

# Vaping Cessation Resources for Young Adults on North American Quitline Consortium Websites: An Observational Audit

Gunturi A, Rosman J, Mulhern R, Chakraborty B, Widanka H, Gajendra S, Cartujano-Barrera F, Ossip DJ, McIntosh S  
Department of Public Health Sciences, University of Rochester Medical Center, Rochester, NY, USA

## BACKGROUND

- Young Adults (“YA”; ages 18-25) may want to quit vaping, but this does not necessarily translate to higher rates of successful cessation.<sup>1,2</sup>
- The National Cancer Institute (NCI) prioritizes YAs as a vulnerable population in need of more interventions.
- It’s unclear what targeted or tailored resources are available for YAs.<sup>2</sup>
- **REWORD THIS PER CITATIONS 4 and 5: YAs are often subject to increased peer pressure and lack of supervision, because a substantial proportion live on college campuses which can affect their health behaviors.**<sup>4,5</sup>
- The present study assessed the availability of vaping cessation resources tailored for YAs among North American Quitline Consortium (NAQC) websites.

## RESEARCH QUESTION

Do North American Quitline Consortium (NAQC) websites provide sufficient tailored resources and information to support vaping cessation for YAs aged 18-25?

## METHODOLOGY

- The North American Quitline Consortium (NAQC) website was used to locate State-level Quitline resources for each US State and Canadian province.
- An audit checklist tool was adapted from our previous work to identify resources targeted for YAs.
- Each website was evaluated via this tool to determine the presence and comprehensiveness of available resources.
- **Inclusion criteria:** Educational and cessation e-sources for “ENDS, nicotine, e-cigarette, vaping.”
- **Exclusion criteria:** Resources available only for “tobacco, smoking, cigarettes.”



Need more pictures in this space above Table 1. Avoid modeling pictures where teens are smoking. Need to connote “cessation”.

**Table 1: Resources for Young Adults by State [Instead of Yes / No, maybe Green = Yes and Red = No? Then we fill in each cell, see example cells below...]**

| State | Vaping | Website | Homepage | Image | State | Vaping | Website | Homepage | Image |
|-------|--------|---------|----------|-------|-------|--------|---------|----------|-------|
| AL    | Yes    | No      | No       | No    | MT    | No     |         | No       | No    |
| AK    | Yes    | Yes     | Yes      | No    | NE    | Yes    |         | No       | No    |
| AZ    | Yes    | Yes     | No       | No    | NV    | No     | No      | No       | No    |
| AR    | Yes    | Yes     | Yes      | Yes   | NH    | Yes    | Yes     | Yes      | No    |
| CA    | Yes    | No      | No       | Yes   | NJ    | Yes    | Yes     | Yes      | Yes   |
| CO    | No     | No      | No       | No    | NM    | No     | No      | No       | No    |
| CT    | Yes    | No      | No       | No    | NY    | Yes    | Yes     | No       | No    |
| DE    | No     | No      | No       | No    | NC    | Yes    | No      | No       | No    |
| FL    | Yes    | Yes     | Yes      | No    | ND    | Yes    | Yes     | Yes      | No    |
| GA    | Yes    | No      | No       | No    | OH    | No     | No      | No       | No    |
| HI    | Yes    | No      | No       | No    | OK    | Yes    | No      | No       | No    |
| ID    | Yes    | No      | No       | No    | OR    | No     | No      | No       | No    |
| IL    | No     | No      | No       | No    | PA    | Yes    | No      | No       | No    |
| IN    | No     | No      | No       | No    | RI    | No     | No      | No       | No    |
| IA    | No     | No      | No       | No    | SC    | Yes    | No      | No       | No    |
| KA    | No     | No      | No       | No    | SD    | Yes    | No      | No       | No    |
| KT    | No     | No      | No       | No    | TN    | No     | No      | No       | No    |
| LA    | Yes    | No      | No       | No    | TX    | No     | No      | No       | No    |
| ME    | Yes    | Yes     | Yes      | Yes   | UT    | Yes    | No      | No       | Yes   |
| MD    | Yes    | Yes     | Yes      | Yes   | VT    | Yes    | No      | Yes      | No    |
| MA    | Yes    | No      | No       | No    | VA    | Yes    | No      | No       | No    |
| MI    | No     | No      | No       | No    | WA    | Yes    | No      | No       | No    |
| MN    | Yes    | No      | No       | No    | WV    | Yes    | No      | No       | No    |
| MS    | No     | No      | No       | No    | WI    | Yes    | Yes     | Yes      | Yes   |
| MO    | No     | No      | No       | No    | WY    | Yes    | No      | No       | No    |

**Table 1.** The column with the heading “Vaping” indicates whether or not a site had information on ENDS/vaping; the “Website” column indicates whether a site had information about YA-tailored resources; “Homepage” indicates whether YA resources are linked to the homepage; and “Image” indicates whether or not a site had images or videos representing YA anywhere on the site.

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## RESULTS

- Five Quitsites were broken and therefore excluded.
- 32/59 (54.2%) Quitsites had no observable support for YA-targeted vaping cessation.
- 48/59 (81.4%) Quitsites had no YA-targeted vaping cessation support on the homepage or any dedicated pages for the topic.
- 18/47 (38.2%) of US States had no mention of vaping or ENDS anywhere on the website. All Canadian sites contained vaping information.
- 47/59 (79.7%) Quitsites had no YA representation in images or videos anywhere on the page.

## DISCUSSION

- State Quitlines currently offer little support for YAs interested in quitting vaping.
- Over half of the territories had no YA support, with over three-quarters lacking dedicated locations for YA-targeted vaping cessation.
- Over a third of States had no mention of vaping anywhere on their sites.
- As we grow to understand the dynamics of YA-specific vaping cessation, states are encouraged to add resources for YAs to facilitate their journey of quitting vaping.
- Increasing access to cessation resources will expand the perception of the risks of vaping, leading to healthier decisions driven by reliable sources of information.

## REFERENCES

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