

NAVIGATING THE VAPING EPIDEMIC: INSIGHTS FROM CESSATION INTERVENTIONS AT VARIOUS LEVELS

Gloria Ng, Ryan Mulhern, Jessica R. Rosman, Holly Widanka, Francisco Cartujano-Barrera,
Amanda L. Graham*, Holly Russell, Deborah J. Ossip, Dan Croft, Scott McIntosh
University of Rochester Medical Center, Rochester, NY, USA
*Truth Initiative, Washington, DC, USA



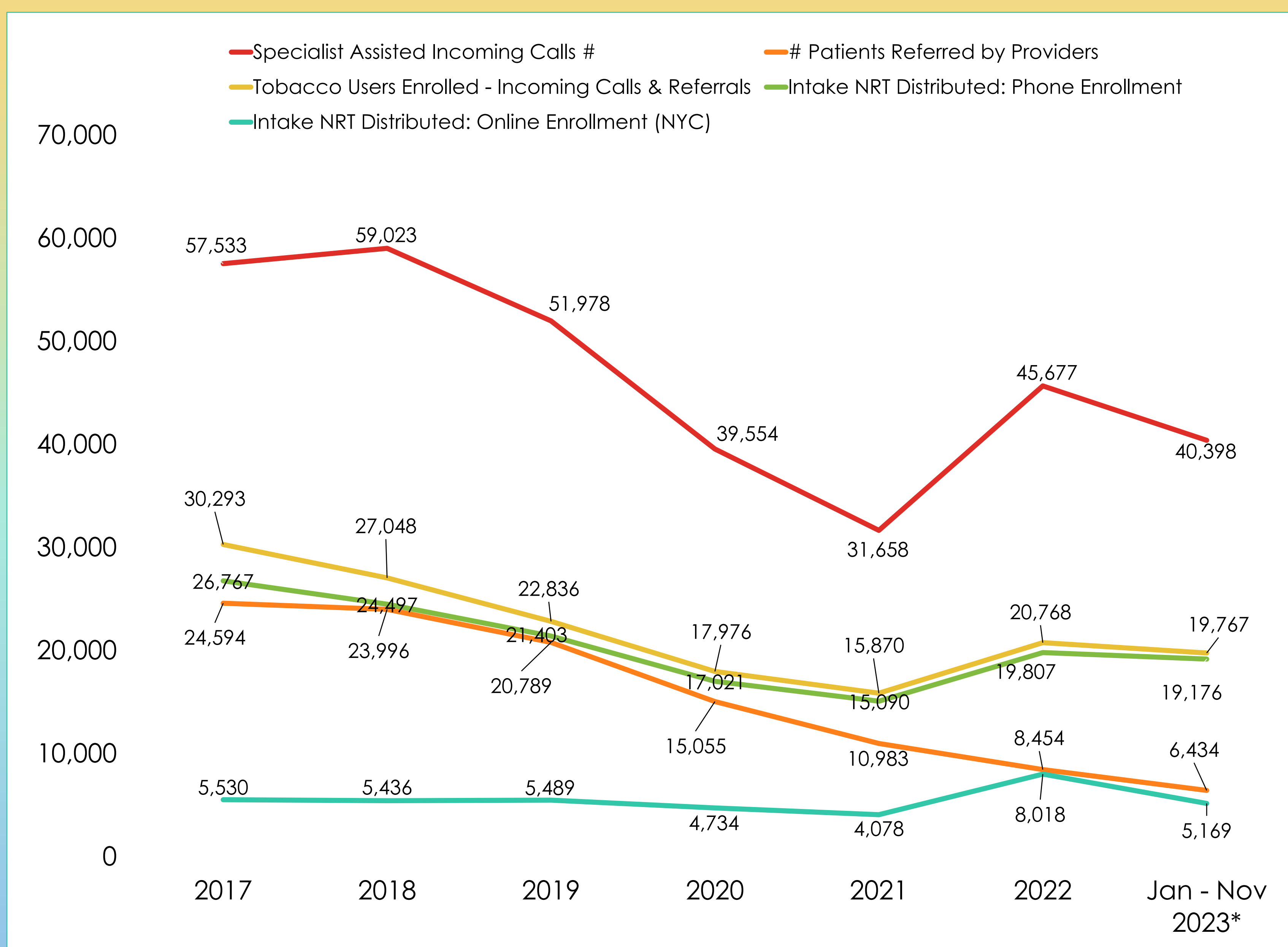
BACKGROUND

Vaping prevalence in Young Adults (YA, 18-24) was 11% in 2021.¹ Middle schoolers and high schoolers (11-18) reported 7.7% in 2023.² These age groups are prioritized by the National Cancer Institute (NCI) as vulnerable populations requiring more interventions. Innovative cessation efforts have been developed to combine various forms of media and evidence-based techniques. This present study assesses relatively new interventions for e-cigarette cessation at all levels (regional, state, national) to further inform access and use.

