

WORLD CONFERENCE ON TOBACCO CONTROL 2025: RELEVANT CONFERENCE MATERIAL

Intended Key Messages From the Conference

The World Conference on Tobacco Control 2025 - Dublin Declaration

Dublin, Ireland – 25th June 2025

The global tobacco epidemic continues to represent one of the biggest public health challenges of our times. The tobacco industry continues to market cigarettes and its other products aggressively, fight effective tobacco control policies, and is constantly introducing new harmful and addictive nicotine products, which threatens to undermine progress made in the 20 years since the WHO Framework Convention on Tobacco Control (WHO FCTC) entered into force.

Tobacco use continues to kill over 7 million people each year, the overwhelming majority of which are in low- and middle-income countries.¹ It costs the world's economies over US\$2 trillion annually in healthcare expenditure and lost productivity, undermines sustainable development, and exacerbates poverty, food insecurity and labour exploitation.²

Against the backdrop of global uncertainty and instability, we cannot afford to lose tobacco control as a central, indispensable aspect of efforts to safeguard and improve global health, and efforts to reduce tobacco use must remain fully integrated into the global health and development agenda. To this end, we, the delegates of the World Conference on Tobacco Control 2025, call upon the governments of the world's nations to accelerate the implementation of all measures in the WHO FCTC in order to end this epidemic by:

1. Prioritising the increase of excise taxes to decrease the affordability of all tobacco and non- medicinal nicotine products, establishing sustainable financing for tobacco control and other health promotion initiatives from revenue generated
2. Recognising the tobacco industry as the biggest barrier to global progress in tobacco control. Reject engagements with organisations working with, or funded by, the tobacco industry. Hold the tobacco industry liable for the harms it causes, including seeking compensation through legal actions
3. Strengthening the monitoring and enforcement of a comprehensive ban on all forms of tobacco advertising, promotion, and sponsorship, including the depiction of tobacco in entertainment and digital media
4. Incorporating into tobacco control and environmental agendas the need to address the environmental consequences of tobacco cultivation, manufacturing, distribution, use, and post- consumption waste from tobacco and nicotine products
5. Uniting with civil society, international organisations, and educational institutions to support the implementation of comprehensive tobacco control measures, guided by the fundamental human rights to the highest attainable standard of health.

<https://www.worldtobaccocontrol.org/wp-content/uploads/2025/06/WCTC-Declaration-2025.pdf>

Presentations explicitly discussing Tobacco Harm Reduction as a strategy

(Workshop) Stopping Tobacco Industry Tactics and its Interference in Policy Making: Exposing tobacco companies' influence on the global harm reduction narrative

The tobacco industry aggressively markets e-cigarettes, heated tobacco products, nicotine pouches and other emerging tobacco and nicotine products as healthier alternatives to smoking. By claiming that these products are a solution for smokers who can't quit, they can gain credibility among policymakers. But vapes and other next-generation nicotine delivery devices represent just the latest iteration of the industry's decades-long effort to cast a positive light on dangerous and highly addictive products. Tobacco companies are redefining the term "harm reduction" in a way compatible with their profit-driven strategy to sell more of their products. They have narrowed the meaning of what harm reduction is to suit their commercial and vested interests.

The truth is that with cigarette use declining around the world, these new products are hooking a new generation on nicotine and keeping profits high. While the industry claims these products are meant for smokers who cannot quit, they are also consumed by people who never smoked and are marketed in ways attractive to children.

Furthermore, by claiming these products are part of a harm reduction strategy, the tobacco companies pave the way to interfere with valid tobacco control policies by convincing policy makers they are concerned with health. Every article in the WHO Framework Convention on Tobacco Control is about reducing harm from tobacco products using evidence-based strategies.

Despite this large-scale policy and public relations campaign, tobacco control advocates continue to succeed in championing effective tobacco control policies around the world by systematically countering industry misinformation. This session will focus on examples of success in pushing back against the industry narrative, while also envisioning what more can be done to decisively take back the health and harm reduction narrative from the world's largest multinational tobacco companies. A journalist will share her reporting about how some groups that defend harm reduction are funded with tobacco money and how companies are taking actions that appear to contradict their stated mission to help smokers quit cigarettes.

- Chair: Smita Baruah (United States)

Setting the scene

- Speaker: Emma Green (New York, United States)

Success story

- Speaker: Rebie Relator (Philippines)

Public face of industry tactics

- Speaker: María Pérez (United States)

Nicotine replacement therapy for tobacco cessation: harm reduction or harm re-distribution

S. Kashyap¹, P.K. Singh², A. Yadav³, S.R. Pradhan², S. Singh² ¹Army Hospital Research And Referral, Cardiology, New Delhi, India, ²ICMR-National Institute of Cancer Prevention and Research, Preventive Oncology and Population Health, Noida, India, ³Vital Strategies, Tobacco Control, New Delhi, India.

Background: Tobacco use is the leading preventable cause of morbidity and mortality globally. Nicotine replacement therapy (NRT) is propagated as a harm-reduction strategy for tobacco cessation and mitigate withdrawal symptoms. However, long-term safety and efficacy of NRT products, their carcinogenic potential and their role in sustaining and propagating nicotine addiction arouse concerns. Commercial nicotine products such as e-cigarettes and smokeless tobacco impair cessation efforts by promoting dual use of nicotine consumption and off prescription abuse. This paper evaluates NRT's efficacy, limitations, and implications for public health policies.

Methods: A review of literature, clinical trials, and WHO guidelines compared NRT and non-nicotine cessation products and interventions like varenicline, bupropion, clonidine and behavioural therapy (CBT) for safety, efficacy, and compliance. This paper assessed nicotine delivery products and their impact on cessation outcomes. Strategies to optimize NRT usage and integrate CBT cessation were identified.

Results: NRTs deliver controlled doses of nicotine. Supervised prescription is effective in reducing withdrawal symptoms and doubling quit rates when combined with CBT. Prolonged use of NRT perpetuates nicotine addiction and leads to adverse effects on Cardiovascular System/ oropharyngeal irritation. The industry-driven nicotine products, marketed as safe alternatives, have significant health risks and undermine cessation efforts. Non-nicotine pharmaceuticals are effective in addressing nicotine withdrawal symptoms in combination with CBT. Faster nicotine metabolism in women, unique cessation barriers in pregnancy, low compliance and high risks of misuse in resource limited settings need structured programs for pharmacological and CBT.

Conclusions: NRT, although effective for tobacco cessation, can perpetuate nicotine addiction. Non-nicotine products and CBT offer a robust alternative, addressing both physiological and psychological aspects. Regulation of NRT products and industry-driven nicotine delivery devices is crucial to prevent nicotine abuse.

Tob. Induc. Dis. 2025;23(Suppl 1):A588 <https://doi.org/10.18332/852498tivblr>

Far from harm reduction: escalation of adverse events in dual and poly users

M. Scala¹, A. Lugo¹, A. Odone^{2,3}, L. Smits⁴, S. Gallus¹ ¹Istituto di Ricerche Farmacologiche Mario Negri IRCCS, Medical Epidemiology, Milan, Italy, ²University of Pavia, Public Health, Pavia, Italy, ³Fondazione IRCCS Policlinico San Matteo, Medical Direction, Pavia, Italy, ⁴Care and Public Health Research Institute, Epidemiology, Maastricht, Netherlands.

Background: Despite being marketed as safer alternatives for conventional cigarette (CC) smokers, electronic cigarettes (EC) and heated tobacco products (HTP) face growing scepticism regarding their safety and effectiveness in promoting smoking cessation. Understanding the patterns of use of these products, and their associated health effects, is essential for public health.

Methods: We analysed data from a sample of 22,428 Italian adult participants who reported their use of CC, EC, and HTP and any adverse events - including dry cough, sore throat and dry mouth - specific to each product use. We used multivariate logistic regression models to assess the odds ratio (OR) of reporting adverse events in dual users versus CC-only smokers.

Results: CC use was reported by 75.6% of EC users and 80.3% of HTP users. Product-specific adverse events were reported by 68.2% of CC smokers, 44.7% of EC users, and 44.5% of HTP users. Mean number of adverse events was 1.41 (standard deviation, SD=1.46) after CC smoking, 0.78 (SD=1.17) after EC use and 0.74 (SD=1.15) after HTP use. Compared to CC-only smokers, CC smokers also using EC (OR: 1.32, 95%-CI: 1.17-1.50), also using HTP (OR: 1.14, 95%-CI: 1.01-1.30), and also using both EC and HTP (OR: 1.50, 95%-CI: 1.29-1.75) had a higher risk of experiencing at least one adverse event after CC use.

Conclusions: Combining CC smoking with EC and/or HTP use increases the risk of adverse events after CC smoking. To this number must be added the far from negligible number of adverse events reported after EC and/or HTP use. Our findings reinforce the growing evidence of higher health risks for dual users compared to CC-only smokers, undermining the role of EC and HTP as effective tobacco control tools. This is particularly true in Italy, where almost all EC and HTP users are dual users.

Tob. Induc. Dis. 2025;23(Suppl 1):A641 <https://doi.org/10.18332/852498tivblr>

Monitoring and Alleviating tactics by Nicotine/Tobacco/Harm reduction industries, their Allies and Networks (MANTHAN): A novel approach

S. Kapoor¹, A. Yadav¹, A. Pandey², R. J Singh¹ ¹Vital Strategies, Tobacco Control, New Delhi, India, ²Vital Strategies, Tobacco Control, New York, United States of America.

Background: Monitoring the tobacco industry, and holding it accountable, are essential for the success of tobacco control policies. Aligning with the principles of STOP, global tobacco industry watchdog, *MANTHAN* is a network of tobacco control experts, trained in industry monitoring on a mission to monitor and counter industry (nicotine/tobacco/harm reduction industries, their allies, and networks) behavior in India, that undermines public health, with a focus on grassroot level intel, that might be missed using online tools.

Methods: Using the Delphi technique along with a set a four trained public health experts, the novel approach was validated, and a cohort of nine was secured. Employing the tobacco industry monitoring, research, and accountability (TIMRA) model, *MANTHAN* was trained through one induction and six catch-up sessions, intel were collected using online and offline channels, during January to September 2024. Sources of intel were local online investigation via Google search/alerts, news items, industry reports/documents, and social media handles, while ground-level informants flagged information using emails and telephone. The gathered evidence was stored in spreadsheets using Microsoft Excel (vs 2024), URLs: backup repository (Wayback machine) and image (.JPEG) files. Intel was categorized into themes: type of company, allies, type of tactic and sub-tactics, source and description of the information. Through persuasive discussions and critical thinking, *MANTHAN* network timely acted upon counteracting and mitigating

TII by utilising existing policy instruments (including subnational FCTC 5.3 policy guidelines) and regulatory instruments at national and subnational level.

Results: Of the 74 collected TII instances, CSR and allies/front groups were the most common tactic, 25 (33%) were counteracted and 11 (14%) were mitigated.

Conclusions: Employing TIMRA's model, effective monitoring, and exposing TII in India has led to the creation of 'policy windows' aiding in pushing the implementation of the Ministry of Health's code of conduct and the existing sub-national article 5.3 policies

Tob. Induc. Dis. 2025;23(Suppl 1):A240 <https://doi.org/10.18332/852498tivblr>

Exposing Tobacco Industry's Novel Tactic – Tobacco Harm Reduction (THR) Narrative Promoted using Radio Programs in Pakistan

W. Iftikhar Janjua¹, I. Fitzpatrick², R. Alebshehy², Z. Sheikh³, W. Janjua ¹Sustainable Development Policy Institute, Center for Health Policy and Innovation, Islamabad, Pakistan, ²University of Bath, Department of Health, Bath, United Kingdom, ³University of Bath, Tobacco Control Research Group, Bath, United Kingdom.

Background: Tobacco Industry (TI) affiliate in Pakistan promoted the THR narrative using social and print media, conferences, and more distinctly radio programs. Between June 2022 and February 2023, Radio Pakistan – a state-owned entity aired 24 such programs, violating WHO FCTC obligations and Pakistan's regulation concerning the TAPS Ban. These programs misinformed the public about the risks of electronic nicotine and tobacco products, promoting their use and targeting youth and radio audiences.

Methods: This is a critical discourse analysis of the contents of 24 radio programs (almost 20 hours in duration, spanning eight months) aired on Radio Pakistan. Qualitative data analysis software (QDACity) and corpus analysis tool (LancsBox X) were used to identify themes, narrative building, and misinformation regarding tobacco harm reduction. Furthermore, we examined compliance with international obligations under Article 5.3 of FCTC and domestic regulations and evaluated the role of state entities in facilitating TI narratives.

Results: The study finds that the radio programs were designed to ensure a smooth passage of (mis-)information. TI promoted the THR narrative by misrepresenting the health risks of nicotine and new tobacco products. Despite a lack of credible scientific evidence, radio programs often framed these products as tools for smoking cessation. The findings also point to significant violations of international obligations and national laws with Radio Pakistan (inadvertently) aiding the dissemination of misleading content. The findings also signpost a lack of awareness about FCTC obligations among government entities, enabling TI interference.

