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# Perceived Helpfulness of Tobacco Control Policies for Supporting Cessation: A Survey in 30 Cities across the US with Adults who Smoke Daily

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# Disclosures

- Erin Vogel has no financial disclosures to report.
- Judith Prochaska has consulted to pharmaceutical (Achieve) and technology (OneLeaf) companies developing treatments for quitting smoking and has served as an expert in litigation against tobacco companies.



# Overview

- Tobacco control policies aim to reduce smoking prevalence by preventing initiation and encouraging cessation.
- With baseline data from the ASPiRE 30 City Study of adults who smoke daily, we examined perceived helpfulness of tobacco control policies for supporting cessation.



# ASPiRE 30 Cities



# Sample (N=2487)

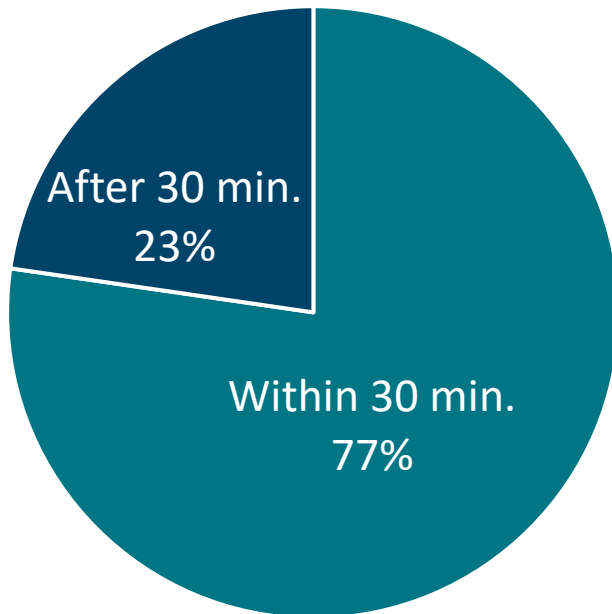
- Recruited via Qualtrics and Craigslist
- Surveyed 12/5/2019 to 3/3/2020
- Adults smoking daily (target n=80 per city)
- Ages 21-59, mean age = 39 years (SD=10)
- 54% female, 70% white, 14% Hispanic



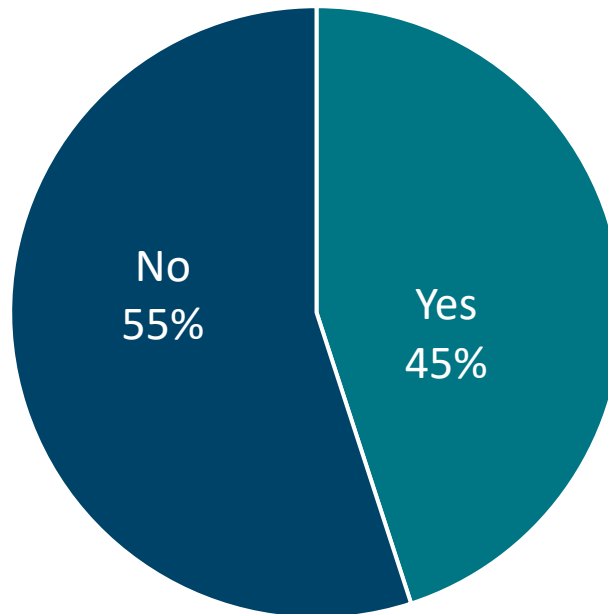
# Results

- Cigarettes per day averaged 12.4 (SD = 8)
- Desire to quit smoking averaged 6.6 (SD=2.6, max=10)

