

# 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

### Contact details of the corresponding author

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### Background information

#### Type of submission

Oral

#### Theme of conference

Patterns of use

## **Keywords**

Harm reduction

Health equity

Trajectories of users

## **Abstract title**

Electronic cigarette packaging in context: an exploratory study

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### **Number of co-authors**

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## **Abstract details (poster & oral)**

## **Background, method, results and conclusions**

Background: Smoking prevalence remains high in deprived areas of the UK. Electronic cigarettes, or 'e-cigarettes', can help smokers to quit, but the promotion of some electronic cigarettes and liquids with bright colours or cartoon iconography has led some stakeholders to call for increased regulation of packaging, to avoid vaping take-up by children or young people who would not otherwise have smoked. At the same time, there have been concerns that health warnings on vape products might lead consumers to equate the health risk from combusted tobacco and from vaping. Aims: 1) to shed light on how vapers choose products and what role packaging might play 2) to explore the effect of health warnings on vape products on users' perceptions of relative smoking-to-vaping risk. Methods: 50 semi-structured qualitative interviews were conducted with vapers aged 16-40 during 2022. Participants were from routine and manual occupations and living in five deprived and high smoking areas in Wales, Scotland, London and the North of England. An additional ten interviews were conducted with vape business owners about the role of packaging in customer decisions and in the industry generally. Results: findings explore typical trajectories of initial and later product choice, including the experiences of dual smokers/vapers, occasional vapers, teenagers and more established users. Experiences with the new disposable devices are a particular focus. Conclusions: findings provide new insights into how vapers (including teenagers) choose products, the role played by packaging and what messages consumers take from the health warnings on e-cigarette products. Main Messages: this is the first study of how ordinary vapers choose their products.

## Main messages

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## Type of study / research

Qualitative

## Geography of the study

Europe

## Funding of study

### Federal source

No

### State source

No

### Nonprofit Grant Funding Entity Source

Yes

### Nonprofit Grant Funding Entity Source

Yes

### 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