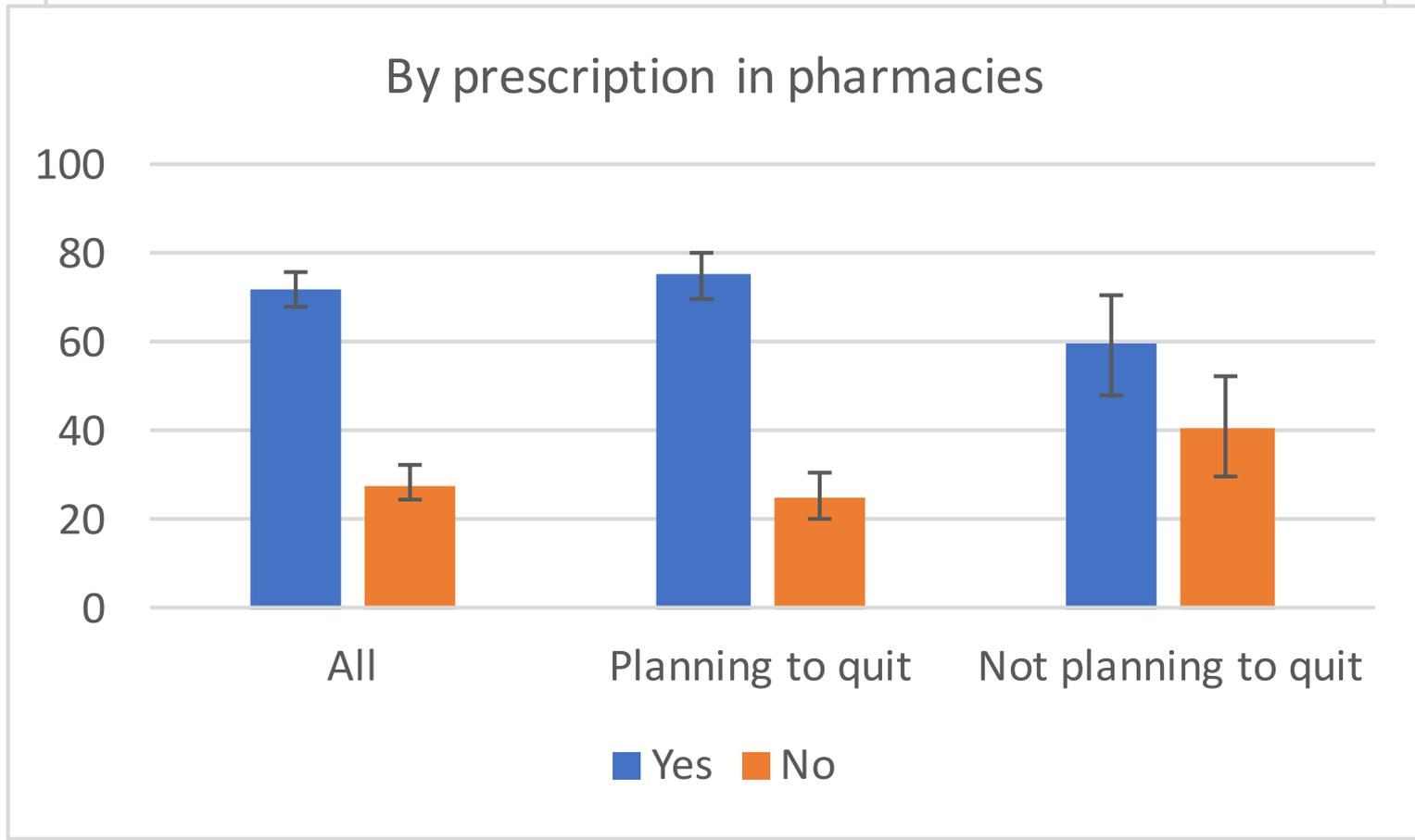


In your opinion, should advertising of e-cigarettes and vaping devices be banned everywhere or allowed in some places?

