

Investigating Canadian young adult experiences and use of smoking cessation aids

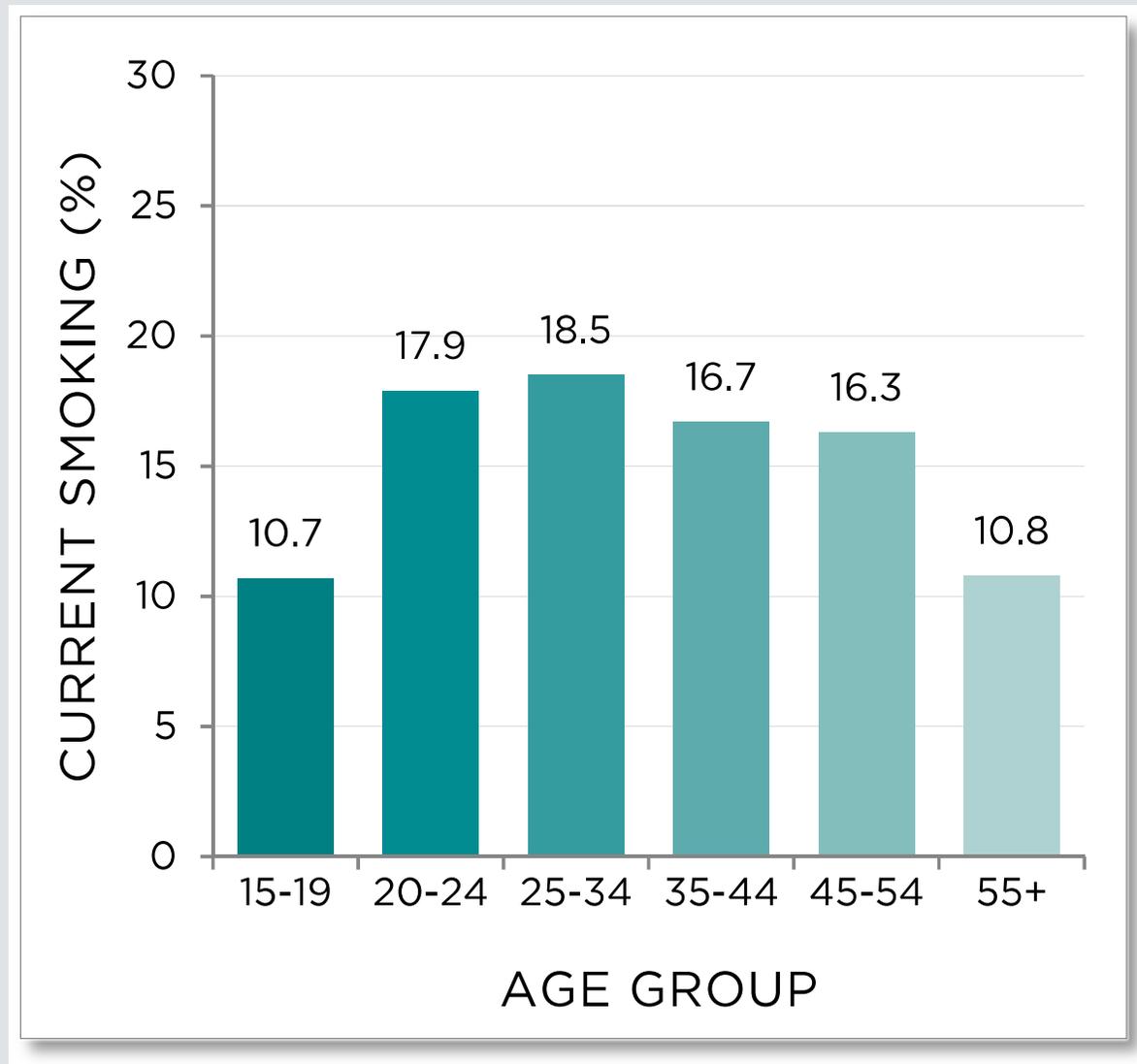
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FIGURE 1.6: CURRENT SMOKING PREVALENCE BY AGE GROUP, 2013



