

A Survey in the United States of Attitudes to Nicotine Cessation in Vapers: Reasons for Choosing to Vape

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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 that 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 reasons for choosing to vape.

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

- The most common reason for past smokers and dual users initiating e-cigarettes/vaping was to quit smoking combustible cigarettes.
- While many past smokers had successful smoking abstinence with vaping, many individuals (dual users) who intended to quit smoking now report continued smoking and increased use of vaping products.
- Dual users appear to be even more heavily addicted to nicotine as a result of the combination use and access to vaping in non-smoking locations.

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 the results are not reported.

Reasons for vaping: The most common reason to start vaping was "to help me quit smoking" (Figure 1).

Smoking Cessation: 85% of past smokers reported a decrease in cigarette smoking upon vaping initiation, compared to 59% of dual users. Among the dual users who initially quit smoking (33%), approximately 56% started smoking again within 3 months. Dual users report utilization of vape pods and e-cigarettes 2-times that of prior smokers and more frequently vape in locations where smoking is not permitted.

Figure 1: Reasons for Starting to Vape

