

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



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"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

Theme of conference

Patterns of use

Keywords

E-Cigarette and use related diseases

Harm reduction

Smoking cessation

Abstract title

An online randomised optimisation experiment to identify effective intervention components to support smokers to use e-cigarettes in a quit attempt

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Abstract details (poster & oral)

Background, method, results and conclusions

Background: Between 13-19% of smokers report purchasing e-cigarettes (EC) online. Whilst technical advice and support is offered in vape shops, limited support is available for smokers who make online purchases. This is important because many people continue to smoke or return to smoking whilst using EC perhaps due to lack of guidance and support. This study aimed to test five online intervention components designed to help smokers switch to exclusive EC use.

Method: 1214 eligible participants (61% female; 97% white) were recruited via social media. The study used a 2X2X2X2X2 randomised factorial design guided by the Multiphase Optimisation Strategy (MOST). This resulted in 32 experimental conditions where each component was provided or not to each participant. The intervention components were: 1: tailored device selection advice; 2: tailored e-liquid nicotine strength advice; 3: tailored e-liquid flavour advice; 4: brief information on relative harms; 5: text message support. The primary outcome was 4-week self-reported complete abstinence at 12 weeks post randomisation. Primary analyses were intention-to-treat (loss to follow-up recorded as smoking). Logistic regressions modelled the main effects and two-way interactions.

Results: The abstinence rate was 19%. No significant main effects were observed. The 2-way interaction, advice on flavour combined with text message support (OR = 2.00, [CI 95%: 1.08-3.69], $p=.028$, BF=2.30) increased the odds of cessation. Device by nicotine strength, was also statistically significant (OR = 1.87 [95%CI: 1.01-3.47], $p = .048$, BF=1.82) reflecting decreased odds of cessation when advice on device type was provided alone.

Conclusions: Text-message support with tailored advice on flavour is a promising intervention combination for smokers using an e-cigarette in a quit attempt. The final optimised intervention should be examined in a future RCT with biochemically verified abstinence and longer-term outcomes.

Main messages

Main Messages: For smokers purchasing EC online, smoking cessation rates can be boosted by providing advice on flavour combined with text message support.

Type of study / research

Longitudinal

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