DATA SOURCE: CTADS, 2013



smokers' helpline

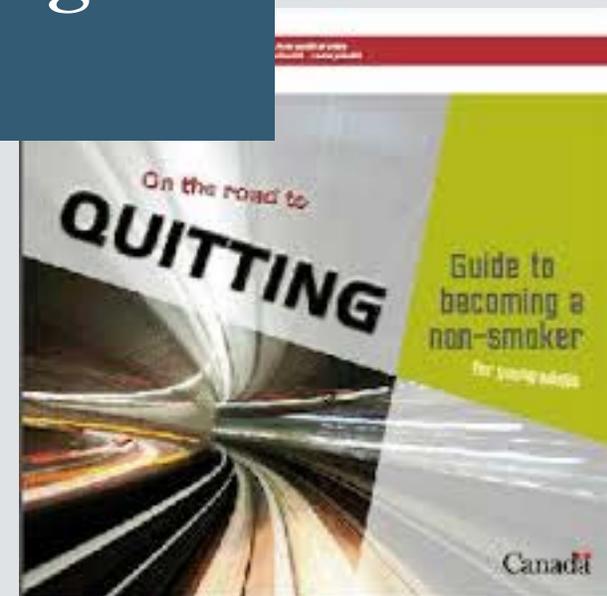
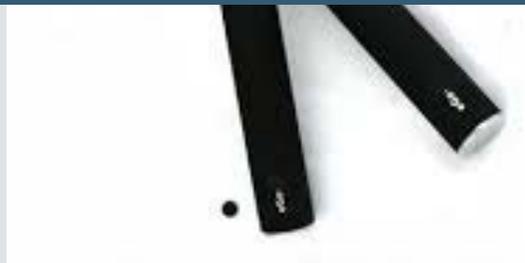
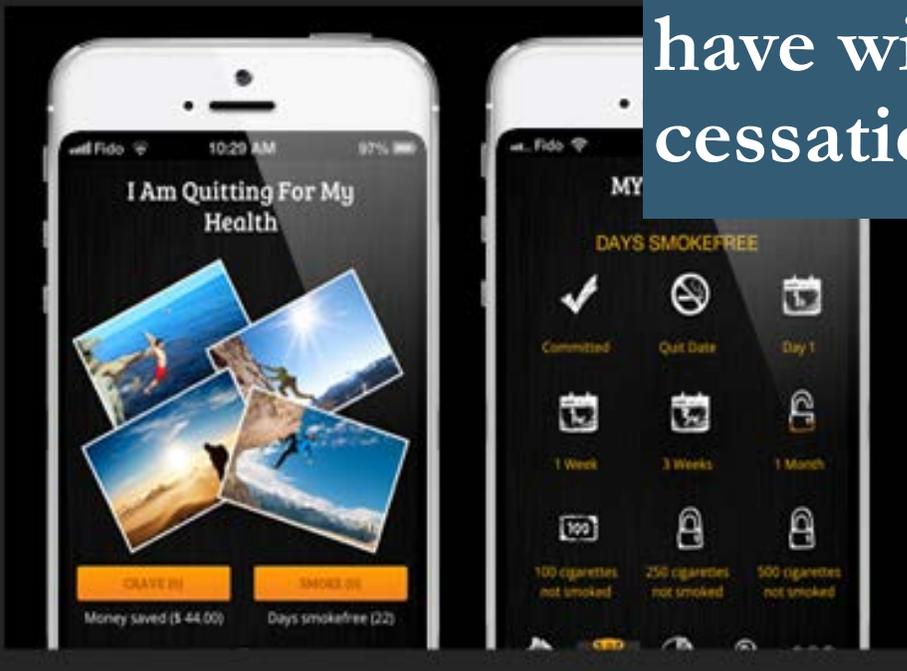
CONNECT TO QUIT



TXT Messaging

What experiences do young adults have with a variety of smoking cessation aids?

... support on the go with messages customized to ... date.



