

A Survey in the United States of Attitudes to Nicotine Cessation in Vapers: Their Plans to Quit Vaping

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BACKGROUND



(-)-Cytisine or cytisinicline is a naturally occurring plant-based alkaloid isolated from seeds of *Cytisus laburnum* (Golden chain). Studies have shown that cytisinicline is effective in helping smokers to quit. Achieve Life

Sciences' ongoing research program aims to generate the data required for regulatory approvals in the United States and elsewhere. A simplified dosing regimen of 3 mg three times daily (TID) will be recommended. The duration of dosing (6 or 12 weeks) will be determined by ongoing Phase 3 clinical trials.

Both cigarette smoking and use of e-cigarettes (vaping) rapidly deliver nicotine to the brain, and nicotine is recognized as a drug of abuse by the National Institute on Drug Abuse (NIDA); addiction to nicotine is an important public health concern.

Although e-cigarette use is considered less harmful than continuing to smoke combustible cigarettes, e-cigarette use may still be associated with health risks and clearly sustains nicotine addiction.

There are no medications specifically indicated to provide quit assistance to vapers/e-cigarette users. As vapers remain addicted to nicotine it is likely that many users may wish to quit in the future and the cessation therapy may be required. Prior to conducting a study specific to this population with cytisinicline, we conducted a survey to determine reasons for initiating vape products and user's interest in cessation of e-cigarette use.

The study results are presented in two posters: this poster details vapers quit experience and future intentions.

METHODS

We conducted a 15-minute online survey in adult respondents (aged 19 to 64 years) who were current daily vapers. It was planned to enroll 500 respondents over 1 week. An honorarium of \$9.00 was paid for completing the survey.

CONCLUSIONS

- Approximately 73% of participants responded that they intend to quit vaping within the next 3 to 12 months. Of those who intended within 3 months, more than half stated they would be "very/extremely likely to try a new prescription product" to help them do so.
- Higher interest was reported if the product was considered "natural". This survey suggests that a new cessation treatment, particularly one derived from natural sources, would influence e-cigarette users to make a quit attempt.
- Dual users are more likely to engage in discussions with PCPs about vaping cessation treatments.

DISCLOSURES

This survey was sponsored by Achieve Life Sciences. The authors are paid employees of Achieve Life Sciences.

RESULTS

508 Respondents took part in the survey between 29 February and 12 March 2020. The population included "past smokers" (n=249) who previously smoked cigarettes but had quit, "dual users" (n=247) who currently vaped and smoked and "never smokers" (n=12). Enrolment of never smokers was discontinued early due to recruitment challenges and is not included in the results.

About a quarter of respondents planned to quit vaping in the next 3 months, about a third in the next 3 to 6 months and up to 43% in the next 12 months (Table 1).

Almost three-quarters of dual users expressed an interest in a "new" prescription treatment to help them to quit (Table 1).

Advice on vaping cessation was sought from a Primary Care Physician (PCP) in 84% of dual users and 50% of past smokers (Table 2).

TABLE 1:
Quitting intentions of vape/e-cigarette users

	Dual Users	Past Smokers
Quitting Timeframe		
Plan to quit vaping in the next 3 months	28%	26%
Plan to quit vaping in the next 3-6 months	37%	31%
Plan to quit vaping in the next 12 months	35%	43%
Interest in "New" Prescription Therapy for Vaping Cessation		
Extremely/Very Likely to Try	72%	40%
Interest in "New" Natural Prescription Therapy for Vaping Cessation		
Extremely/Very Likely to Try	71%	56%

TABLE 2:
Primary Care Physician Engagement

	Dual Users	Past Smokers
Discussed vaping cessation with Primary Care Physician	84%	50%