

# E-cigarettes:

Factors that act as facilitators and barriers for smokers and non-smokers

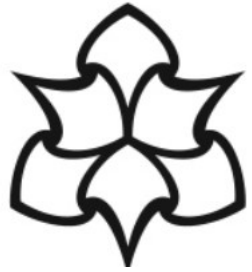


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# Background



E-cigarette use  
in the U.K

- 3.6 million adults in the U.K (ASH, 2019)



'Emerging Demographic'  
(Sussan et al., 2017)

- 6.1% but on the increase (ASH, 2019)



Ambivalence

- There is evidence of uncertainty and misunderstanding surrounding ECs (Vasconcelos and Gilbert, 2018).



# What are the key factors that influence E-cigarette (EC) behaviour and opinion in adult smokers and non-smokers?

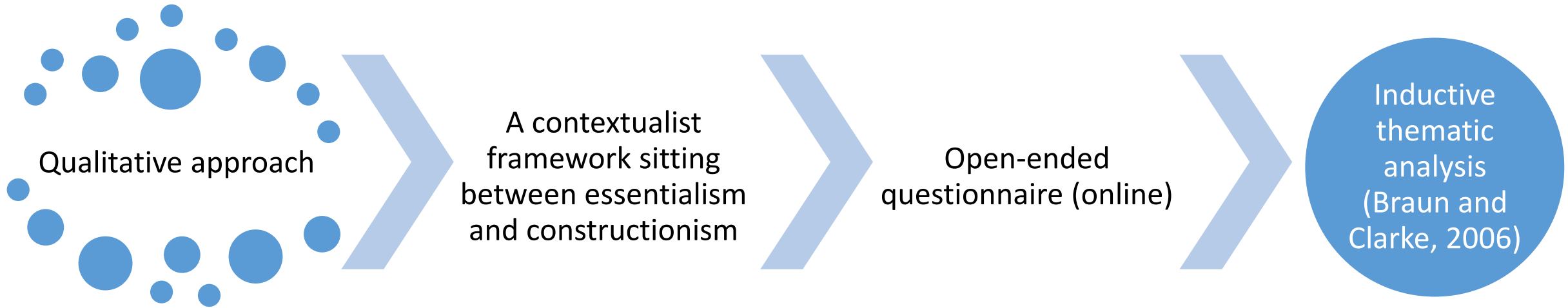


**Aim:** Understand the factors that act as facilitators and barriers in regard to EC use in adult smokers and non-smokers

More specifically, the factors that might:  
(i) Encourage EC use (ii) Deter EC use



# Design and Epistemology



# Participants



- Opportunity sampling with recruitment media highlighting eligibility criteria
  - 51 responses
  - 19 males and 32 females
- Age ranged between 18-65 years with a mean age of 32.4

Category 1: Successfully quit smoking using an E-cigarette  
(15 participants)

Category 2: Failed to quit smoking using an E-cigarette  
(9 participants)

Category 3: Dual users  
(1 participant)

Category 4: Smokers with no intention to quit  
(4 participants)

Category 5: Emerging Demographic  
(3 participants)

Category 6: Non-Smokers and Non-Vapers  
(19 participants)

# Theme 1

## Social Context



### Vaping as a social practice/connector

I only really use my e-cigarette when I am socializing with people that also smoke or are drinking as this is the only time I crave a cigarette.

*Female, 24, quit smoking using E-cigarette*

### Second hand vapour (SHV) and scent

They don't smell and don't harm people who are near them due to passive smoking

*Male, 19, Emerging Demographic*

### Social perception and influence

It seems cool when they blow out some humongous cloud [...]

*Male, 24, Dual User*

### Youth concerns

kids use them without even have smoked before. They're just as addictive as smoking. No proof they're actually better.

*Female, 18, Non-smoker/vaper*

# Theme 2



## Informative sources



Intention and motivation

if people haven't had a pull towards cigarettes before then they won't have a pull towards this

Male, 24, Dual User

Uncertainty and lack of information

Female, 28, failed to quit smoking using EC

I have a limited knowledge of the safety of e-cigarettes as there are often conflicting messages in the media.

