Electronic Cigarette Use And Willingness To Use Approved Nicotine Replacement For Cessation

Robert McMillen, PhD²,³, Jonathan P. Winickoff, MD, MPH²,³, Karen Wilson, MD, MPH²,⁴, Regina Shaefer, MS², Jonathan D. Klein, MD, MPH²

¹Mississippi State University; ²AAP Julius B. Richmond Center of Excellence; Massachusetts General Hospital for Children; ⁴Children’s Hospital Colorado and the University of Colorado, Denver School of Medicine
Support

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Background

• Increased public interest

• Increased trial and use

• Concerns?

• Potential benefits?
Background

• Clinical counseling & messaging

• We examined cessation activity among current cigarette smokers and the use of electronic cigarettes.
Methods

• Administered Fall 2012
• Random Digit Dial Landline Frame
  • Survey Research Laboratory at the Social Science Research Center, Mississippi State University

• Probability-based Internet Panel
  • GfK: Panel members were recruited by probability-based sampling, and households were provided with access to the Internet and hardware if needed
Results

• RDD Landline
  • N= 1,507
  • Co-operation rate, 88%;

• Probability-based Internet Panel
  • N=1,594
  • Final completion rate, 63%
  • Length of time on the panel ranged from 21 days to 13 years, median time on panel was 1.5 years
Weighting

• Both sampling frames were weighted based upon 2011 U.S. Census estimates to be representative of the U.S. population

• Composite adjustments were then computed to combine the two sampling frames.

• A re-standardized weight was computed so that the weighted sample size matched the sum for effective sample size for both independent frames
Three Year Trend – Lifetime Prevalence of Electronic Cigarette Use

<table>
<thead>
<tr>
<th>Year</th>
<th>Prevalence</th>
<th>Sample Size</th>
<th>95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>1.8%</td>
<td>n = 3,240</td>
<td>(1.3-2.3)</td>
</tr>
<tr>
<td>2011</td>
<td>7.3%</td>
<td>n = 3,059</td>
<td>(6.4-8.2)</td>
</tr>
<tr>
<td>2012</td>
<td>10.6%</td>
<td>N = 3,101</td>
<td>(9.5-11.7)</td>
</tr>
</tbody>
</table>

Source: 2012 Social Climate Survey of Tobacco Control
Current Cigarette Smokers, N= 490

• 40.4% have tried an electronic cigarette
• 8.8% currently use electronic cigarettes
• 44.3% have made a quit attempt in the past year
• 60.4% would be willing to try NRT to quit cigarette smoking
Current Cigarette Smokers & Quit Attempts, N= 490

Has tried an electronic cigarette

• At least one quit attempt in the past year: 45.4%

• Has not: 36.4%, p=.045.

• Quit attempt in the past year (OR=1.8, 95% CI = 1.2 - 2.6)
Current Cigarette Smokers: Electronic Cigarettes & NRT, N= 490

Willing to use an FDA-approved nicotine

• Has tried the electronic cigarette: 70.1%

• Has not: 53.8%, p < .001.

• Use of the electronic cigarette (OR=1.9, 95%CI 1.3-2.9)
Discussion

• Cigarette smokers who want to quit appear to be more willing to try multiple approaches.

• Electronic cigarette trial is an important predictor for receptivity to FDA-approved nicotine replacement medications.

• Clinicians may consider that patients who have used these products may also be willing to use nicotine replacement medications for cessation.
Limitations

• Self-report data

• Potential for noncoverage bias
Questions?

Minh-Tri 1st Place winner, FAMRI/AAP/Richmond Center Art Contest 2010