Conclusions: TI's use of Radio Pakistan – a state entity, exemplifies how regulatory and information gaps can be exploited by the TI. This study highlights the need for robust enforcement of FCTC Article 5.3 provisions. Strengthening the governmental capacity to recognize and mitigate such violations is essential to safeguarding public health and fostering informed policy development.

Tob. Induc. Dis. 2025;23(Suppl 1):A229 <https://doi.org/10.18332/852498tivblr>

Harm reduction actors employ strategic approaches to reach the youths and steer public opinion on electronic cigarettes in Indonesia

L.P. Sudi Wahyuni¹, P. Ayu Swandewi², N.M. Dian Kurniasari², M.K. Duana², H. Mulyawan² ¹Udayana Center for NCDs, Tobacco Control and Lung Health (Udayana Central), Udayana University, Department of Public Health, Denpasar, Indonesia, ²Udayana University, Department of Public Health and Preventive Medicine, Faculty of Medicine, Denpasar, Indonesia.

Background: Indonesia has the highest number of e-cigarette users in the world. The adult rate increased by tenfold from 0.3% in 2011 to 3.0% in 2021. The increasing use of e-cigarettes was due to poor regulation, massive marketing and active harm reduction campaigns. This report documented the actors supporting e-cigarettes and their strategies in Indonesia.

Methods: We employed an iterative data collection process in collaboration with tobacco control partners in Indonesia from September 2023-March 2024. We distributed an online form to the partners to identify potential harm reduction actors and interview with experts. Pararely, we also explored online news, websites, social media. Data was extracted based on the checklist which included organization name, type, description, vision and mission, affiliation, statement, strategy, CSR activities, information sources, and photos of the organization's activities. The data was analyzed descriptively.

Results: We categorised the actors into four groups: seller and producer groups (n=17), education and research institutions (n=7), consumer groups (n=15) and other groups (n=6), who use various approaches and framings. The producer groups demand the application of Indonesian National Standard to support the framing that the products are safe, use innovative marketing strategies and so called corporate social responsibility including greenwashing. Whilst the education and research institution of electronic cigarettes framed the harm reduction narrative with supposed conflicting research evidence, conducting discussion, and seminars. The consumer groups were very active using the claim of the smokers' right to safer products, advocate for regulating new products separately, while the other groups presented themselves as a social movement both offline and online.

Conclusions: Harm reduction actors with their various groups deliberately encourage the use of e-cigarettes. Monitoring, documenting harm reduction actors and their strategies is necessary as well as exposing and countering it through engaging and strategic ways.

Tob. Induc. Dis. 2025;23(Suppl 1):A224 <https://doi.org/10.18332/852498tivblr>

Presentations on Tobacco Harm Reduction Products (Vapes, E-Cigarettes, Snus & Nicotine Pouches)

The Canadian experience with nicotine pouches: A reminder of the need a national comprehensive nicotine framework

Flory Doucas¹, Cynthia Callard², Heidi Rathjen¹

¹Quebec Coalition for Tobacco Control, Montreal, Canada, ²Physicians for a Smoke-Free Canada, Ottawa, Canada

BACKGROUND AND IMPLEMENTATION CHALLENGES: In the summer of 2023, Canada's antiquated tobacco and nicotine framework allowed for the approval as a NRT of Zonic, a nicotine pouch distributed by BAT's Canadian subsidiary. The widespread promotion which ensued included online lifestyle advertising and point-of sale ads focused on playful messaging, packaging and flavours. No regulation

banned sale to minors and the manufacturer chose to sell it through convenience stores in the provinces where NRT sales are not restricted to pharmacies. Within weeks, credible reports of the product's appeal and uptake by youth surfaced.

INTERVENTION OR RESPONSE: Health groups united in a call for a national response. Following observed unhindered purchases by young people, Quebec's Order of Pharmacists called on its members to place the product behind the counter. The province of British Columbia adopted similar regulations.

The Federal Government used a budget bill to gain new regulatory powers. By August 2024, a ministerial order restricted the sale of all NRTs to pharmacies and required that pouches and any new NRTs be kept behind the pharmacists' counter. Flavours other than mint/menthol and advertising directed at youth or not clearly directed at cessation were prohibited and packaging now requires a warning.

RESULTS AND IMPACT: Nationally, swift interventions to address the sale and marketing of a new nicotine product to the market required the use of unusual and arbitrary legislative levers. Canada's national regulatory oversight over new nicotine products remains unclear, and ill-suited to manage the tobacco industry's evolving product.

CONCLUSIONS: Canada's nicotine pouch saga serves as a reminder of how unmodernized tobacco and vaping product laws are not robust enough to tackle the rapidly evolving products marketed by the tobacco industry. A national nicotine framework would provide the policies and roadmap to improved oversight and responses to products that can sustain or fuel nicotine addiction.

Tob. Induc. Dis. 2025;23(Suppl 1):A73 <https://doi.org/10.18332/852498tivblr>

Promotion of heated tobacco products on social media: Findings from the United Kingdom, Ireland, and Germany

Zaura Lone¹

¹Primary Cancer Prevention, German Cancer Research Center (DKFZ), Heidelberg, Germany

BACKGROUND: Heated Tobacco Products (HTPs) are marketed as less harmful alternatives to cigarettes but their long-term health effects remain unclear. In Europe, HTP marketing regulations vary widely, and it is unknown if marketing of HTPs on social media differs across countries with different regulatory frameworks. This study examines the extent, forms, and content of social media promotion of HTPs in the United Kingdom, Ireland and Germany.

METHODS: Meltwater, a media monitoring tool, was utilized to retrieve social media posts related to HTPs in the UK, Ireland, and Germany. Search queries, refined through pilot testing, incorporated relevant keywords and hashtags to identify posts across Instagram, Facebook, X, Pinterest, and TikTok. Only public posts in English and German were included. The identified posts promoting HTPs were then analyzed using content analysis.

RESULTS: No promotional posts were found in Ireland, where HTPs are regulated as tobacco products, unlike in the UK (47%) and Germany (49%), where they are treated as 'novel' tobacco products. Most promotions were from commercial social media accounts (96%), including online shops, physical shops and brands. Electronic heating devices were the most promoted HTP product subtype (UK: 39%; Germany: 52%), followed by heated tobacco sticks and other HTP accessories. IQOS was the leading HTP brand (UK: 63%; Germany: 61%). Promotions were

generally neutral in appeal to age and gender, though Germany had a higher proportion of posts targeting youth (UK: 8%; Germany: 34%) and women (UK: 6%; Germany:

18%). Promotions in the UK mostly focused on 'offers and deals' (44%), while those in Germany emphasized more on 'design and technical features' (42%) of the product.

CONCLUSIONS: There is a substantial presence of promotional content in countries that classify HTPs as novel tobacco products rather than as conventional tobacco. Regulating HTPs in the same manner as conventional tobacco, as in Ireland, could significantly reduce HTP promotion and help curb their appeal.

Tob. Induc. Dis. 2025;23(Suppl 1):A22 <https://doi.org/10.18332/852498tivblr>

Trend or trap: The influence of social media advertising of e-cigarettes on young adults of Dhaka City, Bangladesh

Meherun Nahar¹, Maliha Tabassum¹

¹Mass Communication & Journalism, Bangladesh University of Professionals, Dhaka, Bangladesh

BACKGROUND: With social media dominating Bangladesh's youth landscape, a worrying trend has emerged: unregulated e-cigarette promotion. E-cigarettes entered Bangladesh after tobacco control laws were established, leaving no specific regulations for them. Retailers exploit this loophole, using social media as a platform for advertisements.

OBJECTIVE: This study seeks to explore how leading e-cigarette brands leverage social media to market their products and assess the influence of this strategy on Bangladeshi youth.

METHODS: Conducted between March and November 2023, the study involved two phases. Phase one entailed a content analysis of 150 posts from five major e-cigarette-related Facebook pages, examining promotional trends using an observation checklist. Sample posts were selected starting from the most recent. Phase two comprised eight Focus Group Discussions (FGDs) with participants aged 18–30 years, including users, non-users, students, and jobholders in Dhaka City, to understand perceptions and the influence of e-cigarettes. Qualitative data underwent thematic analysis.

RESULTS: Social media e-cigarette promotions emphasized captivating visuals, often neglecting health and age warnings (missing in 84% of posts). A significant 85% portrayed vaping as a healthier alternative to traditional smoking without scientific backing. Additionally, 80% directly promoted vaping products, bypassing legal advertising restrictions. FGD participants described these trends as 'appealing,' 'stylish,' and 'convenient,' reflecting their positive perceptions. Male smokers viewed e-cigarettes as convenient and stylish, female non-smokers perceived them as healthier, and female smokers considered them a potential alternative to traditional cigarettes. Curiosity, peer influence, and flavor appeal strongly shaped these views.

CONCLUSIONS: Continuous exposure to e-cigarette promotions on social media has led the youth, a high-risk demographic, to embrace it as a trend, succumbing to its pitfalls. To curb this trend before it spirals out of control, the government must take decisive action and formulate policies to safeguard the health of the younger generation and the future of society.

Hashtags, images, and promotions: E-cigarette messaging on social media associated with teenager smoking and e-cigarette use in Ireland Joan Hanafin¹, Salome Sunday¹, Luke Clancy¹

¹TobaccoFree Research Institute Ireland, Technological University Dublin, Dublin, Ireland

BACKGROUND: Teenage e-cigarette use in Ireland is now more prevalent than smoking. Young people remain key targets of tobacco and nicotine advertising, promotion, and sponsorship, which are strongly linked to both smoking and e-cigarette use. Despite regulations, the tobacco industry continues to target young people, with social media predominating for e-cigarette promotion. Research on e-cigarette promotion remains limited. This study examines Irish teenagers' exposure to e-cigarette messaging on social media and its association with smoking and e-cigarette use.

METHODS: Our total valid sample comprised a nationally representative, stratified random sample of 5,587 15- to 18-year-olds from 268 classes (Years 3, 4, 5), with data collected online in 2024. Current smoking and e-cigarette use were assessed using past 30-day use. Social media exposure was measured by how often, on an average day, respondents reported seeing e-cigarette messaging.

RESULTS: In our study, the prevalence of current smoking and e-cigarette use was 14.2% (n=758) and 20.6% (n=1,083), respectively. Overall, 52.7% (n=2,944) of respondents reported seeing social media e-cigarette posts on an average day. Exposure to various posts was as follows: posts with hashtags about e-cigarettes (e.g., #vapes) 45.9% (n=2,130); information about how to buy or get e-cigarettes 25.7% (n=1,181); positive images of people using e-cigarettes 33.8% (n=1,554); negative images of people using e-cigarettes 44.4% (n=2,038); e-cigarette 'challenges' (e.g., competitions) 19% (n=870); posts about possible harm from e-cigarettes 44% (n=2,017); and promotions of e-cigarettes as a smoking alternative 29.9% (n=1,372). Exposure to each type of message, whether positive or negative, was significantly associated with both current smoking and e-cigarette use.

CONCLUSIONS: Over 50% of teenagers in our study encountered various e-cigarette messages on social media daily, with some reporting exposure 20+ times per day. Even minimal exposure significantly correlates with smoking and e-cigarette use, emphasising the need for stricter regulation of e-cigarette advertising on social media.

Tob. Induc. Dis. 2025;23(Suppl 1):A63 <https://doi.org/10.18332/852498tivblr>

Targeting teenage smoking: Historical insights from Australian anti-cancer advocacy and public health strategies

Brad Underhill¹

¹Centre for Contemporary Histories, Deakin University, Burwood, Australia

BACKGROUND: In Australia the proportion of teenagers smoking has increased for the first time in 25 years whilst vaping is now a significant public health concern for governments around the world. The Australian national and state governments were active from the early 1960s in attempting to reduce smoking rates in teenagers. Less attention has been given to non-government cancer organisations who utilised the behavioural sciences, publicity and political lobbying to both educate the public on the dangers of smoking and push for legislative action. This presentation will focus

on the inner workings of these organisations and how they specifically targeted cancer prevention in Australian teenagers from the early 1960s.

METHODS: This research uses the archive of Australian anti-cancer advocacy organisations, Truth Tobacco industry documents, Australian government records, and newspaper archives. It applies the methodology of public health humanities to an historical case study. Public health humanities is an innovative interdisciplinary framework that merges historical studies with health promotion disciplines to tackle complex health challenges, such as tobacco control (Kehoe, Holbrook et al., 2023). This approach acknowledges that contemporary health issues are influenced by historical policies and socio-cultural contexts, leveraging insights from past successes and failures in health promotion to guide the development of more effective future initiatives

RESULTS: This case study shows how, and why, advocacy organisations targeted teenagers with both educational information on the dangers of smoking through official channels such as school curriculums, and with film and promotional materials.

