

# Vapers and Vaping: Users Views and Potential Gateway Effect

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# Centre for Substance Use Research: E-Cigarette Studies and Intervention

- 1) Factors Influencing the Initiation Continuation and Cessation in E cigarette Use
- 2) Survey of Vapers and Vaping in the EU (Quantitative and Qualitative)
- 3) Survey of Vapers in the US (Quantitative and Qualitative)
- 4) Vapers Helping Smokers (Quantitative and Qualitative)
- 5) Vapers Helping Smokers (Video Peer Support)
- 6) E-cigarettes and gateway effect (Qualitative)
- 7) E- cigarettes and the re-normalisation of smoking (Qualitative)
- 8) E-cigarettes policy/regulation

# Gateway and Smoking Renormalisation

- E-Cigarettes and the Reported Gateway Effect: Users Views and Experiences
- 120 people interviewed aged 16 to 28 (average 21)
- E-cigarettes and the Reported Re-normalisation of Smoking
- 120 Non Smokers Non Vapers looking at the extent to which, and ways in which, the visibility of vaping may have impacted upon views of smoking.

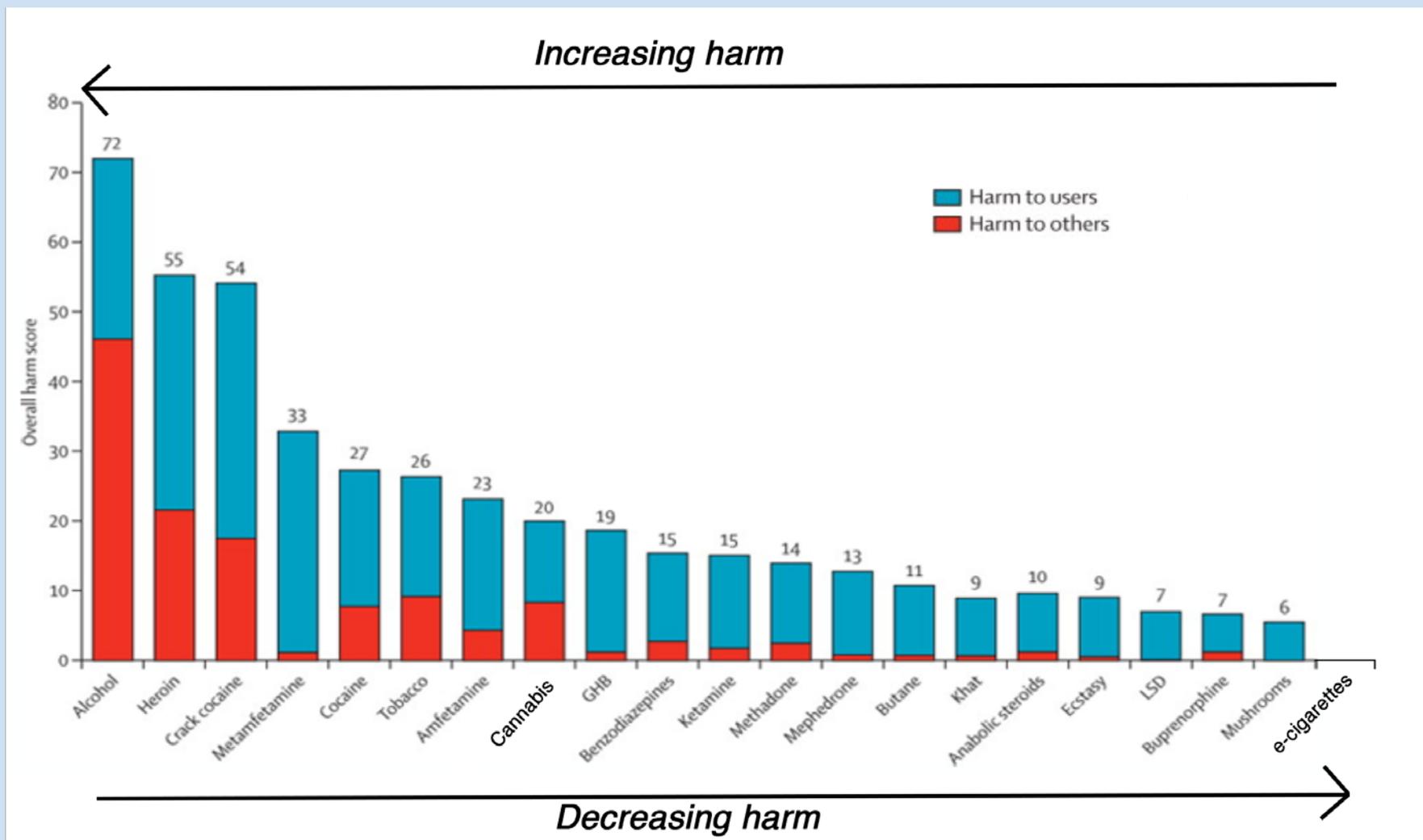
# Gateway Effect

- One of the fundamental concepts in drug use research
- Widely discussed
- Controversial- is it a description of the social patterning of drug use or a causal explanation of the evolution from initiation to the development of a complex drug using repertoire?
- What is the mechanism(s) through which a gateway effect may be occurring i.e. is it the drug, the brain, or is it the environment, or combinations of these.
- What drugs can be said to be having a gateway effect: marijuana, tobacco, alcohol.
- Are e-cigarettes acting as a gateway to smoking?
- What are the policy and regulatory priorities that flow from the gateway effect?

# Barrington-Trimis et al 2016 on E-Cigarette Gateway

- E-cigarette use in adolescence, and a pro-e-cigarette social environment, may put adolescents at risk for future use of cigarettes. E-cigarettes may contribute to subsequent cigarette use via nicotine addiction or social normalization of smoking behaviour

# Ranking of Drug Harm (Nutt et al)



# Gateway and Social Distance

- How close or far is vaping from smoking?

# E-cigarette Initiation

- R: Just because someone I knew had one and I was curious to be honest because I'd seen other people with them and then I just thought I'd give it a shot.. it was just a one off thing purely out of curiosity to see what it was like.
- R: Probably out of curiosity more than anything, it came quite suddenly out of nowhere so I wondered what the attraction was to be honest.

# Initiation

I: Can you say what first attracted you to using a e-cig?

R: Just because I thought the vaper looked cool and to be honest I could do it inside

