

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

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<https://www.pdastats.com/pda-nctoh-presentations/>

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### Supplementary material

#### Details about the surveys and sample

The data for this analysis comes from 6 dual-mode (phone/web) 7-month follow-up surveys – see table below for some information about each survey including: the time range of enrollments of those contacted for the survey, consent and response rates for each survey overall, slightly differing logic of who qualified to be asked the set of questions relevant for this analysis, and the final N from each survey contributing to the study cohort. Additionally, some of the surveys use a random sample of participants while others use an exhaustive sample. Five of the surveys offer a \$10 promised incentive for completion. The data is unweighted for this analysis.

Survey		Enrollment period included in survey	Consent rate overall**	Response rate overall**	Logic for study questions	Study cohort N
State	Program type					
Florida	In-person	Jan 20 - Dec 20	N/A ^	42%	ENDS use at or since intake	454
	Quitline*	Jan 20 - Dec 20	86%	52%		422
Hawai'i	In-person	Jan 20 - Dec 20	86%	57%		185
	Quitline*	Dec 19 - Nov 20	87%	62%		132
Oklahoma	Quitline*	Dec 19 - Nov 20	84%	50%	ENDS use at intake	232
North Dakota	Quitline*	Feb 20 - Dec 20	78%	56%		67

\*Note the "Quitline" programs listed above may encompass phone, web, and/or NRT starter kit subprograms.

\*\*Consent and response rates shown here are for these surveys overall during these time periods; they are not limited to members of the study cohort (meaning those who answered the relevant ENDS-related questions).

^For this survey, consent is captured at the time of survey administration rather than in advance.

## Open-ended comments

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 (this question was not included in the Florida surveys). Forty-eight respondents provided comments related to the program, among 110 people who had the opportunity to comment. Below is information on the themes present across the comments as well as a list of the comments related to ENDS-specific support.

Theme / main topic of comment	Example	# of comments	% of comments
NRT	<i>“If I could have gotten more patches”</i>	23	48%
Program support / content, general	<i>“More support after sign up”</i>	15	31%
<b>ENDS-specific support</b>	(see listed below)	11	23%
<b>Total</b>		<b>48</b>	<b>100%</b>

### *What would have been more helpful for quitting ENDS? (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.”*
- *“Getting the text messages to be **more specifically geared to vaping** than regular cigarettes.”*
- *“**If they offered something for e-cig**... Centered more around cigarettes and smokeless tobacco.”*
- *“More of a **step-by-step of the amount of juice**.”*
- *“Talking to helpline **about using e-cigarettes**”*
- *“**I don’t think they treat e-cig and vaping like regular cigarette nicotine**. It was more complicated. Vaping, in my opinion, is more concentrated.”*

## Reference

Palmer AM, Smith TT, Nahhas GJ, et al. *Interest in Quitting e-Cigarettes Among Adult e-Cigarette Users With and Without Cigarette Smoking History*. JAMA Netw Open. 2021;4(4):e214146. doi:10.1001/jamanetworkopen.2021.4146

## Further questions

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