CONCLUSIONS: The paper informs current strategy on rising teenage smoking and vaping rates by identifying how advocacy organisations instigated flexible, persistent and innovative campaigns in the past to reduce youth smoking, and how they embraced advancements in technology and behavioural science to inform their strategies.

Tob. Induc. Dis. 2025;23(Suppl 1):A79 <https://doi.org/10.18332/852498tivblr>

Changes in electronic cigarette use among young adults in the Philippines: Results from Global Adult Tobacco Survey, 2015-2021

Jing Shi^{1,2}, Liping Pan¹, Gibril Njie¹

¹Office on Smoking and Health, Centers for Disease Control and Prevention, Atlanta, United States, ²Non-infectious Disease Programs, CDC Foundation, Atlanta, United States

BACKGROUND: Nicotine in electronic cigarettes can harm brain development up to the age of 25 years. Little is known about electronic cigarette use among young adults aged 15-24 (YA) in the Philippines in recent years. This study describes changes in current electronic cigarette use (CECU) between 2015 and 2021 among YA in the Philippines.

METHODS: The Global Adult Tobacco Survey provides nationally representative estimates of tobacco use and related indicators for adults aged ≥ 15 years. The YA analytic sample was 2,338 in 2015 and 3,759 in 2021. Adjusted prevalence (AP) and 95% confidence intervals (CI) were calculated for CECU. Significant AP point differences (APPD) ($p < 0.05$) between 2015 and 2021 were determined for marginal effect contrasts in multivariable logistic regression models adjusting for multiple factors.

RESULTS: AP of CECU among YA increased from 0.5% (95% CI: 0.3-1.0) in 2015 to 4.6% (95% CI: 3.5-6.0) in 2021 (APPD=4.1; $p < 0.05$). CECU among YA who currently used tobacco significantly increased from 3.0% (95% CI: 1.5-6.0) to 16.4% (95% CI: 11.1-23.7) (APPD=13.4; $p < 0.05$). Significant increases were noted among men (1.0% to 8.3% [APPD=7.3]), YA aged 21-24 years (0.9% to 8.2% [APPD=7.3]), urban residents (0.8% to 6.4% [APPD=5.6]), YA with secondary education (0.4% to 5.5% [APPD=5.1]), low wealth index (0.8% to 2.7% [APPD=1.9]) and high wealth index (1.0% to 7.5% [APPD=6.5]), YA who believe smoking causes serious diseases

(0.6% to 4.3% [APPD=3.8]), YA who were exposed (0.7% to 4.2% [APPD=3.4]) and not exposed (0.4% to 5.1% [APPD=4.8]) to tobacco advertisement, promotions, and sponsorship, and YA who noticed (0.6% to 4.6% [APPD=4.0]) and did not notice (0.3% to 4.6% [APPD=4.4]) any anti-tobacco information.

CONCLUSIONS: Prevalence of CECU has increased from 2015 to 2021 overall and in certain population subgroups of YA. Understanding the changes in CECU may inform tailored tobacco control strategies and policies for reducing use among YA.

Tob. Induc. Dis. 2025;23(Suppl 1):A85 <https://doi.org/10.18332/852498tivblr>

The influence of flavored tobacco products on youth smoking initiation in South Korea

Sungkyu Lee¹, Jinyoung Kim¹

¹Research Unit, Korea Center for Tobacco Control Research and Education, Seoul, Republic of Korea

BACKGROUND: The emergence of novel tobacco products, such as electronic cigarettes (e-cigarettes), heated tobacco products (HTPs), and nicotine pouches, presents significant challenges to tobacco control policies worldwide, including in South Korea. While attention has largely focused on these new products, conventional cigarettes have also evolved, incorporating flavor capsules and sweet tipping techniques to enhance taste and smell. These changes may contribute to increasing youth

smoking rates and shifting perceptions of tobacco harm.

METHODS: From July 9 to 30, 2024, an online survey was conducted with 2,581 South Korean adolescents aged 13- 18.

RESULTS: Among the respondents, 8.0% (206 participants) reported current use of at least one tobacco product, including conventional cigarettes, e-cigarettes, or HTPs. Notably, 96.5% (2,421 participants) reported exposure to tobacco advertisements in convenience stores, the primary retail outlets for tobacco in South Korea. Among those who had seen these advertisements, 41.2% identified flavor-related promotions as the most common ad content.

Among current youth smokers, 43.6% (134 participants) stated that flavor-related advertisements triggered their urge to smoke, followed by capsule-related features (17.9%, 55 participants). Additionally, 78.4% of all respondents reported direct or indirect experiences with flavored conventional cigarettes, and 73.7% believed that flavors in cigarettes could encourage youth smoking initiation. Alarming, approximately 28% perceived flavored cigarettes as less harmful to health compared to non-flavored ones.

CONCLUSIONS: This study highlights that not only novel tobacco products but also flavored conventional cigarettes contribute to youth smoking initiation. The widespread promotion of flavors creates misconceptions about tobacco harm and facilitates smoking uptake. These findings underscore the urgent need to implement and strengthen regulations banning flavor additives in all tobacco products to protect public health effectively.

Tob. Induc. Dis. 2025;23(Suppl 1):A100 <https://doi.org/10.18332/852498tivblr>

New nicotine products - A major illicit advertising phenomenon on digital channels in France

Amélie Eschenbrenner¹, Cordelia Poincet¹, Emmanuelle Béguinot¹,

Gallopel-Morvan Karine²

¹Monitoring and Studies, Le Comité National Contre le Tabagisme (CNCT), Paris, France, ²Unité INSERM U1309, Arènes (UMR CNRS 6051), Ecole des Hautes Etudes en Santé Publique, Rennes, France

BACKGROUND: France enforces strict laws prohibiting tobacco and vaping product advertisements online. Unlike tobacco products, the sale of vaping products is authorised on the Internet. The French National Committee for Tobacco Control (an NGO) monitors marketing strategies for tobacco and nicotine products including digital platforms, focusing on regulation compliance.

METHODS: This empirical study monitored the online marketing activities of 15 prominent vaping and nicotine brands operating in France in 2023. Data were collected from 25 accounts from three key social media platforms (Instagram, Facebook, X), manufacturers' websites, and newsletters. The study categorised advertisements based on product type, marketing strategy, platform, and examined compliance with legal obligations, including age verification and the presence of health warnings. The methodology employed systematic data collection and analysis, though it does not claim to be exhaustive or fully representative, due to the evolving nature of digital advertising.

RESULTS: Online sales of vaping devices in France lead to a significant advertising phenomenon, as 72.8% of the 1.066 identified advertisements promoted vaping products, especially disposable e-cigarettes and pod systems. Social media emerged as the dominant advertising channel, accounting for 74.1% of the advertisements, with Instagram leading. The marketing strategies primarily highlighted flavour diversity (41%), product features (27%), and promotional offers (17%). These illicit advertising practices are concerning as no age verification or restriction measures are implemented on the websites/ social media selling these devices. The absence of health warnings on advertisements adds to the concern, as it fails to inform consumers of the potential risks associated with nicotine consumption.

CONCLUSIONS: Illicit advertising for nicotine products in France remains significant, with strategies targeting youth through price incentives and appealing flavours. Non-compliance with legal requirements exacerbates minors' access to the products. These tactics aim to counteract declining tobacco and nicotine markets, posing serious public health concerns and highlighting the need for stricter regulatory enforcement.

Tob. Induc. Dis. 2025;23(Suppl 1):A101 <https://doi.org/10.18332/852498tivblr>

Adolescents' perceptions of flavoured and capsule cigarette packaging and point-of-sale marketing in Argentina

Emilia Elicabe¹, María Belén Arnaudo¹, Georgia Alexandrou², Moodie Crawford², Isabelle Uny², Raúl Mejía¹

¹Salud, Economía y Sociedad, Centro de Estudios de Estado y Sociedad, Buenos Aires, Argentina, ²Institute for Social Marketing and Health, University of Stirling, Stirling, United Kingdom

BACKGROUND: Packaging and point-of-sale marketing are critical strategies for tobacco companies. Capsule cigarettes are particularly popular in Argentina, one of the top ten global markets for this product. With varying retail marketing regulations across the country, this study explores adolescent perceptions of flavoured and

capsule cigarette packaging and their marketing at the point of sale, addressing a notable gap in the literature.

METHODS: We conducted eight focus groups (n=51) across four Argentine cities (Cordoba, Quilmes, San Salvador de Jujuy, Santa Rosa), stratifying adolescents by gender, age (12-14/15-17), and smoking susceptibility. Photos of cigarette marketing and flavoured and capsule packs were used as prompts for participants to share their perceptions. Discussions were recorded, transcribed, and analysed using NVivo v20.

RESULTS: Participants reported noticing cigarette packs at the point-of-sale, even in provinces with marketing restrictions. When shown pictures of point-of-sale cigarette marketing they described it as commonplace, highlighted the colours and lights in advertisements, and criticised its proximity to children's products. Colourful and eye-catching packs —often of flavoured or capsule cigarettes— were perceived as more appealing. Typography was also influential, with a preference for novelty designs. Indications of flavours (through colours or descriptors) were perceived as both harm-increasing (by adding chemicals) and harm-reducing (by reducing tobacco content). Neutral colours (e.g., white, light green) were associated with reduced harm. Health warnings captured participants' attention, while many were unaware they were mandatory. Warnings were seen as contradictory to the vibrant packaging and ineffective in deterring smoking, although they might influence children.

CONCLUSIONS: Adolescents were familiar with cigarette marketing at the point of sale, even in provinces where it is prohibited. They found the colourful packs of flavoured and capsule cigarettes appealing, associating light-coloured packs with less harmful products. Health warnings sparked interest and prompted debate.

Tob. Induc. Dis. 2025;23(Suppl 1):A110 <https://doi.org/10.18332/852498tivblr>

Exploring stakeholder perspectives on preventing e-cigarette use among at-risk youth: A health literacy approach

Mullika Matrakul¹, Surintorn Kalampakorn¹, Arpaporn Powwattna¹, Jutatip Sillabutra²

¹Department of Public Health Nursing, Mahidol University, Bangkok, Thailand,

²Department of Biostatistics, Mahidol University, Bangkok, Thailand

BACKGROUND: E-cigarette use among early adolescents in Thailand is rising. Despite efforts by tobacco control agencies, preventing e-cigarette use among at-risk youth remains a challenge. This study aimed to explore stakeholder perspectives on preventing e-cigarette use among at-risk youth, applying the Health Literacy (HL) framework.

METHODS: This descriptive qualitative study was conducted through in-depth interviews and focus groups with youth at risk (n=9), parents (n=9), and teachers involved in tobacco control (n=8). The research took place in a northern province of Thailand from September to November 2024. Purposive sampling was employed until data saturation was achieved. Interview questions, grounded in the HL framework, were validated for content. Data were transcribed verbatim and analyzed thematically, with investigator triangulation to enhance reliability. **RESULTS:** Six main themes with 20 subthemes emerged, most of which were consistent across participant groups. Stakeholders' perspectives on e-cigarette prevention were categorized into three levels of HL. At the functional literacy level, participants

understood the health risks of e-cigarettes but lacked detailed knowledge about the substances in e-cigarettes and their specific health consequences. In terms of communication literacy, parents and teachers acknowledged the significant influence of online advertising on youth e-cigarette use, and vulnerable adolescents struggled to resist peer pressure. At the critical literacy level, stakeholders suggested that prevention could be achieved by helping youth evaluate the consequences of e-cigarette use and encouraging the setting of personal life goals through contemporary, accessible methods.

CONCLUSIONS: Stakeholders recognize the health risks of e-cigarettes but feel less confident in effectively communicating these risks to others. Online e-cigarette advertising plays a significant role in shaping youth behavior. Enhancing health literacy, decision-making skills, and self-management among at-risk youth—using modern tools such as mobile apps and online platforms— could help prevent e-cigarette use. Additionally, stricter regulations on online e-cigarette advertising are essential.

Tob. Induc. Dis. 2025;23(Suppl 1):A117 <https://doi.org/10.18332/852498tivblr>

E-cigarettes in disguise: From toys to treats

Reiley Hartmuller¹, Tuo-Yen Tseng¹, Jennifer L. Brown¹, Meagan O. Robichaud², Maryam Ibrahim³, Raniyan Zaman¹, Rozanne Lim¹, Joanna Cohen¹

¹Institute for Global Tobacco Control, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, United States,

²Rutgers Biomedical and Health Sciences, Rutgers Institute for Nicotine & Tobacco Studies, New Brunswick, United States, ³Department of Health, Behavior and

Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, United States

BACKGROUND: E-cigarettes are sometimes designed to resemble other objects, such as USBs. Most of this research focuses on high-income countries. This study examined products resembling other objects in Vietnam, a lower middle-income country where e-cigarette marketing and packaging were unregulated at the time of data collection.

