

Patterns of use of e-cigarettes among smokers and recent quitters: results from the New Zealand ITC project

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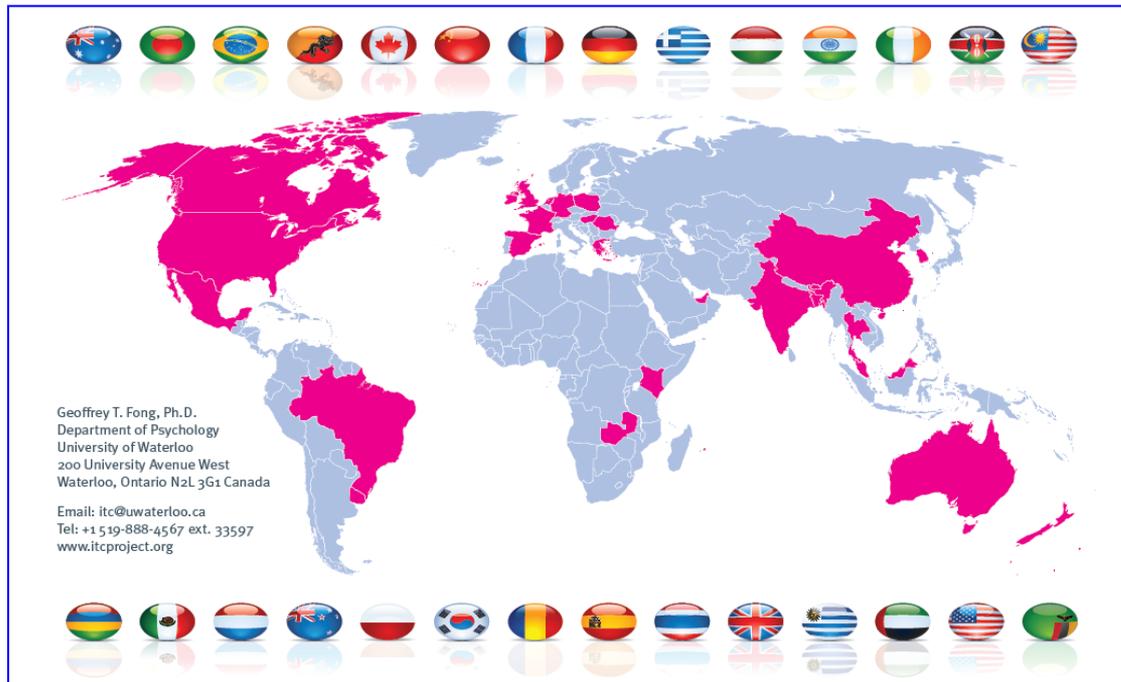
*From vision to reality:
A tobacco-free Oceania*

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The International Tobacco Control (ITC) Project

- International collaboration currently in 29 countries
- Monitors progress towards FCTC
- Robust cross-country comparable cohort study design
- Coordinated through University of Waterloo, Canada



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- Mary Thompson, Mi Yan and other members of Waterloo ITC data management team

Acknowledgements

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- Ministry of Health NZHS team
- Research NZ
- 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

