

Abstract Presentations

4. Sergiu Chirila, Romania

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

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Context

- HTPs – aggressive promotion
- Fastest sales-growing product-type that delivers nicotine
- Main drivers – young adults



Method

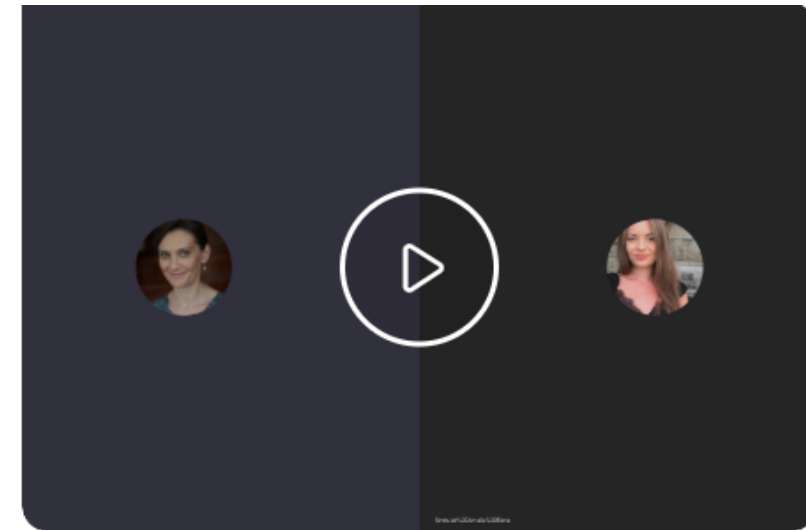
- Semistructured interview study preceded by a survey
- Purposeful sample of 30 participants (15-10-5)
- Interviews conducted by trained GP's, using a piloted topic guide

Participants

- A survey on tobacco use and perceptions – almost 500 respondents
- Distributed through social networks in different groups (students, professors, smokers etc.)
- A way of getting a database with possible participants in the interview – around 60 eligible for interviews

Interview

- We developed the topic guide – which was piloted
- We had to switch from face-to-face interviews to online interviews
- Current situation – we started the interviews phase (online)



Challenges

Final Results

10th IPCRG World Conference, Dublin 2021