Personal experience and shared knowledge

only my own observations on the street have informed me and my views

Male, 65, Non-smoker/vaper

Availability and accessibility

I have felt since I have stopped smoking and used a vaping device, that given their accessibility and ease of use, I can overuse it and often use my device indoors

Male, 29, successfully quit smoking using EC

Source credibility and distrust

the marketing strategies employed by e-cigarette manufactures indicate aggressive efforts to appeal to audiences wider than smokers

Male, 28, failed to quit smoking using EC

# Theme 3

## Practical Aspects



### E-liquid flavours

when you try an cigarette after you've been vaping for a while it tastes awful, I assume it would taste even worse to someone who's used to a vape that tastes like cherryaid

*Male, 24, Dual User*

### Environmental factors

They leave less wastage in the environment

*Female, 20, smoker with no intention to quit*

### Device issues and money

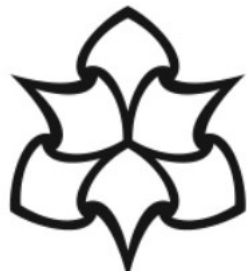
not always reliable, high maintenance, not always available as a smoking option

*Male, 21, emerging demographic*



# Theme 4

## Health implications



Efficacy as a cessation device

Perceived health benefits and risk

Totally effective method that has saved thousands of lives, users are in control of managing their addiction. It gives a closer approximation to smoking than any of the other nicotine replacement, it gives people a chance to see that it is possible to quit cigs

*Male, 45, quit smoking using EC*

possible health risks and addiction

*Male, 18, emerging demographic*

# What does this mean in terms of the research question?

	Facilitators of EC use	Barriers of EC use
Social	<ul style="list-style-type: none"> <li>➤ Allowing social connections to be maintained whilst partaking in a less harmful activity than smoking</li> <li>➤ Recreational purposes/ for fun</li> <li>➤ Perceived as having a better scent and less damaging SHV</li> <li>➤ Encouragement from those around them to use</li> </ul>	<ul style="list-style-type: none"> <li>➤ Perceptions of feeling stigmatized</li> <li>➤ Discouragement from those around them</li> </ul>
Informative	<ul style="list-style-type: none"> <li>➤ Honest intention to quit smoking (willpower)</li> <li>➤ Less restrictions on where ECs can be used in comparison to cigarettes</li> </ul>	<ul style="list-style-type: none"> <li>➤ Distrust due to confusion between honest informative sources and bias marketing techniques</li> <li>➤ Lack of physical accessibility to shops selling ECs and associated products</li> </ul>
Practical	<ul style="list-style-type: none"> <li>➤ Cheaper than smoking cigarettes</li> <li>➤ Tobacco and menthol flavours mimicking cigarettes and assisting with cessation</li> <li>➤ Less cigarette butts on the floor</li> </ul>	<ul style="list-style-type: none"> <li>➤ Short battery life leads to relapse</li> <li>➤ Parts can break regularly which makes cost effectiveness argument unfeasible</li> <li>➤ Concerns about safety of flavour liquids</li> <li>➤ ECs as a biohazard when disposed</li> </ul>
Health	<ul style="list-style-type: none"> <li>➤ Less harmful than cigarettes, aid to quitting</li> <li>➤ Noticed positive changes in health from switching</li> </ul>	<ul style="list-style-type: none"> <li>➤ Inducing/increasing nicotine dependency</li> </ul>



# Implications

## Social context

Deter recreational use  
Monitor the public perception of SHV to help guide clean air policy decisions



## Informative sources

Transparency between communication systems



## Practical aspects

Balance between cost efficiency without compensating for device product quality



## Health implications

Health care providers, health education practitioners, campaign designers and policy makers should remain vigilant and unbiased when advising on ECs



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# ANY QUESTIONS

## Thanks to the research team:

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