METHODS: E-cigarette brands available in Vietnam were identified through searches on Google and e-commerce platforms, and visits to local retailers. 186 social media posts dated between August 2022–January 2023 from 13 corresponding e-cigarette brand social media accounts on Facebook, Instagram, TikTok, and YouTube were captured. In addition, the top 30 most visited retailer websites targeting Vietnamese consumers, determined by web domain and content referencing Vietnam (e.g., language, currency, country drop-down list), were identified in April 2023. Screen captures of 497 webpages within one click from the homepage on these sites were collected. All posts and webpages were coded and categorized for the presence of products resembling other objects.

RESULTS: Twenty-nine (17%) social media posts displayed e-cigarettes resembling other objects, and 141 (83%) products on retailer sites resembled other objects. Product types included disposable (90%, n=153) and reusable (9%, n=16) e-cigarettes, and an e-cigarette case (1%, n=1). E-cigarettes resembled cartoon/fictional character figurines (29%, n=50), drinks (24%, n=41), electronics (e.g., phones) (24%, n=40), space-themed items (e.g., astronauts) (9%, n=16), animals (7%, n=12), and food (4%, n=7). Several products in these categories resembled toys. Other notable objects included a gun and nitrous oxide bottle.

CONCLUSIONS: E-cigarette products resembling other objects were found online in Vietnam, with some disguised as toys or everyday objects, perhaps taking advantage of the previous lack of regulations. Since the study, Vietnam approved a ban on e-cigarettes, effective January 2025. The use of such designs underscores the need for continued monitoring both online and in retail settings to support policy implementation and enforcement.

Tob. Induc. Dis. 2025;23(Suppl 1):A102 <https://doi.org/10.18332/852498tivblr>

Building strong coalitions and policy champions to successfully advocate for the ban of new tobacco products in Vietnam

Huyen Doan¹, Qian Geng², Giang Bui¹

¹Global Tobacco Control Program, Campaign for Tobacco Free Kids, Ha Noi, Viet Nam, ²Global Tobacco Control Program, Campaign for Tobacco Free Kids,

Washington, United States **BACKGROUND AND IMPLEMENTATION**

CHALLENGES: There was a decline in cigarette smoking rates among both adults and adolescents over the last decades. However, a growing concern over the rapid rise in the use of e-cigarettes (ENDS), heated tobacco products (HTPs). The current Tobacco Control Law lacks a clear definition for these new tobacco products, especially ENDS and HTPs, leaving a gap that tobacco companies have exploited by lobbying the Ministry of Industry and Trade (MOIT) to allow the legal circulation of these products in the market. **INTERVENTION OR RESPONSE:** Since 2019, MOIT proposed [LT1] for revisions to Decree 67 in order to introduce a legal framework regulating ENDS and HTPs. This draft decree has gone through multiple versions, with extensive debates involving the Ministry of Health (MOH). To counteract this lobbying effort and secure support for a ban, a strong partnership was formed, led by the Ministry of Health and other partners. MOH identified key allies and opponents and developed strategic advocacy plans. They worked closely to unify the voices of various ministries and influencing policy makers, child right associations. MOH consistently advocated for a ban at every policy roundtable and workshops. Additionally, a network of journalists was created to dispel myths and raise public awareness in support of the ban. A school tour for raising the support of parents and students held critically before, during the policy campaigns.

RESULTS AND IMPACT: On November 30, 2024, Vietnam National Assembly passed a Resolution to comprehensively ban the production, trade, import, storage, transportation, and use of ENDS and HTPs, effective from 2025 **CONCLUSIONS:**

Strengthening the capacity of the leading Ministry and other stakeholders, policy champions, to garner support is essential. Key non health sector partnerships, collaborative actions, evidence-based advocacy, resilience are all critical components of success. Cultivating policy champions and ensuring the issue is prioritized on policy agenda are equally important for driving policy change.

Tob. Induc. Dis. 2025;23(Suppl 1):A92 <https://doi.org/10.18332/852498tivblr>

Success and challenge of banning new tobacco and nicotine products: The Hong Kong lesson

Sophia Siu Chee Chan¹, Judith Longstaff Mackay²

¹School of Public Health, The University of Hong Kong, Hong Kong SAR, China,

²Asian Consultancy on Tobacco Control, Hong Kong SAR, China

BACKGROUND AND IMPLEMENTATION CHALLENGES:

Since the early 2000s, the emergence of newer tobacco and nicotine products, including electronic cigarettes, Heated Tobacco Products, and nicotine pouches has caused harms to people of all ages and acted as a gateway to youth smoking. In 2019, the Hong Kong Government introduced the Smoking (Public Health) (Amendment) Bill 2019 to the Legislative Council (LegCo) to prohibit the import, manufacture, sale, distribution, and advertisement of Alternative Smoking Products. However, the tobacco industry obstructed the scrutiny of the Bill by extensively lobbying legislators, spreading misinformation of new tobacco products via multiple channels, and bombarding the Government with legal documents and questions to delay the legislative process.

INTERVENTION OR RESPONSE: The Hong Kong Government stood up to the interference from the tobacco industry, and unwaveringly proceeded with legislation accompanied by strong supports from local and international public health community, including the Hong Kong Council on Smoking and Health (COSH), the Asian Consultancy on Tobacco Control, and academia. They jointly called press conferences and press releases, attended pro-ban rallies outside the LegCo, and published research articles in the media.

RESULTS AND IMPACT: Nearly three years after experiencing the twists and turns on the road to implementation, the Bill was passed on 21 October 2021 and the Ordinance came into effect on 30 April 2022, which marked a significant milestone in Hong Kong's tobacco control work and a major achievement in public health.

CONCLUSIONS: The battle to ban new tobacco products in Hong Kong would not be possible without political will and the collective effort of the government, legislators, researchers, and civil society. When legislating a ban on new tobacco products, Governments from other countries should strengthen the legislative framework, engage and seek support from the community to countering opposition from tobacco industry, and monitor legislative effectiveness and enforce compliance after passing the bill.

Tob. Induc. Dis. 2025;23(Suppl 1):A116 <https://doi.org/10.18332/852498tivblr>

An analysis of e-cigarette policy action, inaction and industry influence: Implications for youth uptake in New Zealand

Lucy Hardie¹, Judith McCool¹, Becky Freeman²

¹School of Population Health, The University of Auckland, Auckland, New Zealand,

²Public Health, University of Sydney, Sydney, Australia

BACKGROUND: In 2024, New Zealand had one of the highest youth vaping rates globally. In this paper, we aim to examine key developments in e-cigarette policy that may have contributed to high uptake among young people in New Zealand between 2015 and 2024. By identifying key policy-relevant documents by government agencies and interactions with the industry, we aim to offer insights for jurisdictions looking to implement or strengthen e-cigarette policies.

METHODS: We searched publicly available New Zealand government websites to identify documents related to e-cigarette policy between 2015 and 2024 (Ministry of Health, New Zealand Parliament, Beehive, Courts of New Zealand and New Zealand Customs). We included key policy-related documents for analysis. We organised and summarised the documents sequentially into a timeline graphic and chronological narrative results.

RESULTS: New Zealand introduced policies aimed at reducing youth e-cigarette uptake slowly compared to other high-income countries such as the United Kingdom and Australia. When policies were introduced, they lacked strength, which enabled the e-cigarette and tobacco industry to oppose, bypass and, ultimately, weaken the impact of such policies. The vaping industry had multiple interactions with public health actors that may have positioned the industry as a legitimate partner in tobacco harm reduction.

CONCLUSIONS: This study highlights that jurisdictions must move quickly to introduce effective measures on e-cigarettes to protect health. Policies must be comprehensive to prevent the industry from opposing and bypassing laws. Governments must protect policy processes from companies that profit from nicotine addiction in line with the World Health Organization Framework on Tobacco Control. **Tob. Induc. Dis. 2025;23(Suppl 1):A119 <https://doi.org/10.18332/852498tivblr>**

**Education on vaping harms at school lowers vapers:
Tackling youth e-cigarette adoption in Singapore: A multi-prong preventive education approach**

Benjamin Chee¹, Alice Ong¹, Chloe Zhou¹, Jasmine Aw¹, Amanda Tan¹, Jia Ying Goh¹, Jassie Ling¹, Serene Lee¹

¹Substance Abuse Programme Department, Health Promotion Board Singapore, Singapore

BACKGROUND AND IMPLEMENTATION CHALLENGES: Despite Singapore's total ban on e-cigarettes (vape), adoption among youth has risen, driven by emerging but incomplete evidence of harms, counter-narratives from the tobacco industry, and the pervasive influence of social media. These challenges underscore the urgent need for innovative and targeted strategies to reshape societal norms and behaviours.

INTERVENTION OR RESPONSE: Our approach prioritises protecting children and youth through creative, relatable content, curriculum enhancements in schools, and strategically embedding anti-vaping messages into their daily routines. These interventions amplify prevention efforts while offering support for those already engaged in vaping through youth-centric counselling services. For example, schools have introduced tailored anti-vaping programmes, during assembly, physical education sessions, and into project work. Key community spaces—such as sports centres, malls, transportation hubs, and youth hangouts—also prominently feature our vape-free campaigns.

In parallel, we have strengthened the capacity of our tobacco programme team through studies, behavioural surveys, and sense-making workshops. Insights gained have refined our campaigns, ensuring they remain relevant and responsive to emerging trends. Surveys reveal that while youth are generally aware of vaping's illegality, 55% still perceive it as socially acceptable—a key barrier to effective intervention.

RESULTS AND IMPACT: After 18 months, our efforts as part of the whole-of-government concerted approach including stepping up enforcement and amplifying public education, have led to a 25% reduction in e-cigarette use among school-aged youth. Public perception surveys also reported a 12% increase in awareness of vaping harms, demonstrating progress but underscoring the persistence of societal tolerance.

CONCLUSIONS: Building on this momentum, we are expanding efforts to engage the wider community in reshaping social norms. This includes reaching young adults beyond schools and mobilising the medical ecosystem to deliver tiered and tailored cessation support. These measures aim to strengthen Singapore's anti-vaping strategy, driving sustained reductions in youth adoption and a decisive shift in societal attitudes towards e-cigarettes

Tob. Induc. Dis. 2025;23(Suppl 1):A26 <https://doi.org/10.18332/852498tivblr>

Feasibility of e-cigarette cessation intervention in schools for adolescents from the urban slums of Mumbai

Gauri Mandal¹, Himanshu Gupte², Shridhar Mulam¹, Amrita Chauhan¹
¹Cessation, Salaam Bombay Foundation, Mumbai, India, ²Health, Narotam Sekhsaria Foundation, Mumbai, India

BACKGROUND AND IMPLEMENTATION CHALLENGES: Evidence has shown that e-cigarettes are unsafe for adolescents. However, the use of e-cigarettes has gained worldwide popularity among adolescents including Indians and it is important to address their cessation requirements. There are very limited cessation programs designed to address and support the increasing number of adolescent E-cigarette users.

INTERVENTION OR RESPONSE: LifeFirst, a school-based cessation programme was implemented in 2023-2024 in 100 municipal and Government-aided schools in Mumbai. An orientation session was conducted for all the students of 7th to 9th standards to create awareness about ill-effects of e-cigarettes and to encourage the current users to voluntarily register for cessation services. Three theme-based group counselling sessions were conducted with the voluntarily registered students and at each session e-cigarette status was monitored and recorded. The sessions covered topics like harmful impact of e-cigarette and nicotine and refusal skills.

RESULTS AND IMPACT: 8124 students attended the sensitization sessions. The prevalence of E-cigarette users among boys was 9% (394) and girls was 2% (63). All 457 (6% prevalence overall) users voluntarily registered for the LifeFirst programme. At the end of program, 287 (63%) stopping using e-cigarettes. 38 (60%) of the registered girls and 249 (63%) of the registered boys self-reported stopping e-cigarette use. 61% of the registered users from 7th std, 62% from 8th and 65% from 9th std stopped using e-cigarettes.

CONCLUSIONS: Creating awareness about the harmful effects of e-cigarettes among adolescents is required and this can promote cessation. Targeted specific behavioral interventions are required to support the current e-cigarette users. School based e-cigarette cessation interventions for adolescents are feasible and impactful.

Tob. Induc. Dis. 2025;23(Suppl 1):A40

Pre- and post-implementation analysis of the FCTC e-cigarette ban: Insights from Google Trends in India

Jatina Vij¹, Sonu Goel¹, Rajeev Kumar¹
¹DCM & SPH, Postgraduate Institute of Medical Education and Research, Chandigarh, India

BACKGROUND: E-cigarettes are often marketed as harm reduction devices; meanwhile, they have generated many public health concerns around the world concerning their addictive properties and appeal to the young. In September

2019, India completely banned e-cigarettes. This analysis assesses the effect of this ban on the public's interest in e-cigarettes using Google Trends data.

METHODS: An ecological analysis was conducted using Google Trends data from January 2015 to December 2024. Keywords for e-cigarettes were analyzed to identify the timing and geographical changes in public interest. Change point analysis and ARIMA modeling are applied to determine changes and predict trajectories of change over time. Spatial patterns of search activity are also mapped out to explore regional disparities before and after the ban was enforced.

