

BACKGROUND

- Tobacco use is known to be the leading cause of preventable disease and death as tobacco products contain known carcinogens (i.e., tobacco-specific nitrosamines; TSNAs) and addictive chemicals (i.e., nicotine).¹
- Recently, many tobacco companies have converged on the theme of harm reduction by moving away from combustible products, and are promoting nicotine vaping products (NVPs), smokeless tobacco (SLT), and 'tobacco-free' oral nicotine products (ONPs) have emerged.
- Since the advent of ONPs in 2016, sales have increased likely due to the wide variety of flavors, but little is known about the use of ONPs.^{2,3}
- The purpose of this study is to examine trends in prevalence and correlates of ONP use among US youth and young adults.

METHODS

- Cross-sectional US data were analyzed from Waves (W) 3 (Aug 2019; N=3,981), 3.5 (Feb 2020; N=5,132), and 4 (Aug 2020; N=6,936) of the ITC Youth Tobacco and Vaping Survey.
- Online surveys were conducted among youth 16-19 years who were recruited from US Nielsen consumer panels.
- Ever and past 30-day use of cigarettes, NVPs, SLT, and ONPs were assessed at each wave.
- Descriptive statistics and logistics regressions were used to describe changes in prevalence overtime and predict correlates at all waves, including demographics and tobacco product use, of ever and past 30-day ONP use.
- Models were adjusted for response wave, sex, race/ethnicity, perceived family socioeconomic status (SES), and past 30-day use of SLT, cigarettes, and NVPs.

RESULTS

- From Aug 2019 to Aug 2020, ONP ever and past 30-day use did not significantly change (**Figure 1 & 2**).
- Ever use and past 30-day use of SLT ($p \leq 0.0001$), NVP ($p < 0.0001$), and cigarettes (Ever: $p < 0.0001$; Past 30-day: $p = 0.0407$) significantly decreased (**Figure 1 & 2**).
- ONP ever and past 30-day users differed from never and non-users, respectively, on sex, perceived family SES, as well as ever and current use of SLT, cigarettes, and NVPs ($p < 0.05$).
- SLT users had similar demographic characteristics and tobacco use behaviors as ONPs, except ever and past 30-day SLT users differed significantly on race/ethnicity ($p \leq 0.05$).
- In Aug 2020, youth were significantly more likely to ever use and use ONP in the past 30-days than those in Aug 2019, but neither user groups differed from respondents in Feb 2020 (**Figure 3 & 4**).
- Those who currently used cigarettes, NVP, and SLT were more likely to ever use and use NVPs in the past 30-days (**Figure 3 & 4**).

RESULTS (cont'd)

Figure 1: Lifetime use of select tobacco products among youth in the US by survey year - Findings from the ITC Youth Survey

