

Do ENDS users seek to quit via tobacco cessation programs? Do the programs help?

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Follow-up data from six tobacco cessation programs shows **some ENDS users seek support to quit** via these programs; they **largely report finding the programs helpful**. Some request more ENDS-specific support.



SCAN ME

Thank you to tobacco cessation program participants for sharing your experiences via our feedback survey, to our survey team for collecting survey data with care, & to our clients for allowing us to share this data: the Bureau of Tobacco Free Florida, the Hawai'i Department of Health, the Hawai'i Community Foundation, the Oklahoma Tobacco Settlement Endowment Trust, & the North Dakota Department of Health.

Introduction

- Electronic nicotine delivery systems (ENDS) are used by about 3% of US adults. Over 60% of ENDS users report an eventual desire to quit. (Palmer et al., 2021).
- Some individuals desiring to quit ENDS turn to existing tobacco cessation programs for support, given their prevalence.
- Many tobacco cessation programs offer ENDS-related support ranging from informal adaptation of tobacco cessation strategies to specific ENDS cessation curricula. However, staff training in this area may vary, and ENDS may not be featured as prominently in promotion or cessation materials as compared to conventional tobacco products.
- This research presents data on six tobacco cessation program enrollees in four states, including four quitlines (phone, web, and NRT starter kit) and two in-person/virtual programs (located in Florida and Hawai'i).

Methods

Study cohort

- N=1,492 participants who enrolled in an included cessation program in Dec 2019-Dec 2020 and responded to relevant questions at follow-up
- All received minimal treatment (NRT and/or a counseling session) and reported use of ENDS at or after registration
- Breakdown of the cohort by program type and state:

Program type	N	%	State	N	%
In-person/virtual	639	43%	Florida	876	59%
NRT starter kit	370	25%	Hawai'i	317	21%
Phone	331	22%	Oklahoma	232	16%
Web	152	10%	North Dakota	67	4%
Total	1,492	100%	Total	1,492	100%

Follow-up survey data

- Data comes from 6 dual-mode (phone/web) 7-month follow-up surveys
- Across these surveys, consent rates were 78%+ and response rates 42-62%

More information available via the QR code.

Results

About half of these ENDS users signed up seeking support to quit, with little variation by program type or state

Among the study cohort (who used ENDS at or since registration), 47% reported that when they signed up for the tobacco cessation program, they were seeking help to quit ENDS specifically. The other 53% reported they had not been seeking to quit ENDS. Results were fairly similar across program types as well as by state:

Percent of study cohort seeking to quit ENDS			
By program type		By state	
In-person/virtual	49%	Florida	53%
NRT starter kit	47%	Hawai'i	54%
Phone	45%	Oklahoma	48%
Web	45%	North Dakota	50%

Among those seeking to quit...

Most reported finding the services helpful

78% reported the services they received were "very" or "mostly helpful." Here responses varied more by program type, with more human-facing programs having higher ratings as opposed to self-directed programs, though all were fairly positive.

About half were ENDS-abstinent at follow-up

At the 7-month follow-up, 46% had not used ENDS in the past 30 days. This was higher (49%) among those who found the services "very helpful" for quitting ENDS; it ranged from 38%-40% for those reporting lower levels of helpfulness.

Some participants suggested more ENDS-specific support

In four of the six surveys, anyone who reported the services as less than "very helpful" was asked what would have been more helpful for quitting ENDS. Among 48 suggestions related to the program, 11 (23% of suggestions; 10% of those asked to comment) focused on support more specific to ENDS. Other comments were related to NRT and to program support more generally.

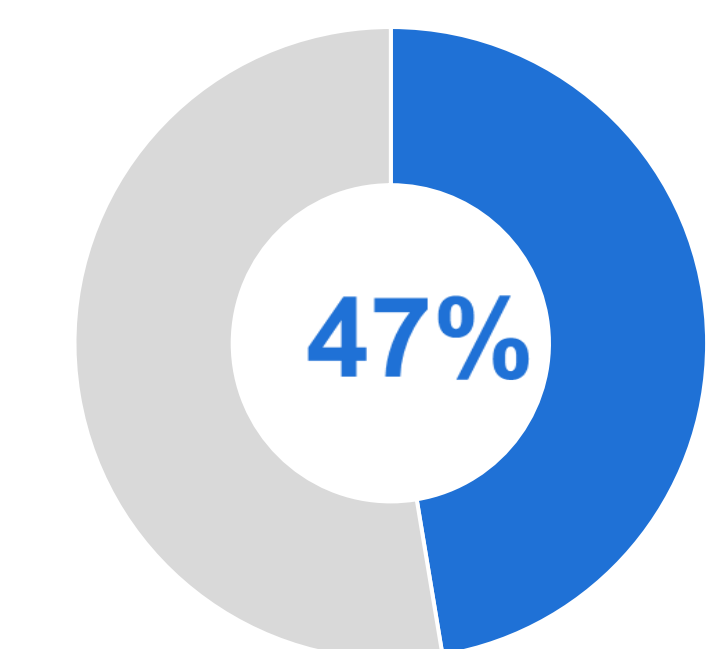
Limitations

This analysis offers a unique chance to look across multiple tobacco cessation programs; however, the programs and follow-up surveys differ in a couple of ways, therefore this is not intended to be generalizable but rather is an exploratory analysis among a certain group of help-seekers. Responses are unweighted.

