

## Addressing the Gaps: Where Should Treatment Efforts Be Focused?

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## Background

Largest public health foundation in the U.S. dedicated to tobacco control:

1. Education
2. Tobacco control research and policy studies
3. Community activism and engagement
4. Digital programs for tobacco cessation

# QUITTING

THIS IS QUITTING

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## The power of social media

January 30, 2019, 6am Eastern

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## Enrollment in This is Quitting to date

Teen (13-17)	15,763
Young adult (18-24)	16,811

Jan 18, 2019 – May 6, 2019

# 100-150 young people enroll each day

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## Short-term outcomes

- 73% set a quit date
  - Most common quit date = day of enrollment
- Majority said program should be same length (25%) or longer (72%).
- Changes in e-cigarette use at 2 weeks

	Teens	Young Adults
% I still JUUL the same amount	40.4%	36.7%
% I JUUL less	46.6%	46.3%
% I don't JUUL at all anymore	13.0%	17.0%

### Abstinence

22%  
7-day abstinence at 2 mo.

12-13%  
30-day abstinence at 2 mo.

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"It's taken over my life. I've noticed that I can't go an hour without using my Juul. I need to find something better to do with my life."

"I hate getting anxious in class and always worrying about having to go vape. It controls me too much."

"I thought it would be cool and make me popular and even though I made friends it's not good for my health."

"I just started juuling a month ago, just hitting my boyfriends every once in a while thinking oh I won't get addicted. Now I bought one and realize how addicting it is. I'll be sitting in class or at work and be looking forward to hitting it later. I just know how bad it is for you and don't want to have an any addiction at all."

"I feel way too dependent on it to change my mood"

"Bc its limits me on what I can/can't physically do and I'm wanting to go into the military when I get out of high school"

"It's probably bad that I smoke two pods a day"

Abigail says "Giving yourself a reason to quit is a good motivator." Reply why you're thinking about quitting.

# 5,753 responses

(in 12 weeks)

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## Questions

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1. What pressing questions about youth vaping can our program help answer going forward?
2. What is an appropriate (rigorous + ethical) comparison condition to consider in a randomized design to evaluate the effectiveness of a real-world text message intervention for young people who want to quit vaping?
  - Wait-list control
  - Assessment-only control
  - Attention control/general health intervention
  - Referral to quitline (or other modality)

} Ethical concerns  
- Methodological concerns

thank you