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

The power of social media
January 30, 2019, 6am Eastern

Enrollment in This is Quitting to date

<table>
<thead>
<tr>
<th></th>
<th>Teen (13-17)</th>
<th>Young adult (18-24)</th>
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<tbody>
<tr>
<td>Enrollment</td>
<td>100-150</td>
<td>100-150</td>
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<tr>
<td>Jan 18, 2019 – May 6, 2019</td>
<td>15,763</td>
<td>16,811</td>
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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

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<tr>
<th></th>
<th>Teens</th>
<th>Young Adults</th>
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<tbody>
<tr>
<td>% I still JUUL the same amount</td>
<td>40.6%</td>
<td>38.1%</td>
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<tr>
<td>% I JUUL less</td>
<td>40.6%</td>
<td>48.3%</td>
</tr>
<tr>
<td>% I don't JUUL at all anymore</td>
<td>13.0%</td>
<td>17.0%</td>
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Abstinence

- 22% 7-day abstinence at 2 mo.
- 12-13% 30-day abstinence at 2 mo.

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)
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