Introduction
Policy Environment

- Cannabis Legal
- SFOA Promotion
- JUUL
- VYPE
- TVA Nicotine
- TVA Promotion
- 10,000 C-stores
- 600 Vape Shops
Prevalence of Past 30-Day E-Cigarette and Cigarette Use, Canada

Source: CTADS 2017
Prevalence of E-Cigarette and Cigarette Use Grades 10-12, Canada

Source: CSTADS 2016-17
Past 30-Day Vaping by Smoking Status, Canada

- Current Smokers: 65%
- Former Smokers: 15%
- Never Smokers: 20%

Source: CTADS 2017
Marketing and Promotion
Methods

- Point-of-sale study
- Youth and young adult survey
- Marketing and promotion
  - Focus groups
  - E-liquid packaging study
  - Internet searches
Point-of-Sale Study

To understand the role of products, place, price and promotion
Vape Shops: Cessation Clinics or Promoting Recreation?

- 23 vape shops in 5 cities; interviews in 13
- 10 of 13 vape shops had a strong focus on serving recreational users
  - Characterized by a ‘fun’ vibe which often included TVs, video games, arcades and dartboards
- Sampling available (all 10), lounges (5), a bar with seating (5), social media presence (5) and provided mixed e-juices (3)
Point of Sale: Next Wave

A Changed Environment?
Imperial Tobacco

VYPE at POS

THE NEXT LITTLE THING IN VAPING
VYPE ePen 3

“HITS THE SPOT.”

ALL TASTE. NO TAR.

ovype.ca
Vype
ePEN 3
$25.00
INCLUDES VAPING DEVICE AND 2 CARTRIDGES

CARTRIDGES
$14.00
INCLUDES 2 CARTRIDGES

FIND OUT MORE AT GOVYPE.CA

Vype ePEN 3
GENIUS!
CLICK & VAPE.

AVAILABLE AT GOVYPE.CA

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Vype ePEN 3
GENIUS!
CLICK & VAPE.

AVAILABLE AT GOVYPE.CA
THE PERFECT PUFF IS COMING

VYPE ePOD AVAILABLE SOON
Youth and Young Adult Survey
Social Exposure to Vaping
Past 7 Days

<table>
<thead>
<tr>
<th></th>
<th>Never Vapers</th>
<th>Regular Vapers</th>
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</thead>
<tbody>
<tr>
<td>Never</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Rarely</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Sometimes</td>
<td>34</td>
<td>36</td>
</tr>
<tr>
<td>Very Often</td>
<td>33</td>
<td>32</td>
</tr>
<tr>
<td>Always</td>
<td>26</td>
<td>11</td>
</tr>
</tbody>
</table>
Vape Marketing Exposure

- **Vape shops**: 56%
- **Internet**: 53%
- **Convenience stores / gas stations**: 34%
- **Email / text message**: 20%
- **Tobacconist / head shop**: 13%
- **Magazines, billboards, public transit**: 12%
- **Bars, clubs, music festivals**: 9%
- **TV**: 8%
- **None**: 24%

**Daily/Weekly** vs **Never**
Focus Group

Purpose is to explore

• Cultures and environments
• Marketing
• Smoking cessation of successful (& unsuccessful) vapors

Two populations
1) Youth and Young Adults (17 to 24)
2) Adults
E-Juice Package Study

- 71 of 90 samples had child-resistant caps
- 15 samples had plastic overwrap around cap/neck
- Numerous samples leaked in storage
- Examine e-juice labels for presence of youth friendly messaging
## Google Top Searches

<table>
<thead>
<tr>
<th>Query Topic</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intent</td>
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<tr>
<td>How to</td>
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</tr>
<tr>
<td>Cannabis</td>
<td>9</td>
</tr>
<tr>
<td>Health</td>
<td>7</td>
</tr>
<tr>
<td>Social Media</td>
<td>2</td>
</tr>
<tr>
<td>Regulation</td>
<td>0</td>
</tr>
</tbody>
</table>
## Top Searches