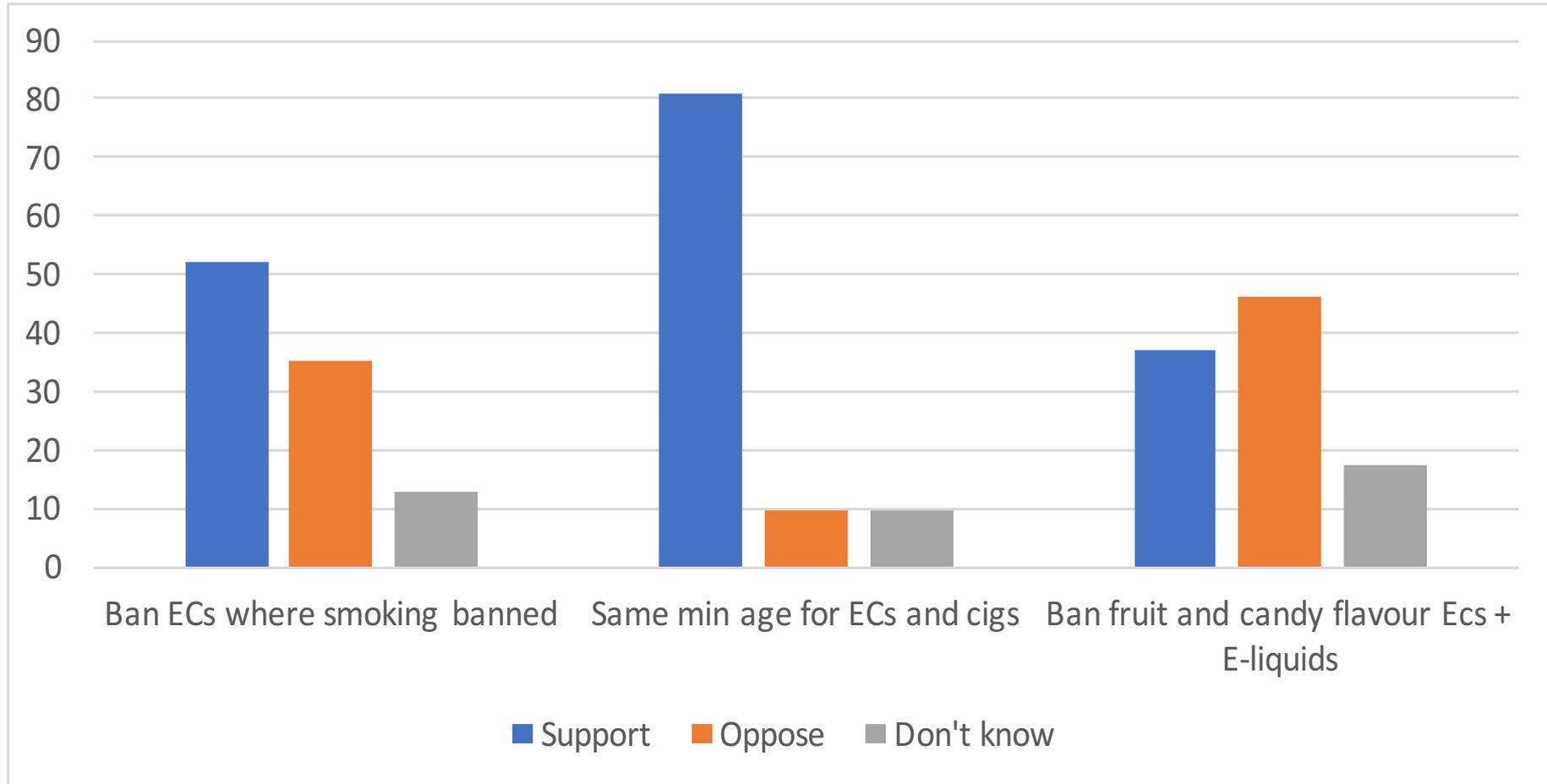


In which ...[places] ...do you think nicotine-containing e-cigarettes and e-liquids should be available in New Zealand?

- 47% 'Yes' for 'in any shops that want so sell these products'
- 86% 'Ye's for specialist vaping and e-cigarette shops



Level of Support for 3 proposed e-cigarette policies: NZ ITC survey 2016-17



Key findings

- Most participants (especially recent users) had positive views of ECs – e.g. help quit, less harmful than cigarettes
- Most participants (especially regular users) did not think ECs are too expensive
- Most participants did not think ECs are too hard to get
- Mixed views on EC-related policies:
 - Strong support for minimum age for purchase and availability by prescription in pharmacies and specialist shops
 - Mixed views on bans on EC use in smokefree areas and on candy/fruit flavours or availability in all shops
 - Most opposed bans on advertising

Conclusions

- Data quite preliminary, implications debatable, and public opinion of smokers/recent quitters is not the only consideration!
- Some support for more constrained roll out of availability of nicotine-containing ECs and e-liquids i.e.
 - ECs mostly not seen as too hard to get,
 - mixed views on making generally available,
 - very strong support for availability through prescription in pharmacies and in specialist vape shops
- Education about ECs to further increase knowledge of relative health effects of ECs compared to smoked tobacco products may be important to encourage switching
- Bans on flavours – needs careful exploration of policy options
- Minimum age of purchase strongly supported



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora
Thank you

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