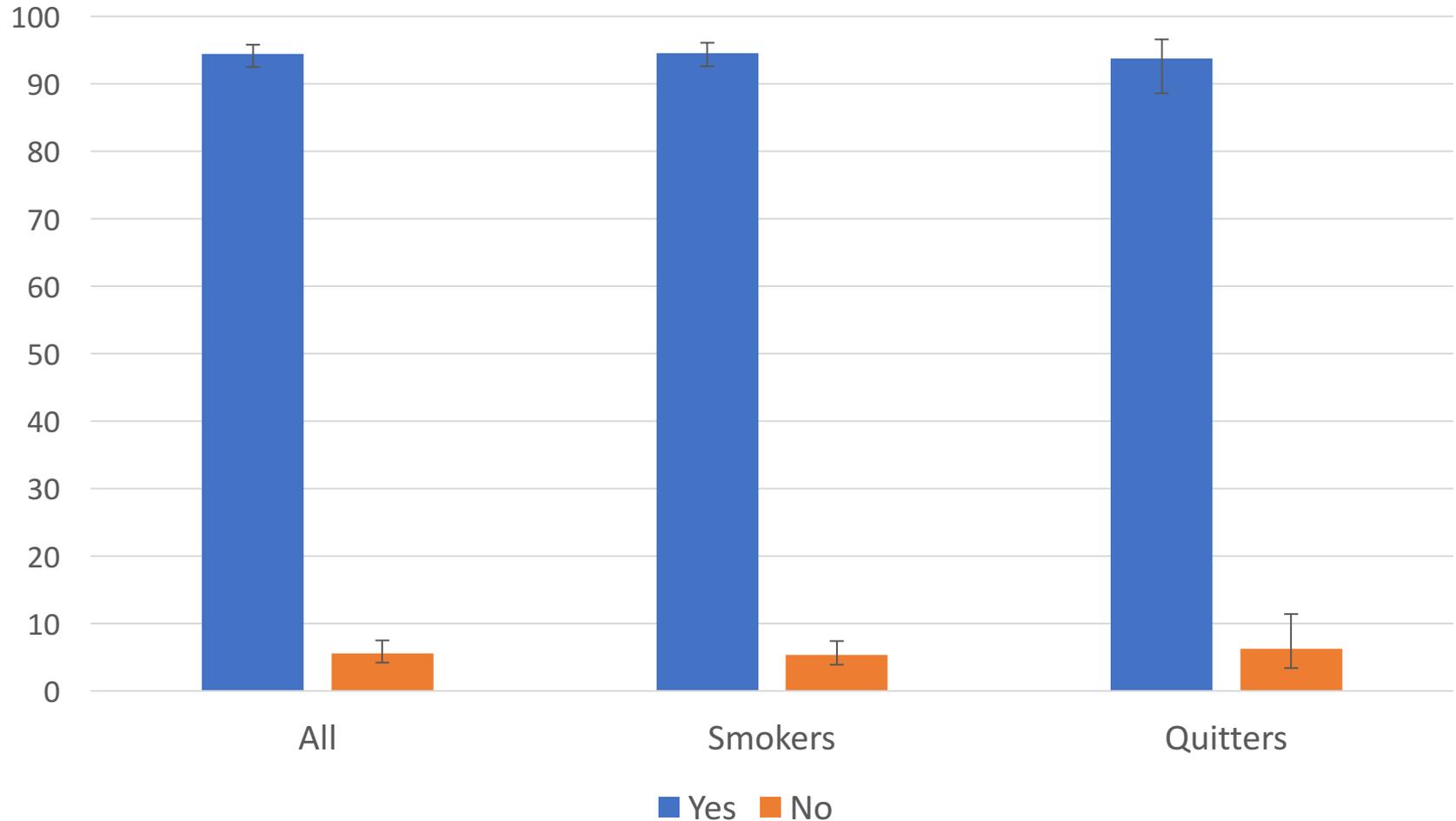
Objectives

- Explore patterns of use of e-cigarettes among NZ smokers and recent quitters;
- Discuss implications of findings for practice, policy and research

