

Call of Abstracts - "International conference on the E-Cigarette: patterns of use and health impacts"



Call of abstracts

"International conference on the E-Cigarette: patterns of use and health impacts" - Paris, on 5-6th December 2022

Submission form

Poster & oral presentation

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Background information

Type of submission

Oral or poster

Theme of conference

Patterns of use

Keywords

Dual user

Perceptions, representations, beliefs

Trajectories of users

Abstract title

Do smokers in a snus-prevalent society consider e-cigarettes a relevant replacement for cigarettes if they should stop smoking?

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Abstract details (poster & oral)

Background, method, results and conclusions

Background: In an international context, the Norwegian nicotine market is unique. In 2019, about half of the tobacco is consumed as snus - an increase from a market share (measured by weight) of only 5% at the turn of the millennium. Since 2018, use of snus has been more widespread than smoking in the population and for decades snus has been the most frequently preferred smoking cessation method. However, in spite of the sales ban on nicotine containing e-cigarettes, vaping has recently become the second most widespread method to quit smoking. The appeal of e-cigarettes and snus to the remaining smokers might be an indicator of the future reach potential for these products.

Method: In a national representative survey, 4070 current smokers answered the question "Suppose you were to quit smoking altogether, would you consider using e-cigarettes or snus instead of cigarettes?". Response options for each of the products were yes definitely, yes probably, maybe, no probably not, no definitely not and I do not know.

Results: More smokers reported that they most definitely or probably would consider use of e-cigarettes (26.3%, 95% CI ± 1.352) than snus (22.5%, 95% CI ± 1.282) as replacements for cigarettes. This

difference in product preference was especially large among smokers who were naïve to these products. If respondents who ticked off for maybe were included in the category considering a conversion, nearly one third (32%, 95% CI ± 1.749) of the smokers naïve to e-cigarettes would consider e-cigarettes as an alternative, while less than one in ten (8.9%, 95% CI ± 1.173) of the smokers naïve to snus would consider a switch to snus if smoking stopped.

Conclusion: A greater proportion of the remaining smokers would consider switching to e-cigarettes than to snus if they should stop smoking.

Main messages

Even in a snus-rife society, where smokers traditionally have used snus to quit smoking, e-cigarettes could potentially become an alternative to a substantial segment of the remaining smokers.

Type of study / research

Quantitative

Geography of the study

Europe

Funding of study

Federal source

Yes

State source

Yes

Nonprofit Grant Funding Entity Source

No

Nonprofit Grant Funding Entity Source

No

Academic Institution Source

No

Pharmaceutical Industry Source

No

Tobacco/E-Cigarette Industry Source

No

Declaration of interest

The submitter declares that during the past 5 years have a direct nor indirect link (professional*, personal or financial) with the tobacco and e-cigarette companies**

No