

Dependence, plans to quit, quitting self-efficacy and past cessation behaviours among menthol and other flavoured cigarette users in Europe – The EUREST-PLUS ITC Europe Surveys

Herbec, A., Zatoński, M., Zatoński, W., Janik-Koncewicz, K., Mons, U., Fong, G.T., Quah, A.C.K., Driezen, P., Demjén, T., Tountas, Y., Trofor, A., Fernández, E., McNeill, A., Willemsen, M.C., Vardavas, C., & Przewoźniak, K.

Abstract

Introduction: This study characterises smoking and cessation related behaviours among menthol and other flavoured cigarette users in Europe prior to the implementation of the European Tobacco Products Directive (TPD) ban on the sale of flavoured cigarettes.

Methods: An analysis of cross-sectional data from the 2016 EUREST-PLUS ITC Europe Surveys was conducted among a sample of 10760 adult smokers from eight European Union Member States. Respondents were classified as menthol, other flavoured, unflavoured, or no usual flavour cigarette users and compared on smoking and cessation behaviours and characteristics. Data were analysed in SPSS Complex Samples Package using bivariate and multivariate regression analyses adjusted for sociodemographic characteristics, dependence, and country.

Results: In bivariate analyses, cigarette flavour was significantly associated with all outcomes ($p < 0.001$). After adjusting for sociodemographic characteristics, these associations attenuated but remained significant and in the same direction for dependence, self-efficacy, plans to quit, past quit attempts, and ever e-cigarette use. In fully adjusted models, compared to smokers of non-flavoured cigarettes, menthol smokers were less likely to smoke daily (AOR=0.47, 95% CI: 0.32–0.71), smoke within 30 min of waking (0.52, 0.43–0.64), consider themselves addicted (0.74, 0.59–0.94), and more likely to have ever used e-cigarettes (1.26, 1.00–1.57); other flavoured cigarette smokers were less likely to smoke daily (0.33, 0.15–0.77), and have higher self-efficacy (1.82, 1.20–2.77); no usual flavour smokers were less likely to smoke daily (0.34, 0.22–0.51), smoke within 30 min of waking (0.66, 0.55–0.80), consider themselves addicted (0.65, 0.52–0.78), have ever made a quit attempt (0.69, 0.58–0.84), have ever used e-cigarettes (0.66, 0.54–0.82), and had higher self-efficacy (1.46, 1.19–1.80).

Conclusions: Smokers of different cigarette flavours in Europe differ on smoking and cessation characteristics. The lower dependence of menthol cigarette smokers could lead to greater success rates if quit attempts are made, however cross-country differences in smoking behaviours and quitting intentions could lead to the TPD ban on cigarette flavours having differential impact if not accompanied by additional measures, such as smoking cessation support.

Recommended Citation

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