

# ANALYSIS OF NORTH AMERICAN QUITSITES: RESOURCES FOR ELECTRONIC CIGARETTES AND VAPING CESSATION

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## BACKGROUND

- Vaping is considered an epidemic.<sup>1,2</sup>
- There are concerns about the role of flavors in vaping appeal, and youth awareness of vaping addictiveness.<sup>2</sup>
- Flavors may influence the initiation of youth vaping and in adult vaping, including for smoking cessation.<sup>2</sup>
- Patients experiencing E-Cigarette or Vaping Product Use Associated Lung Injury (EVALI) can recover with cessation of vaping, supportive care, and steroid therapy.<sup>3</sup>
- It’s unclear whether cessation websites are effective for Vaping Cessation.<sup>4</sup>

## RESEARCH QUESTION

Do the US and Canadian Smokers’ Quitline’s “Quitsites” provide enough information and resources to be supportive of Vaping Cessation?

## REFERENCES

1. US Food and Drug Administration. *Statement from FDA Commissioner Scott Gottlieb, MD, on Advancing New Policies Aimed at Preventing Youth Access to, and Appeal of, Flavored Tobacco Products, Including E-Cigarettes and Cigars*; US Food and Drug Administration: Silver Spring, MD, USA, 2019.
2. Schneller LM, Bansal-Travers M, Goniewicz M, McIntosh S, Ossip DJ, O'Connor R (2019). Use of flavored e-cigarettes and the type of e-cigarette devices used among adults and youth in the US— Results from Wave 3 of the Population Assessment of Tobacco and Health Study (2015–2016). *International Journal of Environmental Research and Public Health*, 16; 2991.
3. Kalininskiy A, Bach CT, Nacca NE, Ginsberg G, Marraffa J, Navarette KA, McGraw MD, Croft DP. (2019). E-cigarette, or vaping, product use associated lung injury (EVALI): case series and diagnostic approach. *The Lancet: Respiratory Medicine*. Published Online First: November 08, 2019 DOI:https://doi.org/10.1016/S2213-2600(19)30415-1
4. Snow E\*, Johnson T\*, Ossip DJ, Williams GC, Ververs D, Rahman I, McIntosh S (2018). Does E-Cigarette Use at Baseline Influence Smoking Cessation Rates among Two-Year College Students? *Journal of Smoking Cessation*, 13(2): 110-120. doi:10.1017/jsc.2017.11.

## METHODS

- North American Quitline Consortium (NAQC) and other web-based sources were used to locate Quitline associated “Quitsites”.
- Independent raters examined Quitsites and completed checklists for the presence or absence of information supportive of “Vaping Cessation”.
- The research team met iteratively to refine the checklist results, re-review selected state websites, and refine final categories for inclusion (See Table 1).