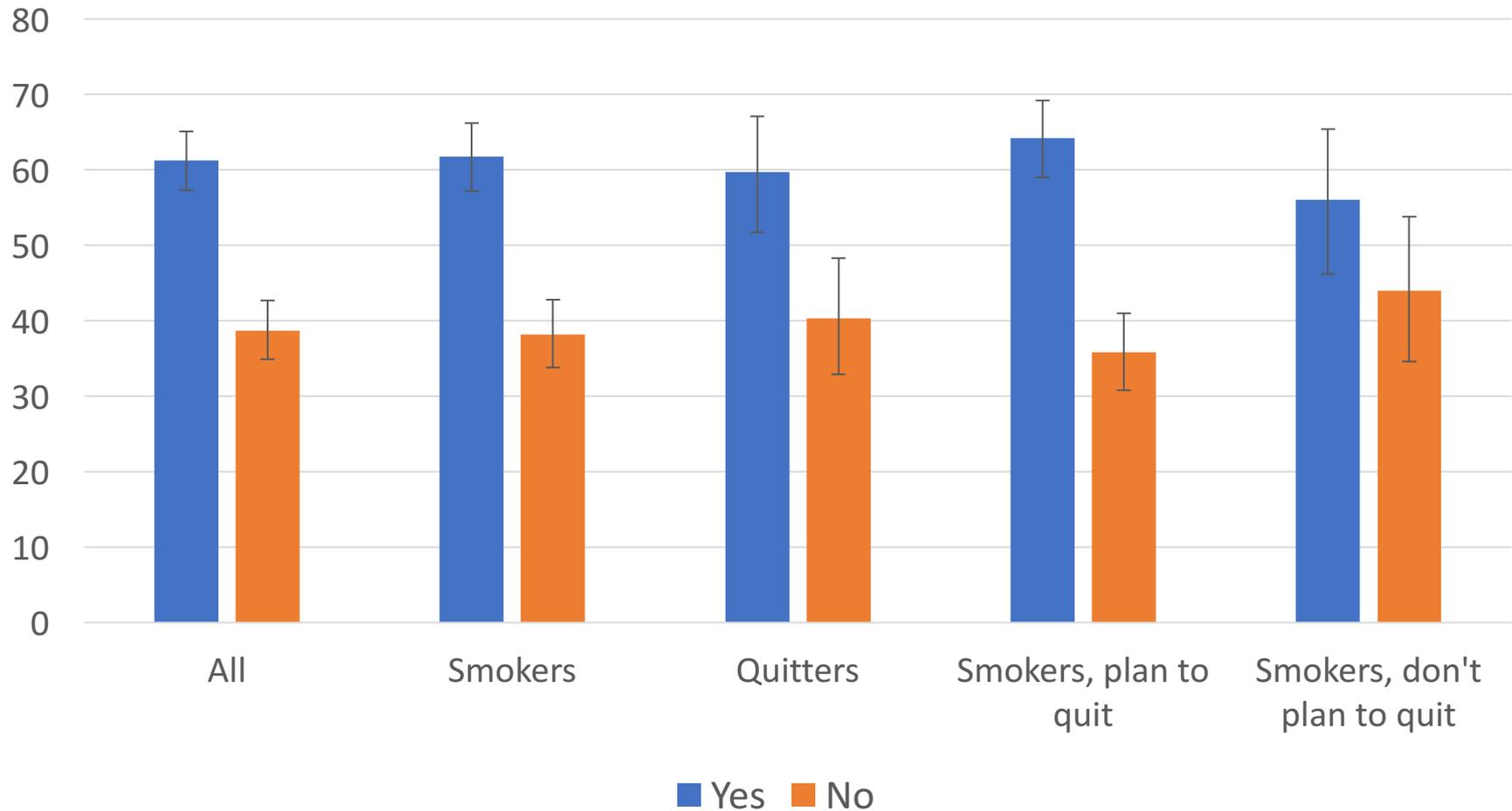
New Zealand ITC Project

- 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 patterns of use of e-cigarettes

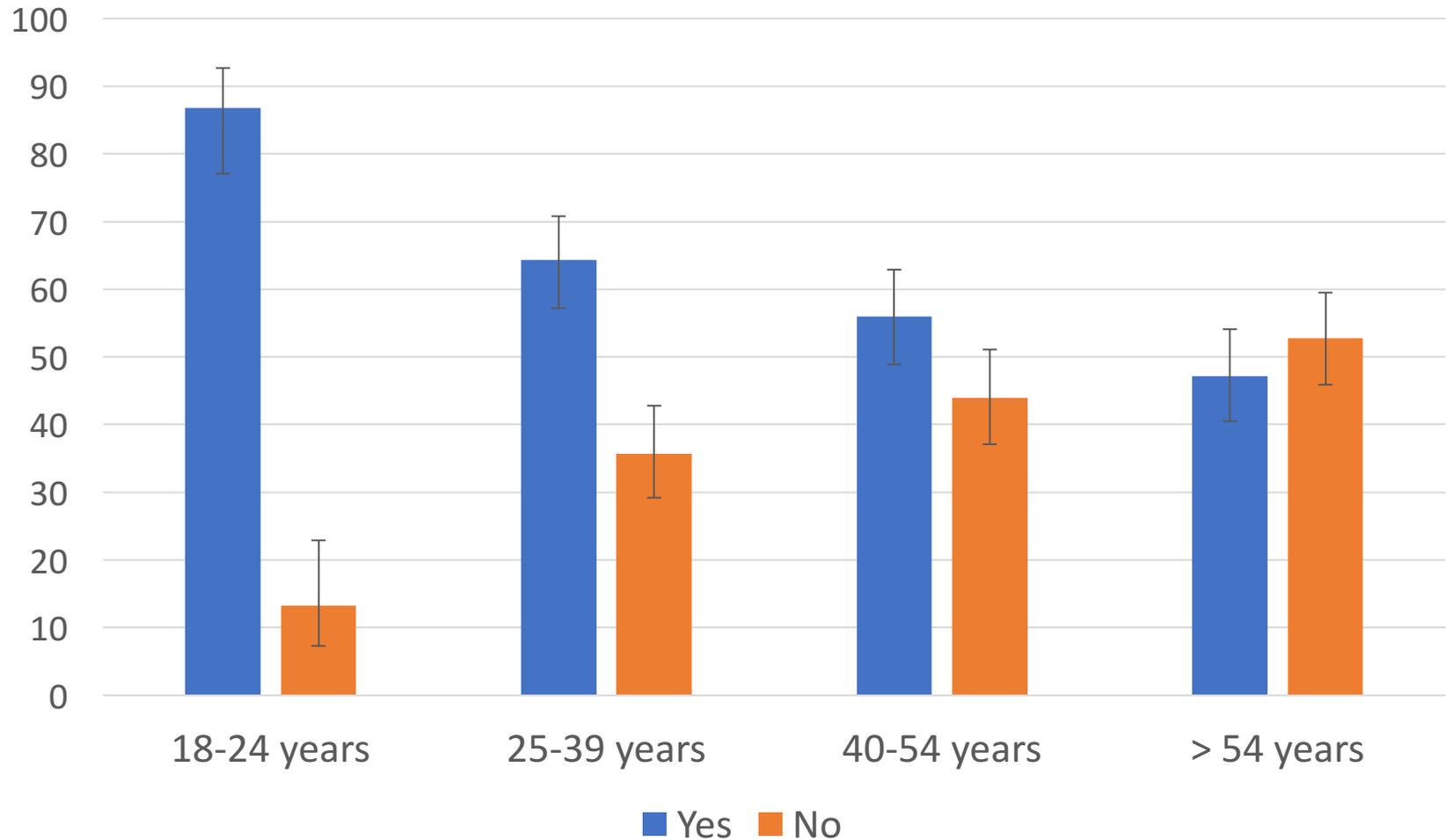
Awareness of e-cigarettes - NZ ITC Project 2016-17