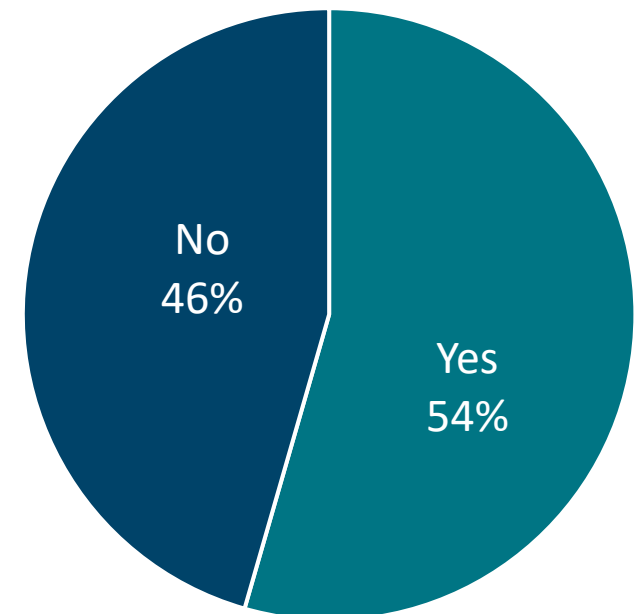
Time to First Cigarette



Smoke Menthol-Only



Past-Month E-Cigarette Use



# Survey & Analyses

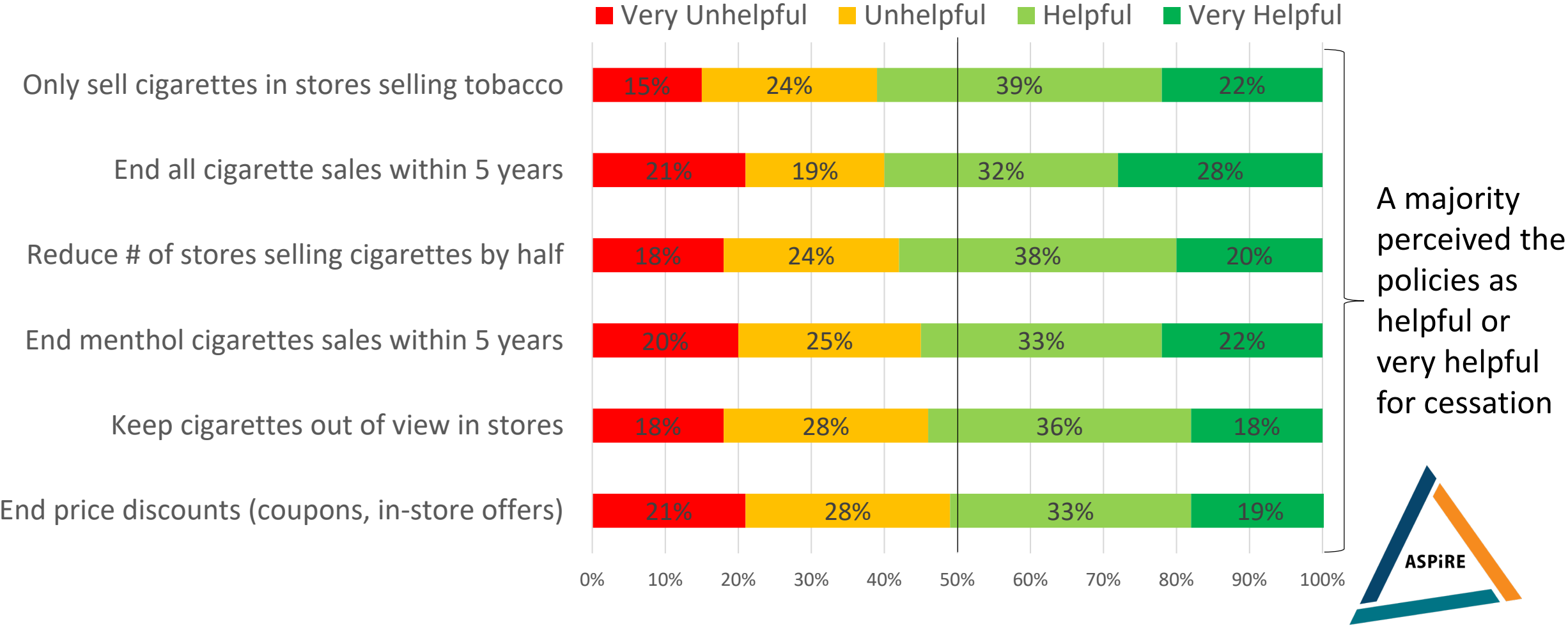
- Respondents rated 6 tobacco control policies on perceived helpfulness in encouraging people to quit smoking:  

Very Unhelpful [1] -- Unhelpful [2] -- Helpful [3] -- Very helpful [4]

  - Averaged into a Policy Helpfulness Index ( $\alpha=0.87$ )
- Accounting for nesting in cities, GEE models examined perceived policy helpfulness as a function of respondents' tobacco use and policies of their city, adjusting for respondent demographic variables and recruitment source



# Perceptions of Tobacco Retail Policies for Supporting Quitting





	Estimate (SE)		Wald	P-value
<b>AGE</b>	<b>-0.01</b>	<b>(0.00)</b>	<b>13.75</b>	<b>&lt;0.001*</b>
BLACK v WHITE	0.04	(0.04)	0.79	0.373
ASIAN v WHITE	-0.06	(0.08)	0.68	0.411
<b>MULTIRACIAL v WHITE</b>	<b>-0.18</b>	<b>(0.08)</b>	<b>5.65</b>	<b>0.017*</b>
OTHER v WHITE	-0.07	(0.10)	0.52	0.473
HISPANIC	0.03	(0.06)	0.27	0.605
MALE	0.06	(0.03)	3.74	0.053
<b>HIGHER INCOME</b>	<b>0.11</b>	<b>(0.05)</b>	<b>5.94</b>	<b>0.015*</b>
UNEMPLOYED	-0.02	(0.05)	0.22	0.640
EMPLOYED	-0.04	(0.05)	0.61	0.435
<b>LGBTQ+</b>	<b>-0.13</b>	<b>(0.04)</b>	<b>10.52</b>	<b>0.001*</b>
<b>CRAIGSLIST</b>	<b>-0.23</b>	<b>(0.</b>		
<b>HEAVINESS SMOKING</b>	<b>-0.03</b>	<b>(0.</b>		
MENTHOL ONLY	-0.01	(0.		
<b>DESIRE to QUIT SMOKING</b>	<b>0.09</b>	<b>(0.</b>		
<b>PAST MONTH ECIG USE</b>	<b>0.15</b>	<b>(0.</b>		