Methods

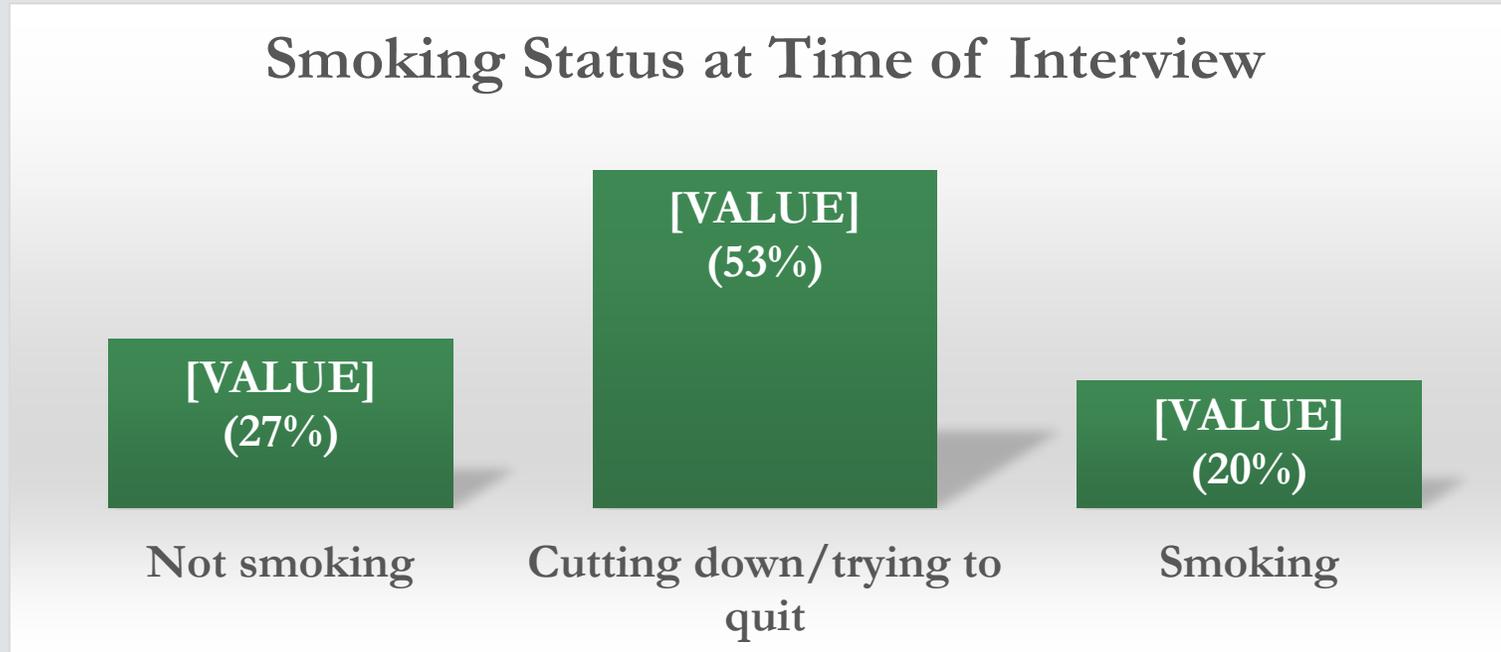
- Semi-structured telephone interviews (n = 15)
 - June to August 2015
 - Average length 69 min (range 63 to 77 min)
 - Canadian daily smokers aged 19 to 29
 - Used a mobile smoking cessation app called Crush The Crave (CTC)*
- Thematic analyses to identify themes using NVivo 10

*CTC is being evaluated in an RCT

Results

Sample

- Age 20 – 29 years (mean = 23.7 years)
- 53% male
- Years smoking: 1.5 to 15 years



Pharmacotherapy

- 9 individuals tried pharmacotherapy
 - 3 tried medication, 8 tried NRT
- Reasons for use
 - Knowing it worked for others
 - Available for free



Representative Quote

The Wellbutrin at least turns me into a monster, like absolute, ten times worse than when I was quitting cold turkey, and not just angry, but also horribly depressed. So I spent like a month just in this, I guess shallow puddle of my former self. It is just not worth it, like I am putting my partner, and my friends and my co-workers through absolute hell.