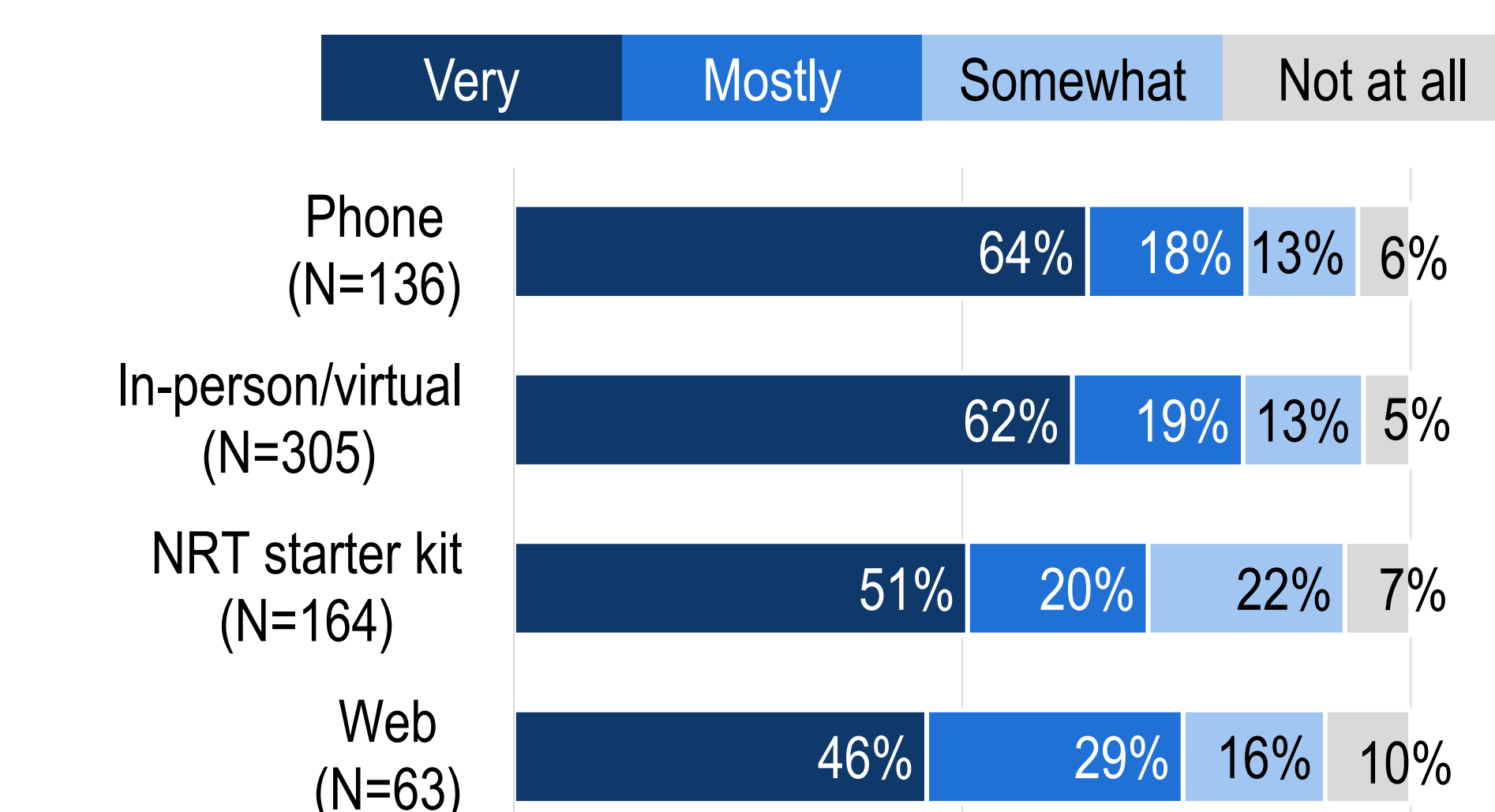
Conclusions

- Combining these follow-up data across tobacco cessation programs, while imperfect, shows that **some ENDS users are seeking support from tobacco cessation programs**.
- Among those seeking to quit ENDS, it is positive that **most find the programs helpful, particularly programs with coaches**. Programs may wish to nudge ENDS users towards these programs and/or provide more ENDS-focused resources for self-directed programs.
- It was also positive to see that these enrollees are **having some success in quitting ENDS**; suggestions for services included **requests for more ENDS-specific programming**.
- Future research** in this area could examine further what services ENDS users access and dig deeper into their experiences. It may also be of interest to differentiate further between experimenters and longer-term ENDS users, as well as mono- versus dual users.

Percent who reported that when they enrolled, they were hoping to receive support to quit ENDS (among enrollees using ENDS at or since registration; N=1,492)



Reported helpfulness of services for quitting ENDS among those seeking to do so, by program type



What would have been more helpful for quitting ENDS? (selected responses related to ENDS-specific support)

- "I felt like **it wasn't mentioned enough**, and it made me feel like I could get away with it."
- "Send out health **tips about unhealthy vaping** like you do for cigarettes."
- "Maybe I missed it, **they did not go into the vaping side**. It was mainly targeting chew and cigarettes."
- "Start a **vape helpline** that isn't so focused on cigarettes."
- "When I registered for the program, **it asked me about smoking but not really vaping** and I did a lot more vaping then. Registration needs to ask more specific questions about vaping and e-cig."
- "I think the **counselors are not focused on vaping**, they did not know how to help me. It was a little awkward."