RESULTS: The relative interest of the public, measured as the Relative Search Volume (RSV) of e-cigarettes, peaked at 78 in August 2019 before the enforcement of the ban, and has trended downward since then to average 21 points during the post-ban period. By modeling with ARIMA (1,1,0), the interest over the long-term stabilized to a mean of RSV = 18, and the variability of such interest would range from ± 5 over the next two years. Spatial analysis showed a shift in search interest from the southern states, which accounted for 45% of pre-ban searches, to the northeastern states, which accounted for 38% of searches after the ban. Although the numbers declined, persistent interest in vaping-related terms indicates continued interest and potential illegal market activity. **CONCLUSIONS:** The e-cigarette ban has had a deep impact on public interest, thus showing its effectiveness in raising awareness and changing behavior. However, the persistent interest in certain areas shows the need for targeted interventions and constant monitoring to address emerging trends and potential illicit markets.

Tob. Induc. Dis. 2025;23(Suppl 1):A36 <https://doi.org/10.18332/852498tivblr>

A multi-pronged, multi-agency approach towards lowering smoking prevalence to less than 10%

Sarah Xing¹

¹Disease Policy and Strategy Division, Singapore Ministry of Health, Singapore, Singapore

BACKGROUND AND IMPLEMENTATION CHALLENGES: Singapore's smoking prevalence had increased from 12.6% in 2004 to 14.3% in 2010, reversing a previous long-term decline.

INTERVENTION OR RESPONSE: Since then, Singapore redoubled its multi-pronged, multi-sectoral tobacco control efforts, including MPOWER and FCTC-recommended measures.

Bans on smoking in public places were expanded to include outdoor areas in parks, beaches, universities and a central business precinct. In 2016, display of tobacco products, including at the Point-Of-Sale, was banned. The Minimum Legal Age was raised from 18 to 21 in 2021, with implementation supported in schools and uniformed services by the Ministry of Education (MOE) and Ministry of Defence. In 2020, standardised packaging was implemented and graphic health warnings size increased to 75%. Tobacco taxes were increased in 2014, 2018, and 2023.

Concurrently, a harm elimination approach was adopted to reduce the range of legal tobacco products. Import, distribution and sale of shisha and emerging tobacco products, including smokeless cigarettes and e-vaporisers, were banned. In 2018, the ban was expanded to include purchase, use and possession. The Health

Sciences Authority works closely with the Immigration and Checkpoints Authority and Customs on enforcement. The Health Promotion Board (HPB) has been running campaigns to educate on the harms of smoking. In 2013, the I Quit smoking cessation programme was launched and subsequently refined, to better support smokers to quit. HPB works with MOE on efforts targeted at youths, such as incorporating anti-smoking messages into the school curriculum and having on-site counsellors in schools to support smoking cessation.

RESULTS AND IMPACT: Singapore's efforts have resulted in an all-time-low smoking prevalence of 8.8% in 2023. **CONCLUSIONS:** Singapore's experience highlights these lessons:

1. A multi-pronged tobacco control strategy that maintains a strong harm elimination stance against new and emerging products can effectively reduce smoking prevalence.
2. Effective tobacco control requires coordinated efforts across agencies, beyond health ministries.

Tob. Induc. Dis. 2025;23(Suppl 1):A43 <https://doi.org/10.18332/852498tivblr>

The rise and fall of vape stores: An Australian perspective

Angela Gazey¹, Lisa Wood¹, Matthew Tuson¹

¹Institute for Health Research, University of Notre Dame Australia, Fremantle, Australia

BACKGROUND: The global proliferation of 'brick-and-mortar' vape stores not only fuels easy availability, but also normalises vapes and their perception as a safe consumer product. In Australia, vape retailers increased rapidly from 2017. However, in mid-2023, the Australian government announced legislative reforms to curtail retail sale of vapes. This legislation and its enforcement rolled out nationally during 2024, with vape sales confined to pharmacies with a prescription from 1-July-2024. Our research in Western Australia (WA) tracked the rise and fall in the number and geographic density of vape stores before and after these reforms.

METHODS: We examined physical stores where vapes and/or tobacco were a main source of business, plus convenience stores visibly stocking vapes. Vape stores' existence and operating status was ascertained via online desktop audits in January-2023 (baseline) and three subsequent time points. In-person observational store audits were undertaken in inner-city areas with a concentration of vape/tobacco/ convenience stores. Descriptive statistics summarised store numbers and location over time and examined socio-economic variations and proximity to schools.

RESULTS: The baseline audit identified 194 vape stores, with a 120% increase in the WA capital city since a previous 2019 audit. New vape stores were opening even after legislation prohibited importation and sale of disposable vapes. However, as further restrictions took effect, store closures were observed. By September-2024, 79% of the 194 baseline stores had ceased selling vapes, including permanent closure of all 33 dedicated vape stores. By contrast, vape availability through convenience stores remained high in the first two post-baseline audits, though with decreased in-store product visibility, shifting more to 'under-the-counter'.

CONCLUSIONS: This massive reduction in physical vape stores powerfully suggests the Australian legislative reforms have been effective in curbing the availability of vapes and their retail normalisation. However, 'under-the-counter'

vape sales in convenience stores remain a challenge, requiring ongoing monitoring and enforcement. **Tob. Induc. Dis. 2025;23(Suppl 1):A51**
<https://doi.org/10.18332/852498tivblr>

Taxation as a tool to reduce e-cigarette use among youth: Evidence from South Korea

Jinyoung Kim¹, Sungkyu Lee¹

¹Research Unit, Korea Center for Tobacco Control Research and Education, Seoul, Republic of Korea

BACKGROUND AND IMPLEMENTATION CHALLENGES:

E-cigarette use among youth is a significant public health concern globally. In South Korea, e-cigarettes are the most popular tobacco product among adolescents. In 2024, the prevalence of e-cigarette use among boys and girls was 3.7% and 2.2%, respectively—a slight increase from 2023 but a sharp decline from 2014, when the prevalence among high school boys reached 12.3%.

INTERVENTION OR RESPONSE: This reduction is closely tied to South Korea's regulatory measures, particularly taxation.

RESULTS AND IMPACT: E-cigarettes entered the Korean market in 2007 and were marketed as safer alternatives to cigarettes and smoking cessation aids. Their popularity surged, with youth prevalence rising ninefold between 2008 and 2011, reaching 4.5%. During this period, e-cigarettes were largely unregulated, contributing to the rapid increase in use. In 2011, the government implemented a tax of 400 KRW (USD 0.30) per millilitre of nicotine liquid, equivalent to the tax on 12.5 conventional cigarette sticks. A Health Promotion Contribution was also introduced, aligning e-cigarette taxation with conventional cigarettes. These measures led to a sharp decline in youth e-cigarette use, dropping from 7.3% in 2011 to 4.7% in 2013. In 2015, further tax increases on e-cigarettes, tied to broader cigarette excise tax hikes, continued to reduce youth prevalence, which fell to 3.7% by 2016. However, the e-cigarette industry adapted by separating nicotine and flavoured liquids to reduce the effective tax, temporarily increasing use.

CONCLUSIONS: Korea's experience highlights the critical role of taxation in curbing youth e-cigarette use. By aligning e-cigarette taxes with those on conventional cigarettes, South Korea provides a model for countries aiming to address the rise in youth e-cigarette prevalence through evidence-based policies.

Tob. Induc. Dis. 2025;23(Suppl 1):A86 <https://doi.org/10.18332/852498tivblr>

Effective communication messaging on risks of electronic cigarettes: Findings from message testing studies in Brazil, India, Mexico, Ukraine and Vietnam

Nalin Singh Negi¹, Elizabeth Zeinalova², Tom Carroll³, Sandra Mullin², Nandita Murukutla²

¹Policy Advocacy and Communication, Vital Strategies, New Delhi, India, ²Policy Advocacy and Communication, Vital Strategies, New York, United States, ³Policy Advocacy and Communication, Vital Strategies, Sydney, Australia

BACKGROUND: Despite a global decline in smoking rates, the use of newer nicotine products, such as electronic cigarettes, has risen significantly, especially among youth. Governments are increasingly interested in developing mass media campaigns to raise awareness about the harms of electronic cigarettes and regulate or prevent their market entry, aiming to protect future generations from nicotine

addiction. However, effective messaging strategies to increase public understanding of harms of these products and build support for policy measures remain underexplored.

METHODS: Between 2020 and 2023, Vital Strategies conducted concept testing in Brazil, India, Mexico, Ukraine, and Vietnam to support governments interested in developing electronic cigarette prevention campaigns. This study examines perceived personal effectiveness ratings of various communication concepts tested across these five countries. A combination of quantitative (concept ratings) and qualitative (focus group discussions) methods was employed to evaluate the concepts. The groups were segmented by tobacco use status (users and non-users), gender, age, and socio-economic status (middle and high).

RESULTS: Results indicated that messages highlighting the negative health threats of electronic cigarette use, presented with a serious tone and graphic imagery depicting harm, were consistently rated as personally effective in discouraging use. Simple language was essential to address significant knowledge gaps, and comparing chemicals in electronic cigarettes to common toxins, like car exhaust or pesticides, proved effective. Statistical health risk information was impactful but required credible sourcing for message believability. The study also emphasized the importance of communicating that both electronic and traditional cigarettes are harmful to health. In Ukraine, an anti-industry approach resonated strongly, highlighting the need for tailored messaging strategies based on local contexts.

CONCLUSIONS: The findings provide valuable insights to help develop evidence-based, culturally relevant messaging for future electronic cigarette prevention campaigns, aimed at reducing use and building support for relevant policy measures.

Tob. Induc. Dis. 2025;23(Suppl 1):A38 <https://doi.org/10.18332/852498tivblr>

Effective communication messaging on risks of electronic cigarettes: Findings from message testing studies in Brazil, India, Mexico, Ukraine and Vietnam

Nalin Singh Negi¹, Elizabeth Zeinalova², Tom Carroll³, Sandra Mullin², Nandita Murukutla²

¹Policy Advocacy and Communication, Vital Strategies, New Delhi, India, ²Policy Advocacy and Communication, Vital Strategies, New York, United States, ³Policy Advocacy and Communication, Vital Strategies, Sydney, Australia

BACKGROUND: Despite a global decline in smoking rates, the use of newer nicotine products, such as electronic cigarettes, has risen significantly, especially among youth. Governments are increasingly interested in developing mass media campaigns to raise awareness about the harms of electronic cigarettes and regulate or prevent their market entry, aiming to protect future generations from nicotine addiction. However, effective messaging strategies to increase public understanding of harms of these products and build support for policy measures remain underexplored.

METHODS: Between 2020 and 2023, Vital Strategies conducted concept testing in Brazil, India, Mexico, Ukraine, and Vietnam to support governments interested in developing electronic cigarette prevention campaigns. This study examines perceived personal effectiveness ratings of various communication concepts tested across these five countries. A combination of quantitative (concept ratings) and qualitative (focus group discussions) methods was employed to evaluate the

concepts. The groups were segmented by tobacco use status (users and non-users), gender, age, and socio-economic status (middle and high).

RESULTS: Results indicated that messages highlighting the negative health threats of electronic cigarette use, presented with a serious tone and graphic imagery depicting harm, were consistently rated as personally effective in discouraging use. Simple language was essential to address significant knowledge gaps, and comparing chemicals in electronic cigarettes to common toxins, like car exhaust or pesticides, proved effective. Statistical health risk information was impactful but required credible sourcing for message believability. The study also emphasized the importance of communicating that both electronic and traditional cigarettes are harmful to health. In Ukraine, an anti-industry approach resonated strongly, highlighting the need for tailored messaging strategies based on local contexts.

CONCLUSIONS: The findings provide valuable insights to help develop evidence-based, culturally relevant messaging for future electronic cigarette prevention campaigns, aimed at reducing use and building support for relevant policy measures.

Tob. Induc. Dis. 2025;23(Suppl 1):A38 <https://doi.org/10.18332/852498tivblr>

Feasibility of e-cigarette cessation intervention in schools for adolescents from the urban slums of Mumbai

Gauri Mandal¹, Himanshu Gupte², Shridhar Mulam¹, Amrita Chauhan¹
¹Cessation, Salaam Bombay Foundation, Mumbai, India, ²Health, Narotam Sekhsaria Foundation, Mumbai, India

BACKGROUND AND IMPLEMENTATION CHALLENGES: Evidence has shown that e-cigarettes are unsafe for adolescents. However, the use of e-cigarettes has gained worldwide popularity among adolescents including Indians and it is important to address their cessation requirements. There are very limited cessation programs designed to address and support the increasing number of adolescent E-cigarette users.

INTERVENTION OR RESPONSE: LifeFirst, a school-based cessation programme was implemented in 2023-2024 in 100 municipal and Government-aided schools in Mumbai. An orientation session was conducted for all the students of 7th to 9th standards to create awareness about ill-effects of e-cigarettes and to encourage the current users to voluntarily register for cessation services. Three theme-based group counselling sessions were conducted with the voluntarily registered students and at each session e-cigarette status was monitored and recorded. The sessions covered topics like harmful impact of e-cigarette and nicotine and refusal skills.