I used the patch once and I threw up with it about twenty minutes.

It sucks and it makes my throat close, and it is not something I could get addicted to, because it makes me feel like I am going to throw up.

Interactions with Professionals

- 10 participants interacted with health professionals
 - Found that the negative effects of smoking were discussed
 - Pharmacotherapy was prescribed
 - But NO counselling or support
- Those who did not interact with professionals thought...
 - They might be given a prescription but no support
 - They would be told smoking is bad which they already knew

Representative Quote

Basically [I got] information about what my risks were for smoking... but again I just found it was either thrown into me in jargon that I didn't understand or oversimplified and I didn't really get a lot of resources that were useful besides help lines or patches... [It was] not encouraging to the sense where they were telling me that I should quit or need to quit.

E-cigarettes



- 8 individuals attempted use of e-cigarettes
 - Most of individuals attempted use because a friend had recommended it
- Participants found
 - Did not change their smoking behaviour
 - Was not satisfying and cravings remained – desiring “real” cigarettes while vaping
 - Expensive to maintain

Representative Quotes

It almost, it would work, but it would almost take like more. I would have to sit there and smoke it longer than I would a cigarette and they cost too damn much.

I thought it would be more helpful than it was. I found the e-cigarettes ended up not really addressing part of what the craving was, and it was a thing that actually surprised me. I didn't think it would be part of it, but the weight was all wrong, yes it lights up at the end, to kind of mimic a cigarette, but if I want a cigarette, I want a cigarette. Something that is kind of, but not really what I want is not going to cut it. If I want cheesecake, a piece of pie is not going to do it. They can mimic it as close as possible, but if I know it is not. The point of the placebo thing is you know you don't know it is a placebo. I knew it was.

Quit line Services



- No participants utilized the quit line

Reasons why	Representative Quote
Already having the support from other individuals	I have always had really educated and resourceful people in my life that [I] have been able to call
Not understanding how a quit line can help	I would rather talk to people I know. I never really understood... what the quit line did. I know about it, and I have heard about it, but I don't understand the concept. I feel that I can just do that with like I can call up one of my friends, and do the same thing.
Wanting additional information	<p>I heard that it exists, but nobody could ever tell me if there are actual ex-smokers there, or there are non-smokers there. Who are the people on the quit line? ... I wanted to use the quit line, but did those people ever actually smoke? Do they know how I feel? [Have they] tried it themselves?</p> <p>I don't know who I am going to be calling, if I am even calling the person, like am I going to be listening to an automated service and then just want to break my phone? I think like if there was more information, it would be more helpful.</p>

Quit Smoking App



Likes

- **Accessibility and availability** – this was a 'modern' method that was available 24/7; in the palm of the hand
- **Logo and name** – app name was empowering & resonated with users as they wanted to 'crush' their habit
- **Personalization** – app could be modified to reflect themselves; gave ownership
- **Seeing progress and tracking behaviour** – being able to understand habits, triggers, and the effects of their actions through smaller achievable goals

Dislikes

- **Lacking notifications** – difficulty remembering to use the app consistently which impacted overall use
- **Unaware of personalization** – was not featured in the tutorial
- **Access to data/Wi-Fi** – app required a constant internet source to function, but not all users had 24/7 access
- **External links for distractions** – distractions referred to other apps/downloads/websites impacting the urgency of an immediate distraction

Summary

- Highly interested in quitting and using as many resources as possible
- Young adults want a modern way to quit in a way that increases empowerment and individuality
 - Do-it-yourself approach needed
- Current smoking cessation aids can be better marketed to the young adult demographic, and to answer their questions
- More quit support needed from professionals and those with the ability to help
 - Apps potentially filling these gaps

Thank you!

CRUSH THE CRAVE



CRAVE (0)

Money saved (\$ 4358.00)

SMOKE (0)

Days smoke-free (218)



home



awards



progress



quit help



more