

Research Ideas on Respiratory Conditions and Tobacco Dependency Abstract

Abstract ID = 11649

Presented by Sergiu Chirila on Saturday 27 June 2020

Exploring Romanian young adult perceptions and behaviors on using heated tobacco products (HTPs) following exposure to direct marketing methods

Sergiu Chirila¹, Adriana-Sorina Antohe², Cristina Isar², Catalina Panaitescu², Alice Malpass³

¹RespiRO, CNSMF, ²RespiRO - Romanian Primary Care Respiratory Group, Family Medicine Solo Practice, Bucharest, Romania, ³Centre for Academic Primary Care, Population Health Sciences, University of Bristol

Research question: A qualitative study to explore Romanian young adult perspectives and behaviors on using heated tobacco products (HTPs) following exposure to direct marketing methods.

Background: HTPs are aggressively promoted worldwide, with significant impact on youth behavior^{1,2}, becoming the fastest sales-growing product-type that delivers nicotine³. The main drivers of this growth are young adults⁴, therefore identifying their perceptions on HTPs represents an important and novel research theme.

Possible Methodology

A qualitative semistructured interview study preceded by a survey. A survey on tobacco use and perceptions will be conducted. For the qualitative interview study, young adults (18-24) will be sampled from those completing the survey.

Semistructured interviews will be conducted with a purposeful sample of 30 participants. The interviews will explore participant's perceptions and behavior related to HTPs. Participants will be stratified: 15 current HTPs users, 10 current cigarette smokers and 5 non-smokers. Interviews will be conducted by 2 trained GPs, using a piloted topic guide.

Survey data will be analyzed using descriptive statistics. Interview data will be analyzed using NVIVO software. Line by line coding will create data driven and researcher driven codes before carrying out a thematic analysis. The research team will identify similarities and differences of themes within and across the purposeful sample (current HTP users/cigarette smokers/non-smokers) and look for potential patterns across the two recruiting sites.

Questions to discuss

Previous research has suggested that there are significant relationships between advertising and smoking choices and behavior. Our findings will offer for the first time data on perceptions of HTPs advertising and its potential impact on smoking choices and behavior. Questions raised by our research are whether young people perceived the risks associated with HTPs differently to those associated with other tobacco use.

Declaration of Interest: The project is financially supported by IPCRG.

References and Clinical Trial Registry Information

1. Lovato, C., Watts, A. & Stead, L. F. Impact of tobacco advertising and promotion on increasing adolescent smoking behaviours. *Cochrane Database of Systematic Reviews*, doi:10.1002/14651858.CD003439.pub2 (2011)
2. Mathers, A., Schwartz, R., O'Connor, S., Fung, M. & Diemert, L. Marketing IQOS in a dark market. *Tob Control* **28**, 237-238, doi:10.1136/tobaccocontrol-2017-054216 (2019).
3. Janazzo, D. Global Trends in Nicotine: 2019 Update. 1-7 (Foundation for a Smoke-Free World, 2019).
4. McKelvey, K. *et al.* Heated tobacco products likely appeal to adolescents and young adults. *Tobacco Control* **27**, s41, doi:10.1136/tobaccocontrol-2018-054596 (2018).