METHODS

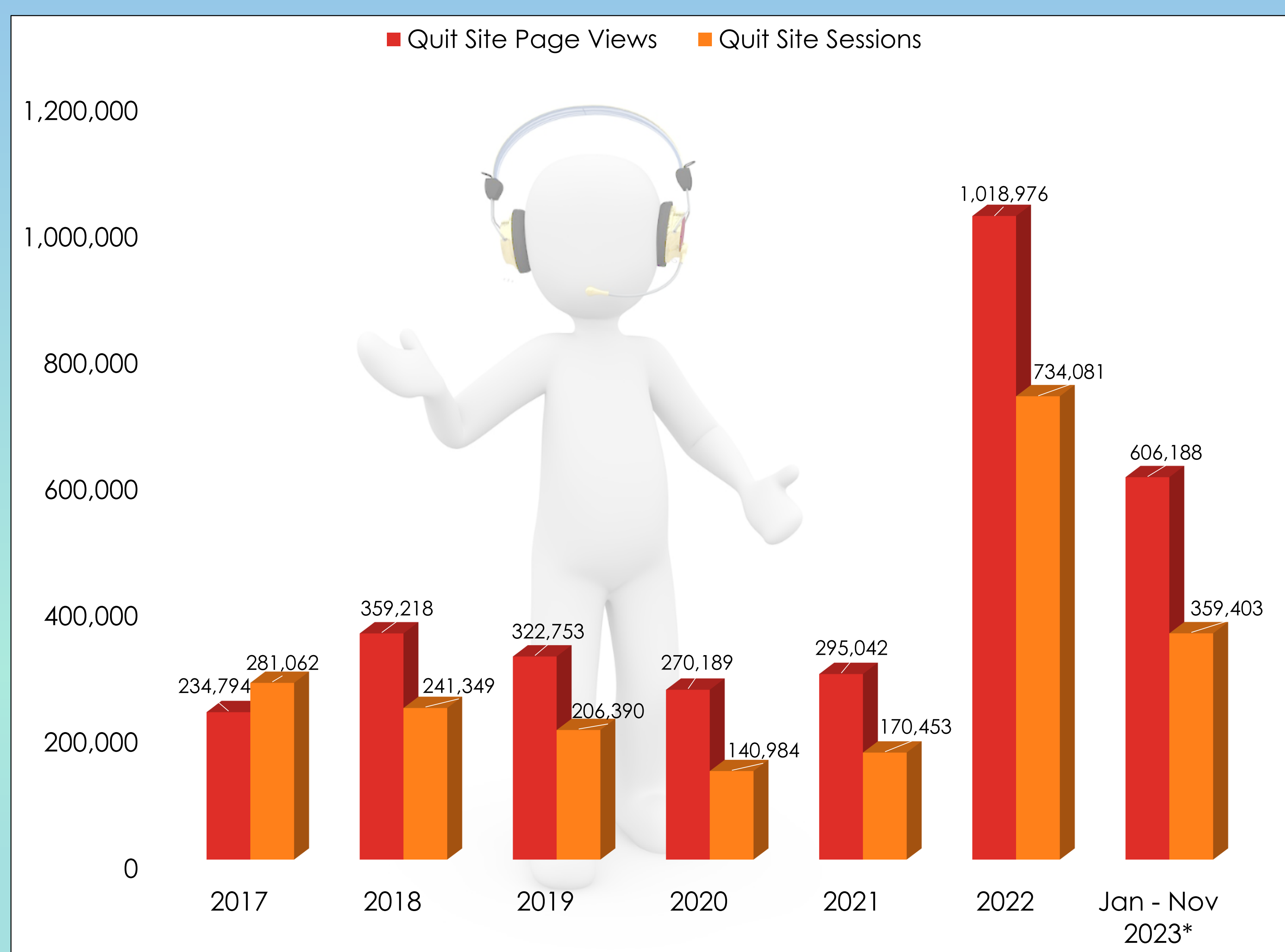
UR Medical Center, New York State Quitline, and Truth Initiative were contacted for recent data on vaping cessation at regional, state, and national levels, respectively. Enrollment, referrals, and demographics were examined for reach of vaping cessation interventions. Engagement with key contacts also provided qualitative insight of cessation program challenges.

FIGURE 1. NYS Quitline Partner Program Usage 2017-2023*



* Indicates partial year data

FIGURE 2. NYS Quit Site Page Views and Sessions 2017 to 2023*



* Indicates partial year data

RESULTS

Regionally, the **Commit to Quit!** group program has completed 7 cohorts with 170 enrollees from 13 different counties since September 2021, with 76% reporting an increase in confidence in their ability to quit post-participation. Since October 2023, the regional program **Vape Escape** has had 20 teens participate, using interactive and supportive environments to change vaping behaviors. From 2017 to 2022, the **NYS Quitline** (including resources for vaping cessation) showed decreases in incoming calls (-20.6%), provider referrals (-65.6%), and Nicotine Replacement Therapy distribution by phone (-26.0%) but has seen increases in Quit Site Sessions (161.2%) and Quit Site Page Views (334.0%). Since its launch in 2019, Truth Initiative's nationwide **This is Quitting** texting program for teens has been enrolling 3,000 young people each week, where roughly 60% are Young Adults.

DISCUSSION

- Vaping Cessation includes group sessions and e-health approaches (supportive text).
- Quitting has shifted to these e-health programs with an accessible support network.
- The decrease in **NYS Quitline Partner Program** usage parallels the successful rise of Truth Initiative's **This Is Quitting** texting and regional interactive participation programs.
- Tailoring interventions to the emerging challenges of vaping will further help vulnerable populations access inclusive resources and lead healthier lives.

REFERENCES

1. Kramarow EA, Elgaddal N. Current electronic cigarette use among adults aged 18 and over: United States, 2021. NCHS Data Brief, no 475. Hyattsville, MD: National Center for Health Statistics. 2023. doi: 10.15620/cdc:129966.
2. CDC newsroom releases. (2023, November 3). Centers for Disease Control and Prevention. Retrieved 2/23/24 from <https://www.cdc.gov/media/releases/2023/s1102-e-cigarettes-down.html#:~:text=Among%20middle%20and%20high%20school,e%2Dcigarette%20use%20in%202023.>