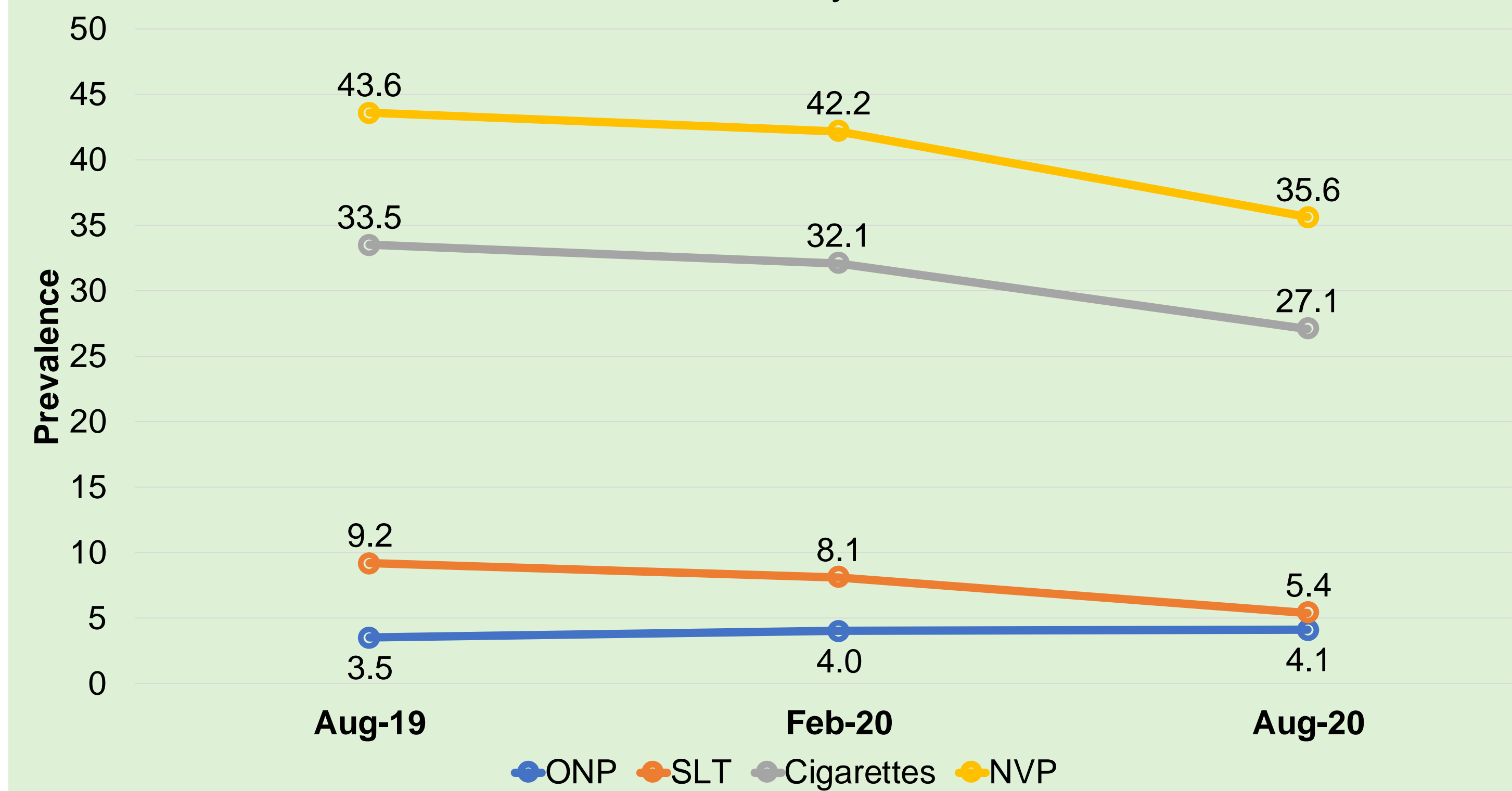


Figure 2: Past 30-day use of select tobacco products among youth in the US by survey year - Findings from the ITC Youth Survey

