NONCOMBUSTIBLE TOBACCO PRODUCT USE AND SMOKING CESSATION OUTCOMES:

SMOKERS IN AN ONLINE CESSATION INTERVENTION
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SMOKING IN THE UNITED STATES

Smoking Prevalence among US Adults (≥18 yrs) 1955-2011

- Men
- Overall population
- Women
FOR THE VAST MAJORITY OF PEOPLE, QUITTING SMOKING IS AN UPHILL BATTLE.

EVERY YEAR:

69% OF SMOKERS WANT TO QUIT

52% MAKE AN ATTEMPT

6% SUCCEED

Tobacco dependence is an addiction, not a “bad habit.”
SMOKING CESSATION
WEB-BASED CESSATION INTERVENTIONS

- Low cost
- Personalized/tailored
- Broad reach
- Standardized
BECOMEANEX.ORG

A New Way To **Think** About Quitting

The EX Plan is a free quit smoking program that helps you re-learn your life without cigarettes. Before you actually stop smoking, we’ll show you how to deal with the very things that trip up so many people when they try to quit smoking. So you’ll be more prepared to quit and stay quit.

Whether this is your first try at quitting smoking or your 10th, the free EX Plan can help you really do it this time. [LEARN MORE ABOUT THE PLAN.](#)

**WATCH A VIDEO**
on what a real ex-smoker has to say about EX

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Quit with some comedy.

Is quitting smoking so miserable it makes you want to cry? Try laughing instead. Watch the Sklar Brothers until your cigarette cravings pass.

[Watch Videos](#)

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How many animals do you see?

4 3 2
WHAT WE DON’T KNOW

• What factors contribute to success in an intervention?

• For whom does treatment works for and under what conditions?
NONCOMBUSTIBLE TOBACCO PRODUCTS
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Electronic cigarettes

Snus
NONCOMBUSTIBLE TOBACCO PRODUCTS

Chew/Snuff/Dip

Dissolvables
NONCOMBUSTIBLE TOBACCO PRODUCTS

Images from: www.trinketsandtrash.org
NONCOMBUSTIBLE TOBACCO PRODUCTS

NCPs → Abstinence


OBJECTIVES

1. To examine the prevalence of noncombustible tobacco product use among smokers trying to quit.

2. To understand if and how use of noncombustible products influences cessation outcomes in a cohort of adult smokers enrolled in an online cessation intervention.
METHODS

- In 2011, new registrants were invited to participate in a study.
- Participants were re-contacted at 1-, 3- and 6-months for follow-up.
  - 54% follow-up at 6-months.
- A good sample for exploring the relationship between noncombustible tobacco product use and cessation outcomes.

19,821 Invited
5,245 Screened
2,556 Consented
1,033 Completed Baseline
CURRENT USE OF NONCOMBUSTIBLES

• Use of any of the following products in the past 30 days:
  
  • E-cigarettes
  
  • Snus
  
  • Chewing tobacco/snuff/dip
  
  • Dissolvables
Table 1: Prevalence of past 30-day use of noncombustible tobacco products.

<table>
<thead>
<tr>
<th></th>
<th>Any noncombustible tobacco product</th>
<th>E-cigs</th>
<th>Snus</th>
<th>Chew/dip/snuff</th>
<th>Dissolvables</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-month follow-up</td>
<td>27.5%</td>
<td>18.1%</td>
<td>3.1%</td>
<td>2.6%</td>
<td>1.8%</td>
</tr>
<tr>
<td>6-month follow-up</td>
<td>25.2%</td>
<td>12.2%</td>
<td>2.5%</td>
<td>3.4%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>
DEMOGRAPHIC CHARACTERISTICS OF USERS AND NON-USERS OF NONCOMBUSTIBLES

• Mostly female

• Mostly non-Hispanic white

• Mostly aged 25-44

• Mostly have high school education/GED or some college education

• Mostly employed
Table 2: Odds ratios of 7-day and 30-day abstinence compared to no abstinence

<table>
<thead>
<tr>
<th></th>
<th>7-day abstinence</th>
<th>30-day abstinence</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 month follow-up</td>
<td>0.44** (0.21, 0.93)</td>
<td>0.41** (0.18, 0.95)</td>
</tr>
<tr>
<td>6 month follow-up</td>
<td>0.12** (.04, 0.38)</td>
<td>0.11** (0.03, 0.41)</td>
</tr>
</tbody>
</table>

**p<.05
RESULTS

- About a quarter of the sample were current users of an noncombustible tobacco product, with e-cigarettes being the most popular product.

- Most noncombustible tobacco product users in the sample were non-Hispanic white, aged 25-44, had completed some college and were employed. About ½ of the sample was female.

- Within the sample, current use of noncombustible tobacco products is negatively associated with 7- and 30-day abstinence.
LIMITATIONS

• We don’t have data on noncombustible tobacco product use at baseline and the 1-month follow-up.

• This study involves smokers who self-enrolled in an online smoking cessation intervention so the results are not generalizable to all smokers in the U.S.

• The information assessed in the surveys was limited to use of other tobacco products and did not cover frequency of use or other information on the patterns of use.
CONCLUSIONS

• In the sample, past 30-day users of noncombustibles were less likely to be abstinent from smoking cigarettes.

• Future smoking cessation interventions should be tailored to meet the needs of users of noncombustible tobacco products.
QUESTIONS?

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