RESULTS AND IMPACT: 8124 students attended the sensitization sessions. The prevalence of E-cigarette users among boys was 9% (394) and girls was 2% (63). All 457 (6% prevalence overall) users voluntarily registered for the LifeFirst programme. At the end of program, 287 (63%) stopping using e-cigarettes. 38 (60%) of the registered girls and 249 (63%) of the registered boys self-reported stopping e-cigarette use. 61% of the registered users from 7th std, 62% from 8th and 65% from 9th std stopped using e-cigarettes.

CONCLUSIONS: Creating awareness about the harmful effects of e-cigarettes among adolescents is required and this can promote cessation. Targeted specific behavioral interventions are required to support the current e-cigarette users. School based e-cigarette cessation interventions for adolescents are feasible and impactful.

Tob. Induc. Dis. 2025;23(Suppl 1):A40 <https://doi.org/10.18332/852498tivblr>

Understanding regulatory compliance: Graphic health warnings on vapor products, heated tobacco products, and novel tobacco products in the Philippines

Samantha Ackary¹, Gayle Amul², Alen Santiago¹, Patrik Cabrera¹ ¹Ateneo Policy Center, Ateneo School of Government, Quezon City, Philippines, ²Ateneo Policy Center, Ateneo School of Government, Quezon City, Norway

BACKGROUND: The Philippines is undergoing an e-cigarette epidemic, especially among the youth. Companies market e-cigarettes, along with heated tobacco products (HTPs) and novel tobacco products, as alternatives to tobacco smoking, but the attractive packaging increases their appeal to non-smokers. The Philippines Department of Health issued Administrative Order No. 2021-0051 requiring graphic health warnings on these products. Shortly after, the government enacted the Vape Law to formally regulate e-cigarettes, HTPs, and novel tobacco products in the country. This paper aims to assess the compliance of e-cigarettes, HTPs, and novel tobacco products in the market to the requirements of these policies.

METHODS: We adapted the Tobacco Pack Surveillance System protocol to purchase e-cigarettes, HTPs, and novel tobacco products nationwide. We coded and assessed the packs' compliance using their codebook and the compliance checklist annexed in Department of Health Administrative Order No. 2021-0051.

RESULTS: We collected 313 products, including vapor products, heated tobacco products, and nicotine pouches. One hundred fourteen products did not have graphic health warnings on any display surface. Among those with graphic health warnings, three products were fully compliant with the requirements of the compliance checklist.

CONCLUSIONS: Graphic health warning requirement compliance is low among e-cigarette products available in the Philippines, complicated by the swift passage of the Vape Law. Even though these complications will be addressed by the new guidelines issued by the Department of Health, the Vape Law still has its weaknesses. We recommend amendments establishing an unambiguous and transparent monitoring and surveillance system for e-cigarette, HTP, and novel tobacco product regulation. Legislators should also explore the plain packaging of these products.

Tob. Induc. Dis. 2025;23(Suppl 1):A64 <https://doi.org/10.18332/852498tivblr>

Evolution of nicotine product use and associations with quit intentions and attempts: An analysis of nationally representative repeated cross-sectional surveys

Margaret M. Brennan¹, Andrea K. Bowe², Aishling Sheridan³, Frank Doyle⁴, Fiona Boland⁵, Paul Kavanagh¹

¹National Health Intelligence Unit, Health Service Executive, Dublin, Ireland, ²The Irish Centre for Maternal and Child Research, University College Cork, Cork, Ireland, ³Tobacco Free Ireland Programme, Health Service Executive, Dublin, Ireland, ⁴Department of Health Psychology, Royal College of Surgeons in Ireland, Dublin, Ireland, ⁵Data Science Centre, Royal College of Surgeons in Ireland, Dublin, Ireland

BACKGROUND: Nicotine product use (NPU) is changing rapidly worldwide but

relatively little is known about how this may be associated with intentions and attempts to quit tobacco use. This study addresses this gap.

METHODS: This study is a longitudinal analysis of seven waves of the nationally representative Healthy Ireland

(HI) cross-sectional survey conducted between 2015 and 2023 (N=52,167).

Survey-weighted prevalence of current tobacco use, e-cigarette use, and dual use of tobacco and e-cigarettes was estimated for each wave separately. Associations between sociodemographic factors and NPU, as well as between NPU and quit intentions and attempts, respectively, were examined using survey-weighted regression models in 2015 (N=7,502) and 2023 (N=7,356) waves.

RESULTS: Between 2015 and 2023, current tobacco use declined from 22.8% to 17.7% (p=0.012), e-cigarette use rose from 3.1% to 8.4% (p=0.001) and dual use from 1.3% to 3.1% (p=0.006), overall. The most pronounced increases were observed among those aged 15–24, where e-cigarette rose from 0.9% to 17.7% and dual use from 0.3% to 6.9%. In 2015, dual use was strongly associated with higher quit intentions, relative to tobacco-only users, but this was no longer the case in 2023. Similarly, in 2015 dual use was associated with past-year quit attempts relative to tobacco-only users (AOR 3.3, 95% CI 2.0–5.4) but by 2023, this association was no longer apparent (AOR 1.2, 95% CI 0.8–1.7).

CONCLUSIONS: Over the study period, e-cigarette and dual use more than doubled, while associations between dual use and quit intentions and attempts attenuated. These findings underscore the need for a robust regulatory framework for e-cigarettes and a renewed focus on advancing tobacco control.

Tob. Induc. Dis. 2025;23(Suppl 1):A6 <https://doi.org/10.18332/852498tivblr>

Unraveling the relationship between e-cigarette use (vaping) and eating disorders: Insights on youth and young adults

Arohi Chauhan¹, Sandeep Chauhan², Abhinav Sinha³, Krushna Chandra Sahoo⁴, Pranab Mahapatra⁵, Jeetendra Yadav⁶, Sanghamitra Pati⁷

¹Health Promotion, South Asian Institute of Health Promotion, Odisha, India, ²NTEP Technical Support Network, World Health Organization, New Delhi, India, ³Health Technology Assessment, ICMR-Regional Medical Research Center Bhubaneswar, Bhubaneswar, India, ⁴Department of Health Research, Indian Council of Medical Research, Delhi, India, ⁵Psychiatry, Kalinga Institute of Medical Sciences (KIMS), Odisha, India, ⁶National Institute of Research in Digital Health and Data Sciences, Indian Council of Medical Research, New Delhi, India, ⁷Indian Council of Medical Research Headquarters, Delhi, India

BACKGROUND: The use of e-cigarettes/vaping, has surged among adolescents and young adults, raising concerns about its association with nicotine addiction. Simultaneously, eating disorders (EDs) remain a significant public health issue in this population, with high morbidity and mortality. Despite emerging evidence suggesting an overlap between vaping and EDs, limited research has systematically quantified this association. This systematic review and meta-analysis aim to evaluate the relationship between vaping and EDs and the behavioral and societal factors driving this relationship.

METHODS: This review was conducted in accordance with PRISMA guidelines. A systematic search of MEDLINE, EMBASE, and Web of Science was performed for articles published up to December 2023, with no language restrictions. Eligible

studies included primary research on individuals aged 14 years or older with data on vaping and EDs. Two authors independently performed data extraction and bias assessment using the JBI Critical Appraisal Tools. Meta-analysis was conducted using a random-effects model, with heterogeneity assessed through the I² statistic.

RESULTS: Out of 2,517 records, seven studies with a total of 467,316 participants were included. The pooled prevalence of EDs among vapers was 33%, compared to 5% among non-vapers. Adolescents and young adults aged 18–24 years exhibited the highest prevalence, with females and transgender individuals reporting disproportionately higher rates compared to males. Meta-analysis revealed that vapers had 1.31 times higher odds (95% CI: 1.12– 1.53) of having an ED compared to non-vapers. Weight control and appetite suppression were key motivations for vaping, with sweet-flavored e-liquids commonly used to curb cravings. Vapers using e-cigarettes for weight management exhibited higher levels of pathological eating behaviors and body dissatisfaction, particularly among dual users (vaping and smoking).

CONCLUSIONS: This review highlights a significant association between vaping and EDs, emphasizing the urgent need for targeted prevention and intervention strategies. Further research is required across diverse cultural and geographic contexts.

Tob. Induc. Dis. 2025;23(Suppl 1):A46 <https://doi.org/10.18332/852498tivblr>

POSITIVE VIEWS ON E-CIGARETTES AS HARM REDUCTION

A randomized controlled trial of very low nicotine cigarettes plus electronic cigarettes in people with psychiatric disorders

Jonathan Foulds¹, Nicolle Krebs¹, Junjia Zhu¹, Craig Livelsberger¹, Vicki Peters¹, Allison Salkin¹, Christopher Sciamanna¹, Jessica Yingst¹, Aophia Allen¹

¹Public Health Sciences, Penn State College of Medicine, Hershey, United States

BACKGROUND: A national product standard restricting the nicotine content of smoked tobacco products to minimally addictive levels has been proposed in New Zealand and USA. This study aimed to assess the effect of switching to very low nicotine cigarettes (VLNCs) with access to electronic cigarettes (ecigs) with and without nicotine, in people with psychiatric disorders.

METHODS: 80 daily cigarette smokers were recruited at an academic medical center in USA. Participants were randomized, double-blind, to smoke either VLNCs or Normal Nicotine Cigarettes (NNCs), and to have access to either 5% or 0% nicotine ecigs for 16 weeks. Participants were followed for 16 weeks, and then again 4 weeks after the randomized phase. Cigarette consumption, adverse events and biomarkers of exposure (e.g. exhaled CO) were recorded. The hypothesis was that smokers randomized to VLNCs would reduce cigarette consumption, and this effect would be greater in those provided with 5% nicotine ecigs.

RESULTS: Sixty (75%) participants were women, the mean age was 47.71 (89%) were white and their mean baseline cigarette consumption was 20 per day. Participants had an average of 2 current psychiatric disorders. At week 16, participants randomized to VLNCs had a lower cigarette consumption than those given NNCs (10 v 19 per day, $p < 0.05$), even after controlling for baseline variables. At week 16, significantly more of the VLNC group had quit smoking for at least the

past week, validated by exhaled carbon-monoxide, (15% v 0%), and this was maintained at week 20. There were no significant effects of ecig randomization on cigarette consumption. Those randomized to VLNCs had fewer serious adverse events than those smoking NNCs.

CONCLUSIONS: A low nicotine standard for cigarettes may help smokers with psychiatric disorders to reduce and quit smoking without worsening mental health, regardless of access to nicotine ecigs.

Tob. Induc. Dis. 2025;23(Suppl 1):A49 <https://doi.org/10.18332/852498tivblr>

Newest findings from the Cochrane living systematic review of e-cigarettes for smoking cessation

Jamie Hartmann-Boyce¹, Ailsa Butler², Jonathan Livingstone- Banks², Angela Wu², Annika Theodoulou², Peter Hajek³, Hayden McRobbie⁴, Caitlin Notley⁵, Chris Bullen⁶, Nicola Lindson² ¹Health Promotion and Policy, University of Massachusetts Amherst, Amherst, United States, ²Nuffield Department of Primary Care Health Sciences, University of Oxford, Oxford, United Kingdom, ³Wolfson Institute of Population Health, Queen Mary University of London, London, United Kingdom, ⁴Medicine and Health, University of New South Wales, Sydney, Australia, ⁵Norwich Medical School, University of East Anglia, Norwich, United Kingdom, ⁶Center for Translational Health Research, University of Auckland, Auckland, New Zealand

BACKGROUND: This review examines the effects of using e-cigarettes to help people who smoke achieve smoking (combustible tobacco) abstinence at six months or longer. This review update is part of a living systematic review.

METHODS: Searches for new intervention studies are undertaken monthly, and the review updated whenever findings could affect conclusions. Searches are currently to January 2025. We follow standard Cochrane methods and calculate pooled risk ratios (RRs) with 95% confidence intervals (CI).

RESULTS: This newest update includes 10 new studies, bringing the total number to 100. This update was triggered because previously there was very little evidence comparing nicotine e-cigarettes with varenicline, and since the last update a large trial was published. Compared with varenicline, people randomized to nicotine e-cigarettes had slightly lower quit rates at six months, but CIs included the possibility of no difference and there was evidence of substantial statistical heterogeneity (RR 0.82, 95% CI 0.63 to 1.05, I²=78%, 2 trials, n=359). Findings of increased quit rates with nicotine e-cigarettes compared to nicotine replacement therapy (NRT), to non-nicotine e-cigarettes and to control remain largely unchanged. Additionally in this update, the first trial of its kind compared e-cigarettes to oral nicotine pouches and three studies focused on special populations (people experiencing homelessness, opioid use disorder, and chronic illnesses). We will briefly summarize key findings from the review-to-date, but will focus on the newer findings.