Ever tried e-cigarettes – NZ ITC Project 2016-17 (1)



Ever tried e-cigarettes – NZ ITC Project 2016-17 (2)



Use of nicotine-containing e-cigarettes, flavours and type used

- Ever use of nicotine-containing e-cigarettes or e-liquids – 80% of all ever users
- Current use of nicotine-containing e-cigarettes or e-liquids – 83% of current (at least monthly) EC users
- Commonest flavours used = tobacco (33%), fruit (31%), candy/sweets (8%), unflavoured (5%), tobacco menthol (4%) and menthol/mint (4%)

%	1 st Generation	2 nd Generation	3 rd Generation
All (n=138)	1.5	22.3	76.2
Smokers (n=94)	1.7	27.1	71.2
Quitters (n=44)	1.2	13.7	85.1

Frequency of EC use among smokers and quitters

%	Daily	Weekly	Monthly	< Monthly	Tried but not current user	Never tried
All participants (n=1039)	8.7	4.3	3.3	8.6	34.9	40.2
Smokers (n=795)	5.2	4.7	3.9	10.7	35.7	39.7
Ex-smokers (n=244)	19.8	2.9	1.1	1.8	32.3	42.1
All ever EC users (n=569)	14.5	7.2	5.5	14.4	58.4	N/A

Reasons for use (1)

Reason	Smokers (n = 96-98)	Ex-smokers (n = 45)
To help quit smoking	84.2	83.2
To help cut down number of cigarettes smoked	85.2	83.2
By replacing some smoked cigarettes, don't have to give up smoked cigarettes completely	57.3	

Reasons for use (2)

Reason	All users (n = 131-142)
You save money by using e-cigarettes or vaping devices instead of smoking	91
They may not be as bad for your health	80.5
Using e-cigarettes or vaping devices is less harmful than smoking to other people around you	77.4
You enjoy using e-cigarettes or vaping devices	74.4
Using e-cigarettes or vaping devices is more acceptable than smoking to people around you	59.3
They taste better	53.4
Out of curiosity	46.2
Because you can use them in places where smoking ordinary cigarettes is banned.	40.2
Advice from a health professional	15.2

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Key findings

- Awareness and trial of ECs is high
 - Trial much higher among younger smokers/quitters
- Most current EC users, use nicotine containing ECs or e-liquids, 3rd generation devices, and tobacco or fruit flavours
- Around 1 in 7 smokers and just over 1 in 5 recent quitters use ECs currently, but daily use is much commoner among recent quitters
- Large proportion of smokers and quitters have used ECs but don't use now
- ECs are most commonly used to quit or cut down, but paradoxically about half users report using ECs so don't need to quit smoking
- Saving money and health concerns are very common reasons for use, but many users give multiple reasons
- Advice from health professional is rarely a reason for using ECs currently



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora
Thank you

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