<table>
<thead>
<tr>
<th>All Topics</th>
<th>Health Topic</th>
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</thead>
<tbody>
<tr>
<td>1 Vape stores near me</td>
<td>1 Is vaping bad for you</td>
</tr>
<tr>
<td>2 Vape store</td>
<td>2 Is vaping bad</td>
</tr>
<tr>
<td>3 Vape shop near me</td>
<td>3 Vaping health</td>
</tr>
<tr>
<td>4 Vaping</td>
<td>4 Vaping vs smoking</td>
</tr>
<tr>
<td>5 Dash Vapes</td>
<td>5 Vaping side effects</td>
</tr>
<tr>
<td>6 Vape pen</td>
<td>6 Side effects of vaping</td>
</tr>
<tr>
<td>7 Vape shops near me</td>
<td>7 Popcorn lung vaping</td>
</tr>
<tr>
<td>8 Vape juice</td>
<td>8 Dangers of vaping</td>
</tr>
<tr>
<td>9 Vape Canada</td>
<td>9 Does vaping cause cancer</td>
</tr>
<tr>
<td>10 Vape store near me</td>
<td>10 Is vaping safe</td>
</tr>
<tr>
<td>... 23% of all searches</td>
<td>47% of all Health searches</td>
</tr>
<tr>
<td>20 Is vaping bad for you</td>
<td></td>
</tr>
</tbody>
</table>
Testimonials or endorsements

- 30.21 (1) No person shall promote a vaping product through a testimonial or an endorsement, however displayed or communicated...

Depiction of person

- (2) For the purposes of subsection (1), the depiction of a person, character or animal, whether real or fictional, is considered to be a testimonial for, or an endorsement of, the product.
“When I’m choosing a product, simple is always better.” #VypeStory
We're not being discreet about the quality of the ePen 3, but with a compact design like this one, you can be.

May be harmful to health and contains nicotine which is addictive. Nicotine free versions available. Only adults 18/19+ based on province. Read leaflet in pack.
Vaping by Cigarette Smoking Status

Regular Vapers
- Current Smoker: 20%
- Former Smoker: 18%
- Non-Smoker: 62%

Non-Regular Vapers
- Current Smoker: 10%
- Former Smoker: 4%
- Non-Smoker: 86%

Regular and non-regular vapers; p<0.001
There is substantial evidence that e-cigarette use results in symptoms of dependence on e-cigarettes.

National Academies of Sciences, Engineering, and Medicine (NASEM, 2018), Conclusion 8-1
Perceived Addiction

- Not at All: 44%
- Somewhat: 40%
- Very: 13%
- Don't Know: 3%

Regular vapers (n=598)
Perceived Addiction by Smoking Status

Regular vapers (n=598); p<0.0001
6-Month Changes in Vaping Status

Follow-up participants (n=588)
E-Cigarette Use for Smoking Cessation
Conclusion 17-1. Overall, there is **limited evidence** that e-cigarettes may be effective aids to promote smoking cessation.

Conclusion 17-2. There is **moderate evidence** from randomized controlled trials that e-cigarettes with nicotine are more effective than e-cigarettes without nicotine for smoking cessation.

Conclusion 17-3. There is **insufficient evidence** from randomized controlled trials about the effectiveness of e-cigarettes as cessation aids compared with no treatment or to Food and Drug Administration–approved smoking cessation treatments.
Study of Smoker Experiences

A specific experience I’ve had while using e-cigarettes for trying to quit smoking – either positive or negative – is...
RECG-WP Cluster Map – 8 Clusters

1. Financial Benefits
2. Convenience
3. Public Impressions
4. Positive Outcomes of Vaping
5. Relationships
6. Health Issues While Vaping
7. Limitations to Vaping
8. Vaping Devices
Pattern Match – by Perceived Success of Vaping to Quit Smoking

- Convenience
- Financial Benefits
- Positive Outcomes of Vaping
- Relationships
- Vaping Devices
- Public Impressions
- Limitations to Vaping
- Health Issues While Vaping

$r = 0.43$
Can policy promote vaping as a cessation aid AND prevent non-smokers from becoming long-term regular vapers?
<table>
<thead>
<tr>
<th>Policy Option</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulate to decrease safety and health risks</td>
<td></td>
</tr>
<tr>
<td>Regulate to assure nicotine delivery</td>
<td></td>
</tr>
<tr>
<td>Ban all or most flavours</td>
<td></td>
</tr>
<tr>
<td>Restrict to adults</td>
<td>V</td>
</tr>
<tr>
<td>Regulate promotion</td>
<td>?</td>
</tr>
<tr>
<td>Restrict to current smokers</td>
<td></td>
</tr>
<tr>
<td>Ban vaping in public places</td>
<td>V</td>
</tr>
<tr>
<td>Complete ban on sale / use</td>
<td></td>
</tr>
</tbody>
</table>
**Types of E-Cigarettes**

The e-cigarette is a rapidly changing product category that has evolved since first entering the market in 2006.

E-cigarettes are sold individually or as a kit that usually contains a rechargeable battery, a charger, and an e-liquid cartridge. The main types of e-cigarettes sold in

- Cigalike Disposable
- Cigalike Rechargeable
- Vape Pen
- Advanced Tank System
- Pod Vape (e.g. JUUL)
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