CONCLUSIONS: There is high-certainty evidence that nicotine e-cigarettes increase quit rates compared to NRT. There is less certain evidence that nicotine e-cigarettes may be less or as effective as varenicline. We did not detect evidence of serious harm but larger studies with longer follow-up are needed to fully evaluate safety. Included studies tested regulated nicotine-containing e-cigarettes; illicit products and/or products containing other active substances (e.g. tetrahydrocannabinol (THC)) may have different harm profiles.

Presentations on Tobacco Industry Interference

Busting Big Tobacco's bulls*#t: A case study of political advocacy and Australian vaping legislation

Laura Hunter¹

¹Australian Council on Smoking and Health, Perth, Australia

BACKGROUND IMPLEMENTATION CHALLENGES: Vaping prevalence in Australia has increased significantly over recent years. In June 2024, federal politicians voted on the Vaping Reforms Bill, which proposed to close a legal loophole in the regulatory framework; ensuring vapes can only be purchased legally with a medical prescription from a General Practitioner, thereby ending the retail market. In anticipation of this, the tobacco industry bankrolled a campaign which spread misinformation around the implications of the proposed laws to sway public perceptions. The Australian Council on Smoking and Health (ACOSH) developed a campaign to counter industry narrative and encourage politicians to support the Bill. **INTERVENTION OR RESPONSE:** In the lead up to the Vaping Reforms Bill, ACOSH developed a multimedia campaign targeted specifically at politicians from parties that were either ambivalent towards, or against the Bill. ACOSH developed campaign materials with input from clinicians, policymakers, tobacco control experts, and public health organisations. The campaign aimed to highlight the way in which the reforms would safeguard young people and was delivered via social media, newspaper, and television.

RESULTS AND IMPACT: This presentation will describe key learnings and outcomes from the campaign, including evaluation details of campaign efforts. The intervention findings can be used to guide recommendations for how to deliver tobacco and vape-related political campaigns to advocate for evidence-based reforms in tobacco control.

CONCLUSIONS: The tobacco industry's age-old tactics of interfering with public health policy are alive and well. It is crucial that advocates remain vigilant in their attempts to react to counter industry narrative at critical time points in the development of evidence-based tobacco control policy. There is relatively little evidence about political campaigns that specifically target anti-tobacco and anti-vape legislation. This presentation will provide guidance for tobacco control and public health organisations that wish to engage in tobacco and vape-related political advocacy.

Tob. Induc. Dis. 2025;23(Suppl 1):A39 <https://doi.org/10.18332/852498tivblr>

Tobacco industry's political contributions in conflict with FCTC Article 5.3 – A decadal analysis of publicly available documents from India

Anwita Khaitan¹, Shivam Kapoor², Puneet Chahar², Amit Yadav², Ashish Pandey³
¹Community Medicine, North DMC Medical College & Hindu Rao Hospital, Delhi,

India, 2Tobacco Control, Vital Strategies, Delhi, India, 3Tobacco Control, Vital Strategies, New York, United States

BACKGROUND: Tactics that have worked well for the tobacco industry in the past, such as making corporate social responsibility (CSR) contributions to access senior officials have been researched in India. An area that needs vigilant watch and transparency is reporting financial contributions to political parties by tobacco companies.

METHODS: Document analysis was carried out for 'recognized' national and state political parties in India (w.e.f 15 May 2023; Election Commission of India and Electoral Trusts via the Central Board of Direct Taxes (CBDT). Annual contributions were analyzed for the top four listed companies (BSE's 'Top 2000 Companies 2023' list) and one non-listed (major smokeless tobacco company) tobacco company, as well as their subsidiaries, associates, and joint ventures. These contributions could be direct or indirect - i.e., via Electoral Trusts and Electoral Bonds for 2013-2014 to 2021-2022.

RESULTS: We analyzed 746 contribution reports from 78 political parties (06 national and 72 state-level) and 26 electoral trusts for 103 tobacco companies. Fourteen parties were found to receive approximately INR 130.00.00.000 (USD 15.636.530) for the analyzed period of 2013 to 2022.

CONCLUSIONS: This study documents an unexplored area, thereby highlighting the need to monitor the tobacco industry effectively and underscoring the need to expand the scope of WHO-FCTC Article 5.3 policy to all actors and not merely restricted to government stakeholders.

The policy should be comprehensive and applicable to all stakeholders, including political parties, corporations, and non-governmental organizations who may be contributing to, benefiting from, and influencing tobacco control and public health policy at the national and sub-national levels. Foundational changes that prevent political contributions from 'demerit goods' corporations or at least make them publicly accountable and transparent will help safeguard and demonstrate sound public policy-making for the public good, in the public interest, to advance public health. **Tob. Induc. Dis. 2025;23(Suppl 1):A42**

<https://doi.org/10.18332/852498tivblr>

Tobacco industry exposed: Monitoring and denormalizing the tobacco industry

in ASEAN Irene Patricia Reyes¹, Edgardo Ulysses Dorotheo¹

¹Southeast Asia Tobacco Control Alliance, Bangkok, Thailand

BACKGROUND AND IMPLEMENTATION CHALLENGES: The tobacco industry continues to employ deceptive tactics across Southeast Asia, including disseminating misinformation, targeting youth, and disguising lobbying as corporate social responsibility (CSR). However, governments and the public often lack timely access to data to counter these activities. Limited resources, fragmented networks, and insufficient buy-in from policymakers have hampered monitoring and denormalization efforts. In response, SEATCA launched an integrated approach combining monitoring, reporting, and targeted social media campaigns to expose and counter industry influence.

INTERVENTION OR RESPONSE: Key components:

- **Monitoring Activities:** Tobacco industry activities were monitored in ten ASEAN countries. Data sources included government disclosures, advertisements, civil

society reports, and mass media.

- Denormalization Reports: regularly published reports exposed trends in CSR initiatives, youth marketing, and lobbying, and highlighted interference in areas such as tobacco taxation and regulation of electronic smoking devices.
- Social Media Campaigns: Campaigns under the hashtag #NoMoreTobacco and #MakeTobaccoHistory highlighted industry tactics, including youth marketing and misleading CSR initiatives.
- Engagement with Policymakers: High-level briefings presented findings to policymakers, emphasizing the adoption of WHO FCTC Article 5.3.

RESULTS AND IMPACT:

- In Cambodia, actions resulted in litigation against tobacco companies, holding them accountable for violations of the law. In Lao PDR, advocacy contributed to the government's decision to not renew its Investment License Agreement with the industry. In Vietnam, persistent efforts resulted in a ban on electronic smoking devices.
- Social media campaigns boosted public awareness, with significant impressions and engagement in social media platforms.
- The initiative strengthened partnerships within civil society organizations ensuring widespread dissemination of findings.

CONCLUSIONS: Integrated campaigns are essential to counter tobacco industry tactics. By combining data-driven reporting, targeted social media strategies, and direct engagement with policymakers, this initiative effectively exposed and disrupted industry influence in the ASEAN region. Future efforts should expand monitoring, build civil society capacity, and leverage regional partnerships to sustain denormalization initiatives.

Tob. Induc. Dis. 2025;23(Suppl 1):A57 <https://doi.org/10.18332/852498tivblr>

Industries' response to tobacco product endgame and nicotine product restrictions: The case of the UK Tobacco and Vapes Bill

Britta K. Matthes¹, Tess Legg¹, Rosemary Hiscock¹, Allen W. A. Gallagher¹, Karin Silver¹, Hala Alaouie¹, Duncan Thomas¹, Anna B. C. Gilmore¹
¹Department for Health, University of Bath, Bath, United Kingdom

BACKGROUND: In 2023, the UK government proposed a landmark Bill introducing a generational ban on tobacco product sales and tackling nicotine product (NP) use among youth. The tobacco and nicotine industries' response to this Bill has not yet been examined.

METHODS: We collected 43 consultation and evidence submissions from tobacco and nicotine industry-linked actors and used an evidence-based taxonomy of Corporate Political Activity to identify framing strategies.

RESULTS: Submissions were from transnational tobacco companies (TTCs) and actors with current TTC connections (42%), Other Tobacco Product (OTP) and nicotine product (NP) specialists, and general retailers. Many actors portrayed their industry as 'good', with TTCs presenting themselves as champions of public health whilst framing policymakers, public health advocates and researchers, and other irresponsible industry actors as 'bad'.

TTCs, linked actors and other OTP specialists opposed the generational sales ban, arguing it lacked supporting evidence, would harm the economy, and increase anti-

social behaviours against retailers. Proposed alternatives included raising the age-of-sale to 21 and exempting heated tobacco products and OTPs. Similarly, TTCs, and NP actors and their respective linked groups argued against restrictions on NP flavours, packaging, and display, framing such measures as threats to rights and innovation, and as drivers of illicit trade and smoking relapse. Proposed alternatives were education- focused approaches and self-regulation.

CONCLUSIONS: Tobacco and nicotine industries, particularly TTCs and TTC-linked actors, used strategic framing to undermine the UK Tobacco and Vapes Bill while portraying themselves as public health champions. Whilst companies continue to sell tobacco and NPs and to oppose related policy measures, policymakers, advocates, and researchers must remain vigilant to protect and advance public health.

Tob. Induc. Dis. 2025;23(Suppl 1):A11 <https://doi.org/10.18332/852498tivblr>

Tobacco industry's unlawful promotion of heated tobacco products and e-cigarettes among Georgian medical doctors

Nana Peikrishvili¹, George Bakhturidze^{2,3,1}, Vishakha Chaudhary⁴, Luka Todua¹, Lucy Popova⁴

¹Research and Development, FCTC Implementation and Monitoring Center in Georgia, Tbilisi, Georgia, ²School of Public Health, Georgia State University, Atlanta, United States, ³School of Health Sciences, University of Georgia, Tbilisi, Georgia, ⁴School of Public Health, Georgia State University, Atlanta, United States

BACKGROUND: Despite the Republic of Georgia implementing a comprehensive ban on Tobacco Advertisement, Promotion, and Sponsorship (TAPS) for all tobacco products in 2018, Philip Morris International (PMI) has continued to unlawfully promote heated tobacco products (HTPs) and e-cigarettes. This study explores how PMI targeted medical doctors through industry-funded events disguised as educational programs on 'tobacco harm reduction.'

METHODS: A qualitative study was conducted through in- depth interviews with eight Georgian medical doctors across various specialties (cardiology, oncology, pulmonology, dentistry, and family medicine) who attended PMI-funded events between 2021 and 2023. Event materials—including agendas, press releases, and presentation content—were also analyzed. Thematic analysis was used to identify patterns related to motivations for attendance, awareness of industry tactics, and ethical concerns.

RESULTS: PMI, through the Georgian Institute for Social Research (ISR), organized multiple events marketed as smoking cessation and harm reduction trainings. Former Ministers of Health and prominent medical professionals led these events, using the U.S. FDA's Modified Risk Tobacco Product (MRTP) authorization of IQOS to promote it as a less harmful alternative to smoking. Many doctors reported being unaware of PMI's involvement until attending the events and expressed ethical concerns upon realizing the sponsorship. Participants highlighted a need for independent, evidence-based smoking cessation training and greater awareness of the tobacco industry's manipulative strategies.

CONCLUSIONS: The study reveals how PMI circumvented Georgia's TAPS laws by covertly engaging medical professionals in promotional activities for IQOS and e-cigarettes. This violates the FCTC Article 5.3. Strengthening tobacco control policies, enforcing transparency in medical education, and providing independent cessation training are essential to counter industry interference.

Implications for Tobacco Control and recommendations:

- Strengthen enforcement of TAPS regulations to prevent covert industry marketing.
- Implement strict policies according to the FCTC 5.3.
- Develop independent, evidence-based smoking cessation programs for healthcare professionals and provide funding for its implementation.

Tob. Induc. Dis. 2025;23(Suppl 1):A16 <https://doi.org/10.18332/852498tivblr>

Canada's disastrous vaccine collaboration with Philip Morris: A hard lesson for all governments Les Hagen¹

¹Action on Smoking & Health, Edmonton, Canada

BACKGROUND AND IMPLEMENTATION CHALLENGES: In November 2020, the Canadian federal government announced a new COVID-19 vaccine collaboration with Mitsubishi Pharma and tobacco giant Philip Morris. The government approved US\$230 million in funding for Medicago Inc.—a Quebec-based vaccine developer that the two corporations wholly owned.

Tobacco control stakeholders around the world reacted strongly to the news of the vaccine collaboration. Over 30 civil society organizations signed a letter to Prime Minister Justin Trudeau urging the government to end its partnership with Philip Morris and direct the funds to other vaccine producers without ties to the tobacco industry. The letter pointed to Canada's blatant violation of Article 5.3 of the WHO Framework Convention on Tobacco Control.

Despite the reaction from civil society and substantial negative global publicity, the government fast-tracked the regulatory review of the vaccine, which Health Canada approved for domestic distribution in February 2022. After receiving Canadian approval, Medicago applied to WHO to seek approval for global distribution through COVAX.

