The relationship between use of flavored tobacco products and quit attempts: findings from a survey of U.S. adult tobacco users

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**BACKGROUND**

- Non-menthol characterizing flavors (ex: fruit, candy) are banned in cigarettes, yet are permitted in non-cigarette tobacco (NCT) products.
- Prior studies have focused on the links between added flavors, cigarette smoking initiation, and quit behaviors, but few have extended these concepts to include flavored NCT products.

**OBJECTIVES**

1. To examine associations between first use and current use of flavored tobacco products.
2. To examine associations between current flavored tobacco use and quit behaviors.

**METHODS**

- A random digit dial (RDD) telephone survey was completed by 1,443 adult past year tobacco users in 2012.
- Survey asked questions about first use and current use of nine tobacco products (above).
- Ever users reported first use of flavored products, while current users reported current flavored product use. Current users were asked about quit attempts made in the past 12 months and intention to quit.
- Data were weighted to reflect the U.S. adult tobacco user population.
- Chi-square and logistic regression models were used to examine associations between first/current flavor use and quit behaviors.

**RESULTS**

- Over 70% of respondents reported first use of a flavored tobacco product.
- Fifty-four percent reported current use of at least one flavored tobacco product.
- Seventy-three percent of respondents reported intention to quit using tobacco, while 44% of respondents made a quit attempt in the past year.

**DISCUSSION**

- Our findings suggest that first use of a flavored tobacco product is associated with current flavored tobacco use, and polytobacco use.
- In this study, NCT only users were nearly twice as likely to report current flavor usage than non-NCT only users.
- These findings may be relevant for developing policies related to added flavorings in tobacco products.
- Adjusted analysis suggest that engaging in quit behaviors may be attenuated for users of only NCT products, while odds of engaging in quitting behaviors may be greater for those using more than one tobacco product.
- The relationship between characterizing flavors and quit behaviors merits further exploration in large scale, population-based samples.

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