# Vapour

R: You can do tricks and stuff and maybe because it's a new thing as well it surprises them with the massive clouds

# Nicotine

- R: Its been more like fun whenever I've used them and not for actual nicotine
- R: In my experience people use with very very low level of nicotine or there no nicotine in them
- R: It was the strong (nicotine) one but now it's the mild one as I've eased myself off the strong one
- I: You can get ones that actually have no nicotine
- R: That's cool. I would have bothered about that- but then everyone to their own I guess

# Roadblock to Smoking

I: I feel bad when I have a cigarette now ..I feel un-healthy..I feel I'm putting chemicals and cancer and stuff in my body whereas like before I didn't really care, its just made me more aware of it.

R: Are you say that it has changed how you see smoking?

I: Yea because when we did smoke before we didn't really care much, but now I wouldn't smoke anymore because I can just do that (vape) now.

I: Do you think you are further away from the possibility of smoking now

R: Yea miles

I: What would happen if you couldn't vape?

R: I'd probably smoke to be honest..

# Perception of Harm

R: Less harmful than smoking because it's not got the same toxins and fumes and tar in it. I'm not really aware of how harmful it is, but it's got to be better for you than smoking.

R: I wouldn't say it was as harmful as cigarettes as I would say that smoking cigarettes is really bad in that other people around can get affected. Vaping wouldn't affect others as much because it isn't as harmful as smoking

# How Similar is Vaping and Smoking

R: I just don't think they're very similar at all, they don't taste the same, don't smell the same, the action of doing one is the same but it's not perceived as the same, it's not perceived as unhealthy as smoking. I don't know, I don't think people would care if you vaped around their kids but if you smoked around their kids I think they would have something to say.

# Vaping Making Smoking More Popular

I: Do you think vaping has made smoking more acceptable or less acceptable?

R: I think less acceptable if anything because there's an alternative now to smoking cigarettes so in that way I think maybe the opposite.

# Conclusion

- The young people we were interviewing saw vaping and smoking as being associated with very different harms and whilst some were focussed on nicotine others were more focussed on flavours and plumes. The predominant view was that vaping had made smoking less likely not more likely and it had not for the most part re-normalised smoking. The transition from vaping to smoking would involve the individual in engaging in a form of drug use (smoking) which was accepted as being substantially more harmful and dissimilar to the form of drug use (vaping) in which they were presently engaging