Effect of Smoking History on the Perceived Harm of Electronic Cigarettes versus Conventional Cigarettes

Background:
Electronic cigarettes (e-cigs) are advocated as a harm-reduction tool but noted as a potential gateway tobacco product. Its use may be determined in part by the perception of e-cigs; however, stakeholders’ understanding of how e-cigs are perceived among smokers and non-smokers remains limited.

Method:
This study combines data over six cycles of the Health Information National Trends Survey (HINTS) collected by the National Cancer Institute. Survey-weighted logistic regression models were used to evaluate the effect of smoking history on the perceived harmfulness of e-cigs vs. cigarettes.

Results:
A total of 19,251 responses were collected and weighted to represent the US population. Respondents tended to be 50 or older (65.5%), female (58.9%), college educated (43.2%), and employed/homemaker/student (59.0%). Household incomes were disparate, with 32.3% earning >$75,000 and 21.5% earning <$20,000. Most respondents (59.2%) were never smokers (NS), 27.6% former smokers (FS), and 14.2% current smokers (CS). Survey-weighted analysis found 57.6% of the general population believed e-cigs were at least as harmful as cigarettes. Among CS, 44.3% of respondents believed e-cigs were at least as harmful. Comparatively, 56.7% of FS (OR=1.644, 95%CI:1.405-1.924) and 61.9% of NS (OR=2.044, 95%CI:1.761-2.372) believe e-cigs were at least as harmful.

Conclusion:
Smoking history is associated with increased perception that e-cigs were at least as harmful as cigarettes. These findings suggest that public health campaigns to promote e-cigs among smokers while cautioning against their use in the general public may be effective.

Themes:
Check (highlight) the most applicable theme according to the abstract.

| Innovation and Technology | Health and Wellness | X Culture and Society | Sustainability and Conservation |

Comments:
Overall, the abstract was clear and well-constructed as long as you remove the headings. Think about a single paragraph that flows well. You don’t need a full discussion of results considering that this is a generalist conference. Focus on directing your writing to a nonspecialist in your field and getting them engaged with your content.