

BACKGROUND

- The nicotine product landscape has experienced extraordinary diversification.
- Extensive debate about the possible benefits and risks of e-cigarettes (ECs).
- Recent Cochrane update: “Moderate-certainty” evidence that ECs with nicotine increase quit rates compared to NRTs and ECs without nicotine.
- Reasons for using ECs vary among adults who smoke cigarettes.
- Reasons for using ECs may also vary by frequency of vaping (daily vs. non-daily).
- The potential harm reduction benefit of ECs depends on whether they are used to stop smoking cigarettes; it is thus important to understand the reasons for using ECs among those who currently smoke.
- Reasons why cigarette smokers in France use ECs are not well understood, particularly whether smokers are vaping to help them quit smoking cigarettes.



OBJECTIVES

- To examine reasons why French adult smokers use ECs, and whether these reasons differed between smokers who vape frequently (daily) vs. less frequently (weekly).

METHODS

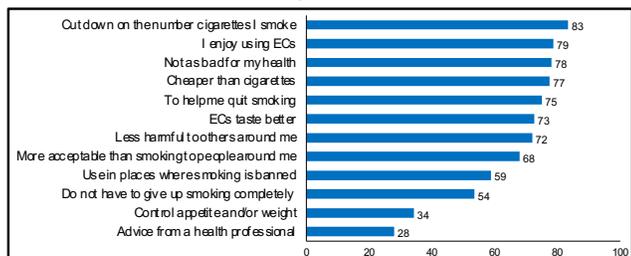
- ITC Wave 1 France Survey (October to December 2019)
- Computer Assisted Telephone Interview (CATI). National sample.
- Wave 1: N = 2,212 (1,679 Smokers and 533 Non-Smokers).
- Cross-sectional analysis: 241 adult cigarette smokers who also reported vaping daily (n=140) or weekly (n=101)
- Weighted regression analyses were conducted to estimate reasons for using ECs, and whether reasons differed by vaping frequency.

Which of the following were reasons for your use of e-cigarettes? Select all that apply:

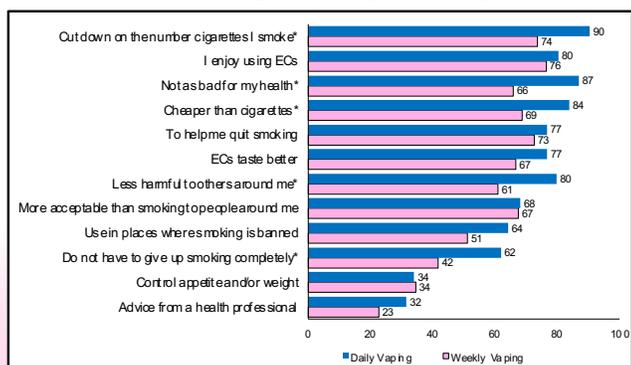
They may not be as bad for my health.
They are cheaper than ordinary cigarettes.
So I can use an e-cigarette in places where smoking ordinary cigarettes is banned.
Using e-cigarettes is less harmful than smoking to other people around me.
To make it easier to cut down on the number of ordinary cigarettes I smoke.
As a way to help me quit smoking.
Replacing some of my ordinary cigarettes with an e-cigarette means I don't have to give up smoking ordinary cigarettes altogether.
E-cigarettes taste better.
Advice from a health professional.
Using e-cigarettes is more acceptable than smoking to people around me.
I enjoy using e-cigarettes.
To control appetite and/or weight.

RESULTS

Reasons for using ECs: all respondents



Reasons for using ECs: daily vs. weekly EC use



CONCLUSIONS

- The majority of smokers in France who also used ECs reported using ECs to help them reduce or quit smoking; however, several other reasons were also endorsed, including that they do not have to give up smoking altogether and for enjoyment.
- Quitting smoking was only the 5th most frequent reason for vaping.
- Those vaping daily were significantly more likely than those vaping weekly to report these reasons for vaping:
 - Cut down on the number of cigarettes I smoke;
 - ECs are cheaper than cigarettes;
 - ECs are not as bad for my health;
 - I do not have to give up smoking completely.**
- Because sustained dual use of ECs and cigarettes may reduce or negate the potential health benefits of completely switching to ECs, public health messaging and clinicians should strongly advise those who are vaping to completely stop smoking.