Table 1  
Vaping Information and Cessation Resources in North America

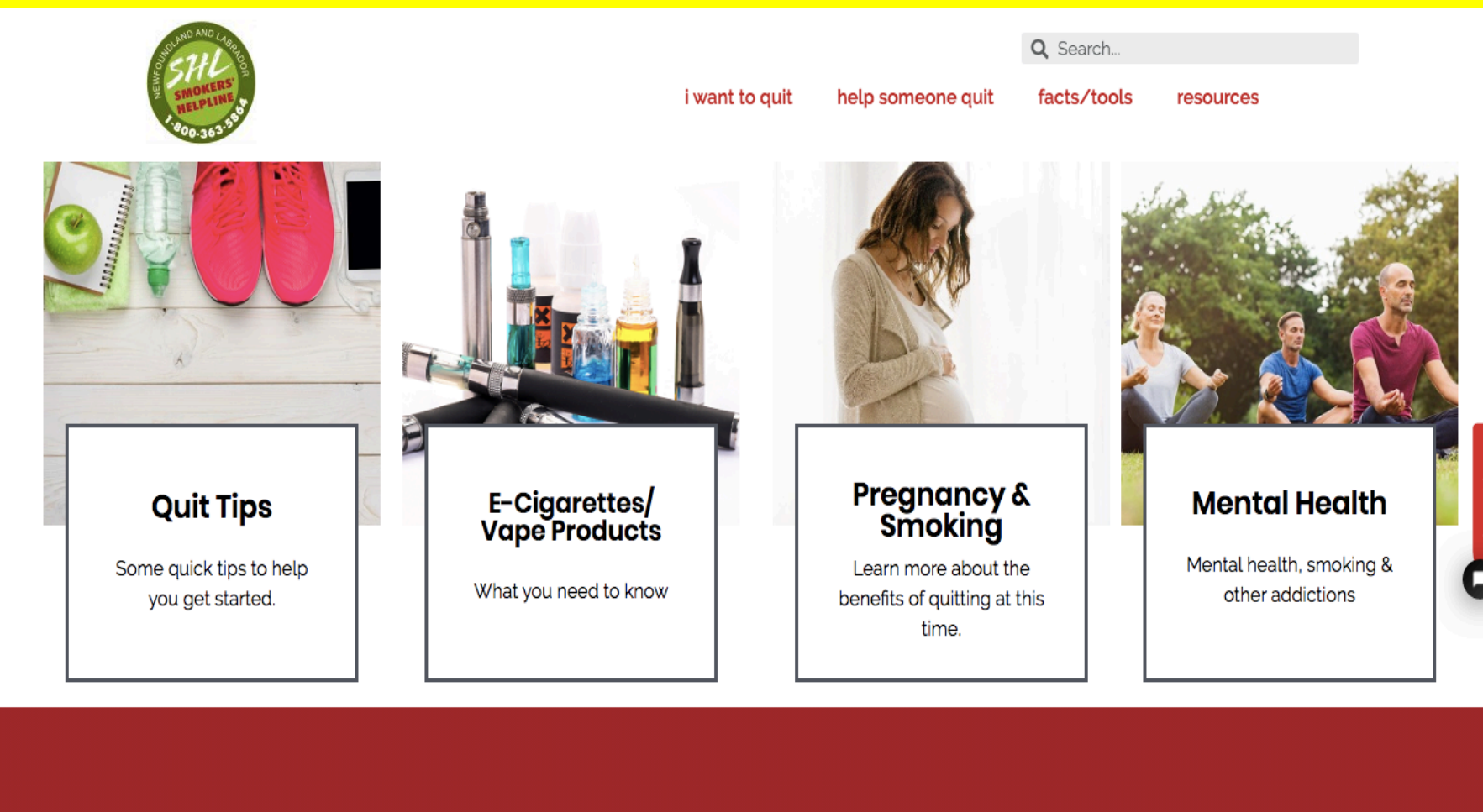
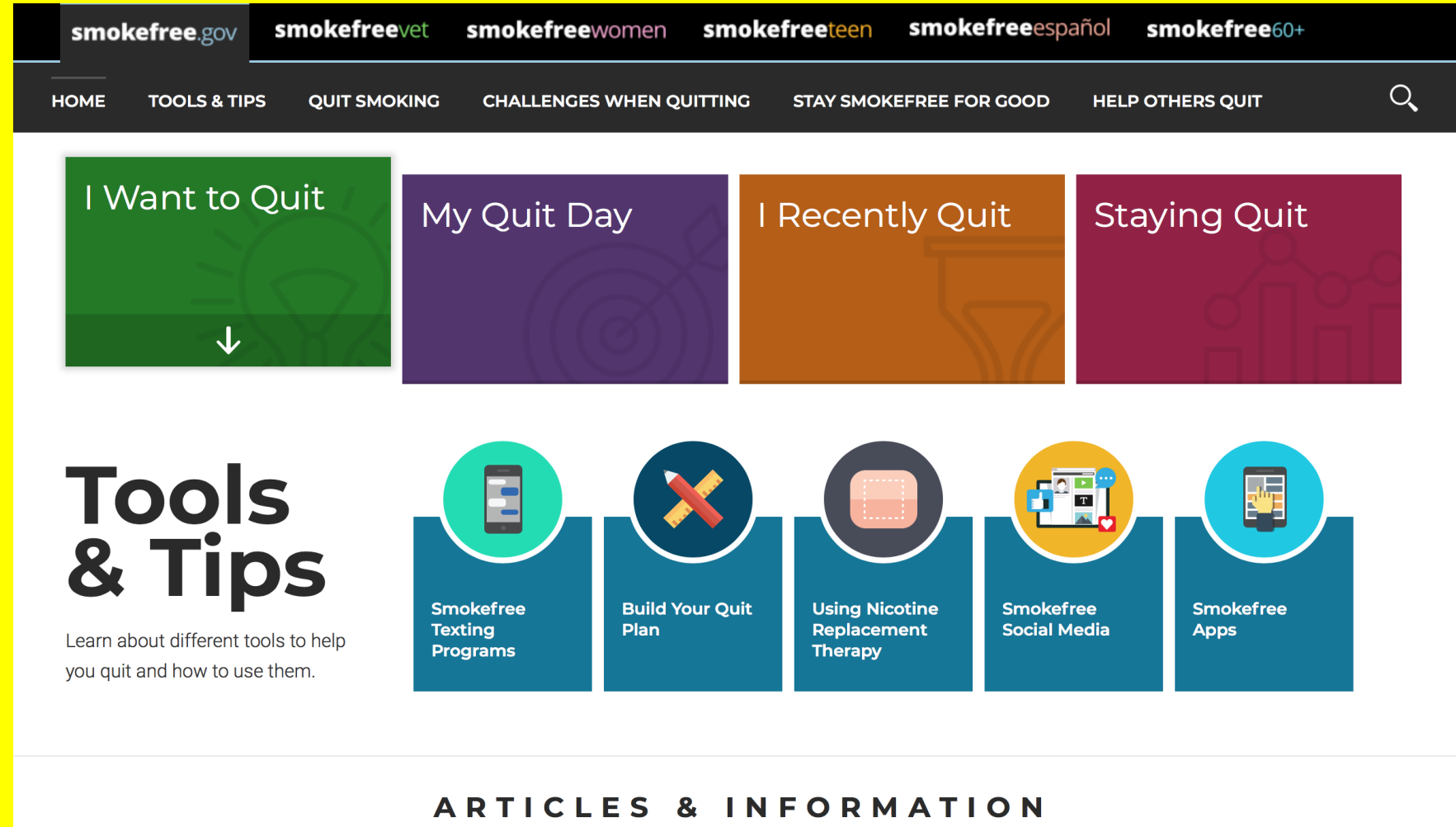
State, Province or Territory	Dedicated Page On Vaping	Harms of Vaping	Flavors Are Harmful	Cessation Resources	Speak to Your Healthcare Provider	News And Information	Other Resources
United States Quitsites							
Alabama							
Alaska							
Arkansas							
California							
Connecticut							
Florida							
Georgia							
Hawaii							
Illinois							
Indiana							
Iowa							
Kansas							
Louisiana							
Maine							
Massachusetts							
Minnesota							
Mississippi							
Montana							
Nebraska							
New Hampshire							
New York							
North Carolina							
North Dakota							
Oklahoma							
Pennsylvania							
Puerto Rico							
South Dakota							
Tennessee							
Utah							
Vermont							
Washington D.C.							
Wisconsin							
Canadian Quitsites							
Alberta							
British Columbia							
Newfoundland							
Quebec							

\* States or provinces not listed either had no information on Vaping (N=30), or had broking links (n=4)

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Table 2  
SCREENSHOT EXAMPLES



## RESULTS

- Only 21 of 66 (31.8%) of North American Quitline Consortium (NAQC) Quitsites had webpages dedicated to Vaping.
- Although one half (33 of 66) presented information on the harms of Vaping, only 12 sites (18.2%) messaged that Flavors are harmful.
- About 1/3 of the sites (33.3%) had Cessation Resources, only 2 site recommended speaking to a Health Care Provider.
- Other resources: recommendation to report cases to the CDC (n=2).

## DISCUSSION

- Information on Vaping and the harms of Vaping (particularly Flavors) is lacking across these state sponsored resources, and messaging for resources for Vaping Cessation is not consistent.
- It is important to understand the landscape of publically available information and resources for the Vaping epidemic, such as by continually conducting observational analyses as in this study.
- Next Steps: Later in 2020, the landscape will be assessed again and differences will be analyzed statistically.