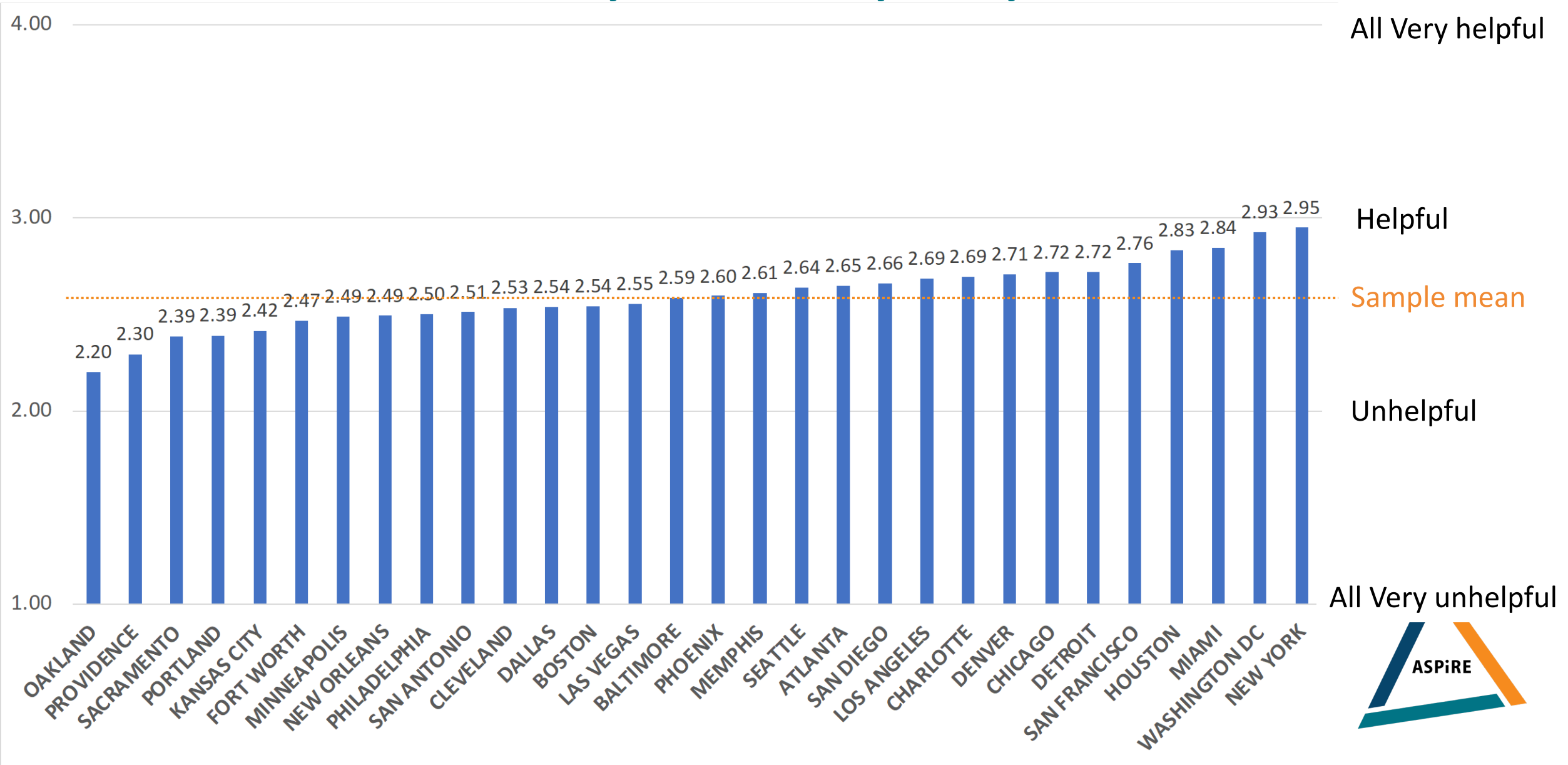
# Results: Policy Index

**Policy Index: M=2.59, SD=0.80**

City of residence accounted for little variation in perceived policy helpfulness (ICC=0.033)

	Estimate (SE)		Wald	P-value
CIG EXCISE TAX	0.02	(0.01)	1.71	0.191
FLAVOR SCORE	-0.01	(0.02)	0.55	0.456
LICENSE PREEMPT	-0.03	(0.03)	0.86	0.352
SMOKEFREE AIR PREEMPT	0.05	(0.04)	1.57	0.210

# Mean Policy Index by City



# Conclusions

- A majority of surveyed adults smoking daily perceived the 6 policies as helpful for cessation with little city variation.
- Adults with lower dependence, greater desire to quit, and who were vaping nicotine perceived greater helpfulness of tobacco retailer policies for quitting smoking.
- Older age, lower income, and identifying as multiracial or LGBTQ was associated with lower perceived helpfulness of the policies for quitting smoking.
- Tobacco retailer policies ought to be paired with access to tobacco treatment services to optimize quit success.



# ASPiRE: Big City Tobacco Control



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