INTRODUCTION

MRTPs are tobacco products that are sold or distributed for use to reduce harm or the risk of tobacco-related disease, and are marketed as smoking cessation aids. Through the Family Smoking Prevention and Tobacco Control Act, the Food and Drug Administration (FDA) may regulate modified risk tobacco products (MRTPs).

OBJECTIVE

To examine young adults’ perceptions of modified risk tobacco products (electronic cigarettes and dissolvables) for cigarette smoking cessation.

METHODS

Study Design:
- 8 focus groups (n=59): with 18-25 year old young adults attending 2 public colleges in Connecticut.
- Groups were stratified by gender (n=28 (55%) female) and smoking status (n=29 (49%) daily cigarette smokers; n=31 (51%) non-smokers).
- A standard focus group was used to ask participants about their knowledge of MRTPs (electronic cigarettes and dissolvables) and perceptions in smoking cessation. Group discussions were recorded, transcribed, and examined using thematic analysis.

Data Analysis:
- Group discussions were recorded, transcribed, and examined using framework analysis technique by coding for a priori concepts (MRTP and usefulness in smoking cessation) and emergent themes.
- A standard focus group guide was used to ask participants about their knowledge of MRTPs (electronic cigarettes and dissolvables) and usefulness in smoking cessation. Group discussions were recorded, transcribed, and examined using thematic analysis. We stratified by gender smoking status. A standard focus group guide was used to ask participants about their knowledge of MRTPs (electronic cigarettes and dissolvables). Group discussions were recorded, transcribed, and examined using thematic analysis. We stratified by gender smoking status.

PRELIMINARY THEMES: PERCEPTIONS OF MRTPs

Experience with MRTPs

<table>
<thead>
<tr>
<th>Total</th>
<th>Total (Mean)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female Non-Smokers</td>
<td>14</td>
</tr>
<tr>
<td>Female smokers</td>
<td>27</td>
</tr>
<tr>
<td>Male Non-Smokers</td>
<td>16</td>
</tr>
<tr>
<td>Male smokers</td>
<td>13</td>
</tr>
</tbody>
</table>

Results:
- Most young adults have high awareness of electronic cigarettes but not dissolvables. Young adults perceive that electronic cigarettes are alternatives to cigarettes rather than cessation aids.
- Some young adults perceive that dissolvables are appealing for smoking cessation because they do not mimic smoking, and did not appear tasty or pleasurable.

DISCUSSION

Our preliminary data suggests:
- Young adults perceive that electronic cigarettes are alternatives to smoking, rather than bridges to cessation. Smokers also identify the potential for a nicotine wean and the act of smoking as appealing aspects of electronic cigarettes for smoking cessation.
- Smokers report family approval of electronic cigarettes for smoking cessation.

PRELIMINARY CONCLUSIONS

This preliminary data suggests that young adults are aware of electronic cigarettes for smoking cessation, but they have reservations about their ability to promote abstinence. Ongoing analysis is underway to confirm these conclusions.