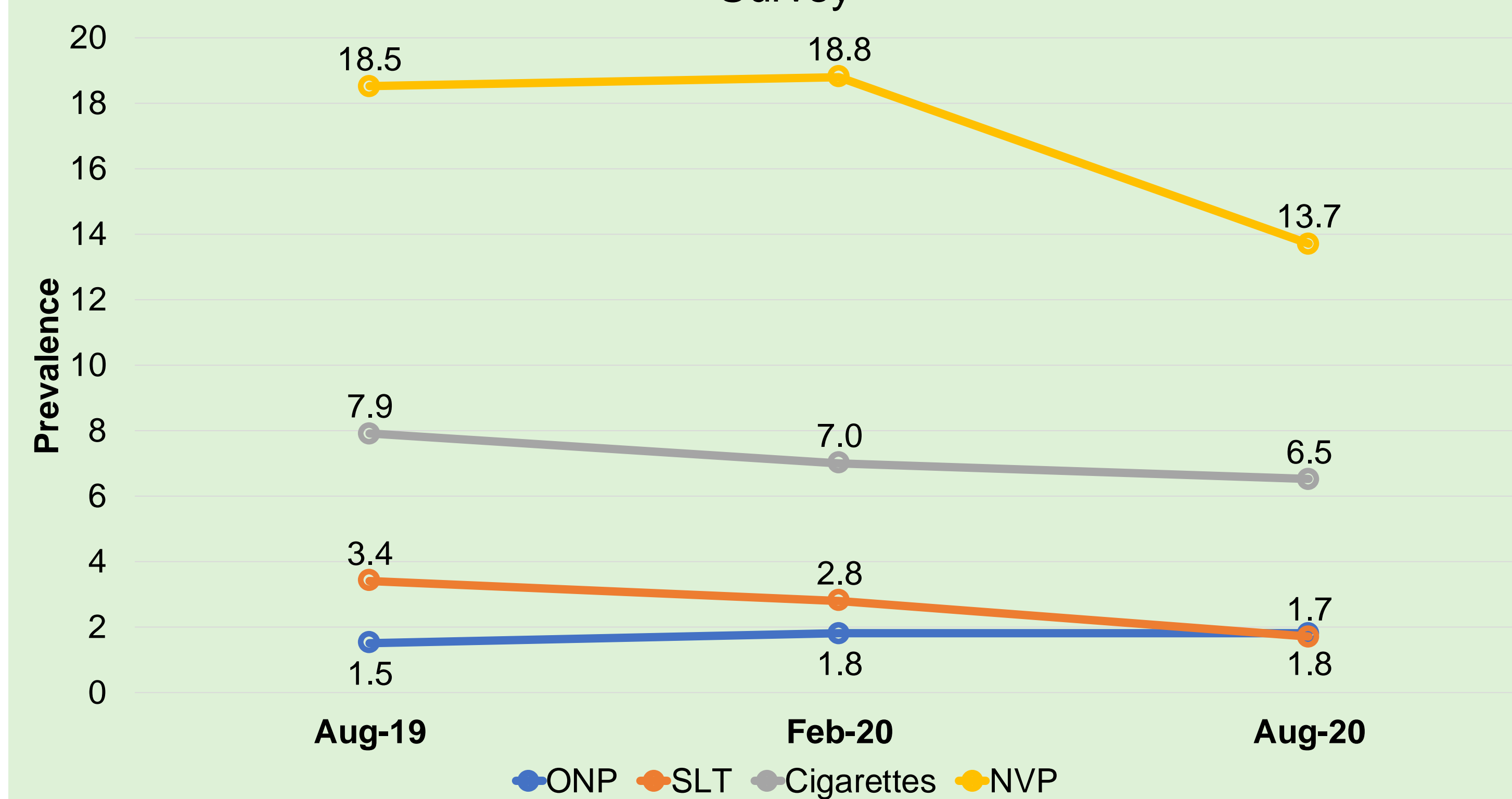
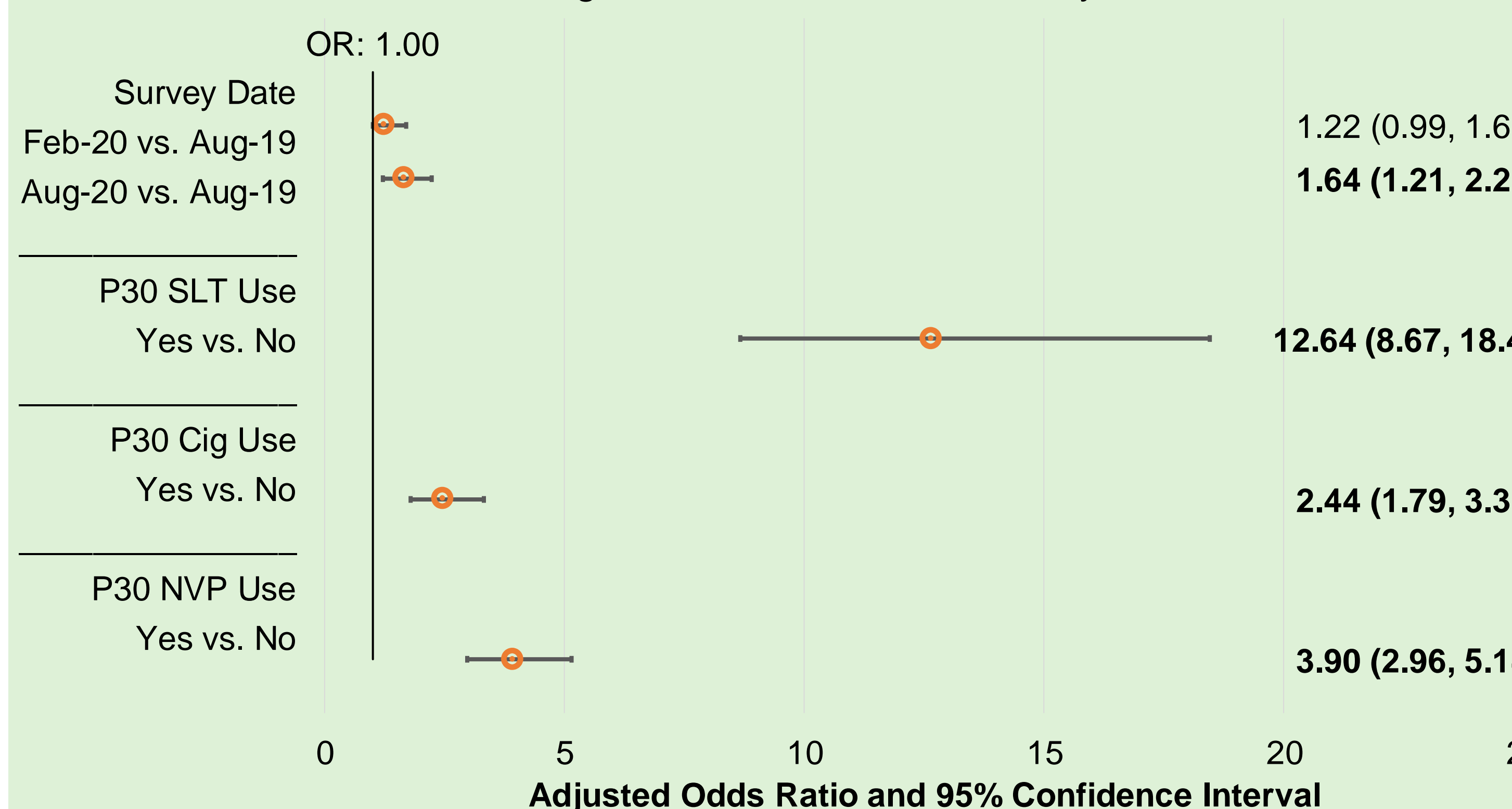


Figure 3: Likelihood of lifetime use of ONP among youth in the US - Findings from the ITC Youth Survey



RESULTS (cont'd)

Figure 4: Likelihood of past 30-day use of ONP among youth in the US - Findings from the ITC Youth Survey



CONCLUSIONS

- ONP users are more likely to be a user of another nicotine product, such as cigarettes, SLT, or NVP.
- However, it is important to note that self-reporting of ONP may be confused with SLT given the overlap of the two products.
- Although ONP are among the least prevalent products used among US youth, the availability of flavors, easy to conceal design, and the fact that ONP are not combusted product, they may be viewed as reduced risk⁴⁻⁶ and appeal to youth who both use and do not use nicotine products, particularly if ONP use becomes more widespread.
- Researchers should continue to observe behaviors associated with ONP use to inform the need for future regulatory efforts, especially as other tobacco control policies are implemented (e.g., the New York State NVP Flavor Restriction) leaving nicotine users disaffected.

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