INTERVENTION OR RESPONSE: Following a successful 16-month advocacy campaign led by ASH Canada and other NGOs, the WHO rejected Medicago's application in March 2022 on the grounds that the vaccine violated the WHO's policy to avoid tobacco industry collaborations.

RESULTS AND IMPACT: Philip Morris was removed from the collaboration in December 2022, and Mitsubishi Pharma assumed its stake in the company. In May 2023, Mitsubishi Pharma announced that it was dissolving Medicago and washing its hands of the vaccine. Parliamentary hearings into the Medicago collaboration were convened in late 2023 after the government reported further related financial losses. In December 2024, the Canadian government released cross-government guidelines to comply with Article 5.3 of the FCTC.

CONCLUSIONS: Canada's controversial collaboration with Philip Morris is a hard lesson for all governments. Governments must strictly adhere to FCTC Article 5.3 to shield themselves from tobacco industry manipulation and collaborations.

Tob. Induc. Dis. 2025;23(Suppl 1):A21 <https://doi.org/10.18332/852498tivblr>

The status quo of tobacco industry interference in Jordan and governmental response

Ahmad Abbadi^{1,2}, Larissa Al-Uar^{1,3}, Tamam Alnaimat^{1,4}, Sarah Saket^{1,5}, Amal Ireifij^{1,5}, Randa Saad^{1,6}, Zeinab Kailani^{1,7}, Wisam Qarqash^{1,8}, Nour Obeidat^{1,4}, Mawya Alzawawi^{1,9,10}

1Eastern Mediterranean Region, Global Alliance for Tobacco Control, Ottawa, Canada, 2Department of Medical Epidemiology and Biostatistics, Karolinska Institutet, Stockholm, Sweden, 3Advocacy Department, Tobacco Free Jordan, Amman, Jordan, 4Cancer Control Office, King Hussein Cancer Center, Amman, Jordan, 5Advocacy Department, Royal Health Awareness Society, Amman, Jordan, 6Research and Policy Department, Eastern Mediterranean Public Health Network, Amman, Jordan, 7Advocacy Department, Alliance of Jordanian Universities Against Tobacco and Smoking, Amman, Jordan, 8Advocacy Department, National Jordanian Anti-Smoking Society, Amman, Jordan, 9Advocacy, National Jordanian Anti-Smoking Society, Amman, Jordan, 10Tobacco Control, World Heart Federation, Geneva, Switzerland

BACKGROUND: Tobacco industry interference stymies the implementation of effective tobacco control policies. Jordan is among the countries with the highest tobacco use prevalence globally and in the Eastern Mediterranean region. Understanding the extent of tobacco industry interference index (TIII) and evaluating the Government's response to recommendations from civil society is essential for advancing tobacco control efforts.

METHODS: This study involved civil society organizations (CSOs) employing multiple data sources to report the frequency, types, and severity of tobacco industry interference in Jordan. Specifically, desk reviews of publicly disclosed documents (governmental or other), interviews with key stakeholders, and whistleblower testimonials were conducted. Findings were analyzed using the TIII criteria. A comparative analysis of Jordan's four TII reports from 2019 to 2023 was then conducted followed by an evaluation of the extent of implementation of recommendations in the reports (up to December 2024).

RESULTS: The TIII scores for Jordan consistently indicated high levels of interference, with scores of 79, 78, 78 and 82 out of 100 in 2019, 2020, 2021 and 2023 respectively. The deterioration in 2023 reflected increased industry participation in policy development, greater benefits to the industry, diminished transparency, and heightened conflict of interest, particularly involving former civil servants employed by the industry. Across the reports, 13 unique recommendations emerged. Of these, four were fully implemented, including integration of periodic TIII assessments in Jordan's National Tobacco Control Strategy 2024-2026. Two recommendations were partially implemented (capacity-building efforts on Article 5.3 and leveraging Access to Information law), while eight remained stagnant.

CONCLUSIONS: Jordan continues to experience high levels of tobacco industry interference, largely driven by strong lobbying efforts. Accelerating the full implementation of Article 5.3 of the FCTC and addressing the remaining CSO recommendations are essential to reducing interference and achieving progress in tobacco control.

Tob. Induc. Dis. 2025;23(Suppl 1):A1 <https://doi.org/10.18332/852498tivblr>

Mapping tobacco accessibility near Brazilian schools: Industry practices and regulatory gaps Felipe Mendes¹, Leticia Casado², Érica Cavalcanti¹, Cristina Perez¹

¹Executive Secretariat of the National Commission for FCTC Implementation, National Cancer Institute, Rio de Janeiro, Brazil, ²Coordination of Educational Initiatives, National Cancer Institute, Rio de Janeiro, Brazil

BACKGROUND: Noncommunicable diseases, like tobacco use, are spread via commercial practices by multinational corporations. The tobacco industry (TI) focuses on attracting young consumers to sustain its market, as tobacco-related deaths reach 174,000 annually in Brazil. Despite strict advertising regulations, TI uses flavoring products, attractive packaging, and point-of-sale (POS) displays near schools to target minors. Data from 2019 (National School Health Survey) revealed that 22.6% of students have tried smoking, and accessibility remains high, with seven in ten minors successfully purchasing cigarettes. This study aimed to map the density of tobacco product availability near public schools in five Brazilian cities and examine promotional and sales strategies used by TI and retailers.

METHODS: This observational study explored POS located within 300 meters of five public schools in urban centers of one capital in each Brazilian region. Researchers georeferenced retail locations, took photographic records, and completed questionnaires to catalog POS features, promotional practices, and compliance with regulations. POS included kiosks, convenience stores, bars, bakeries, and supermarkets. Data collection took place in 2023, and findings were uploaded to an online database for geospatial and qualitative analysis.

RESULTS: Out of 170 POS surveyed, nearly half (48.2%) sold tobacco products, with the highest rates observed in Belo Horizonte (29.2%) and Curitiba (26.8%). Newspaper stands were the most frequent retailers (35.4%), followed by bakeries (17.1%). Most POS (87%) engaged in illegal single-cigarette sales, while displays often used bright visuals and obscured health warnings. Price lists were widely used as advertising, featuring vibrant colors and prominent placement in the POS to attract attention. Illicit products, such as electronic cigarettes and contraband packs, were also found.

CONCLUSIONS: Widespread tobacco availability and noncompliance with regulations near schools highlight serious public health local challenges. Stronger enforcement, engaging local consumer protection bodies, regulatory updates, and sensitizing retailers and students are urgently needed to protect students.

Tob. Induc. Dis. 2025;23(Suppl 1):A14 <https://doi.org/10.18332/852498tivblr>

Unveiling the hidden marketing: A news narrative analysis of tobacco industry charitable donations in Chinese media coverage

Yu Chen¹, Haoyi Liu², Zining Wang³, Huimin Zheng¹, Yubo Hao¹, Yanyan Zhao⁴, Keyan Wu⁴, Ziliang Wang⁴, Jing Xu³

¹School of Art and Communication, Fujian Polytechnic Normal University, Fuqing, China, ²School of Liberal Arts, Changchun University, Changchun, China, ³School of Journalism and Communication, Peking University, Beijing, China, ⁴School of Public Health, Peking University Health Science Center, Beijing, China

BACKGROUND: While tobacco industry's charitable donations have been widely recognized as a corporate social responsibility (CSR) tactic globally, the narrative mechanisms through which media coverage legitimizes these activities remain understudied, particularly in China's unique tobacco monopoly context. This study innovatively applies news narrative theory to examine how media coverage of tobacco industry donations potentially undermines tobacco control efforts.

METHODS: Using purposive sampling, we tracked and analyzed news coverage of tobacco industry donations documented in the 2021 China Tobacco Yearbook through comprehensive online searches. A total of 85 news reports were collected

and analyzed using a novel coding framework based on news narrative theory. The framework examined ten dimensions including narrator type, character construction, narrative perspective, and framing strategies. Two trained coders independently coded all materials with high reliability (Cohen's Kappa > 0.8). Python was used for descriptive statistical analysis and text visualization.

RESULTS: The analysis revealed sophisticated narrative strategies: 82.35% of headlines explicitly featured tobacco companies; reporting frames predominantly emphasized national policy response (37.65%) and public health benefits (34.12%). The narrative approach balanced between promotional (43.79%) and journalistic (42.60%) modes. Notably, 100% of reports maintained positive stances, utilizing multi-modal storytelling with text-video combinations (43.27%) to enhance persuasiveness. **CONCLUSIONS:** As a Party to the WHO Framework Convention on Tobacco Control (FCTC), China is obligated to implement comprehensive bans on tobacco advertising, promotion, and sponsorship. This study demonstrates how news coverage of tobacco industry donations employs sophisticated narrative strategies that may constitute tobacco promotion. We recommend: 1) strengthening implementation of FCTC Article 13 by explicitly including media coverage of tobacco industry CSR activities within advertising restrictions; 2) developing guidelines for balanced news reporting of tobacco industry activities; and 3) enhancing media professionals' awareness of tobacco industry marketing strategies. These measures would contribute to more effective tobacco control policy implementation in China.

Tob. Induc. Dis. 2025;23(Suppl 1):A24 <https://doi.org/10.18332/852498tivblr>

Closing loopholes: Real-time digital media monitoring using AI-tools to counter digital tobacco marketing

Nandita Murukutla¹, Melina Magsumbol², Anand Ankit², Ashish Gupta², Stephen Hamill¹, Sandra Mullin¹

¹PAC, Vital Strategies, New York City, United States, ²PAC, Vital Strategies, New Delhi, India

BACKGROUND AND IMPLEMENTATION CHALLENGES: Digital tobacco marketing undermines public health policies, exploiting platforms like Facebook, Instagram, and YouTube. To circumvent regulatory restrictions on tobacco marketing, digital marketing tactics have evolved. Limited monitoring and enforcement leave significant gaps in addressing these covert strategies.

INTERVENTION OR RESPONSE: The Tobacco Enforcement and Reporting Movement (TERM) is a real-time monitoring and reporting service that identifies trends and threats in digital media marketing in India, Indonesia and Mexico. Using AI tools and expert insights, TERM scans thousands of digital media posts, identifying instances of tobacco marketing. Findings are summarized in clear reports for policy-makers, the media, and public health advocates, offering a robust evidence base for intervention.

RESULTS AND IMPACT: In 2023, TERM documented 41,598 marketing instances from 308 accounts: 60% in Indonesia, 36% in India, and 4% in Mexico. Indirect marketing tactics dominated, including community groups, events, advergames, and corporate social responsibility activities. In Indonesia, 85% of marketing involved community-based kretek cigarette promotions. In India, 97% of marketing focused on brand extensions and surrogate advertising, with many

cross-promoting ultra-processed foods and beverages. Mexico's e-cigarette marketing was driven by third-party retailers and front groups, including PMI's smoke-free future; cross-promotions between cigars and alcohol were also observed. TERM data has generated hundreds of media stories, shaped regulatory discussions, and supported advocacy for stricter online advertising bans.

CONCLUSIONS: TERM's data reveal the benefits of regulation: lower marketing volumes in Mexico and India compared to Indonesia suggest the value of effective regulatory frameworks. However, the data also show how tobacco companies use covert methods to evade restrictions. Additionally, TERM has identified a troubling convergence in the marketing of unhealthy commodities— tobacco, alcohol, and ultra-processed foods—posing a combined threat to health. TERM's evidence-based approach provides the necessary proof to act. It demonstrates how continuous monitoring is essential to counter tobacco marketing practices.

Tob. Induc. Dis. 2025;23(Suppl 1):A55 <https://doi.org/10.18332/852498tivblr>

Global Resource Database: Gaps in requiring information from the tobacco industry

Alvin Escritor¹, Deborah Sy², Rajika Mahajan³

¹Knowledge Management, Global Center for Good Governance in Tobacco Control, Los Baños, Philippines, ²Global Public Policy and Strategy, Global Center for Good Governance in Tobacco Control, Manila, Philippines, ³Communications, Global Center for Good Governance in Tobacco Control, Delhi, India

BACKGROUND: Requiring information from the tobacco industry (TI) is fundamental in regulating the TI and holding it accountable and liable for its actions. It is also essential in tracking TI tactics, especially the pattern of misconduct in particular misinformation shared with governments.

METHODS: To find out what the TI has been submitting to governments, a Global Resource Database was developed by GGTC in coordination with the FCTC Secretariat and maintained by the Secretariats Knowledge Hub for 5.3. This scoured data from government websites and transparency registers across 182 countries, keyword search is used to seek documents related to major TI, and lobbying groups.

RESULTS: As of 2023, over 200 tobacco-funded entities and allies, submitted over 900 documents, primarily policy submissions, lobbying records, and marketing efforts. Product Regulation submission documents were available in 39 countries and position papers were available in 12. Data availability on government websites varied, with more comprehensive coverage in high-income countries and very limited access elsewhere. Countries publicizing minutes of meetings with TI published a wider range of information submitted by TI. Policy positions submitted reveal tactics to weaken regulations, oppose plain packaging, and use corporate social responsibility as a lobbying tool. The type of information found are reports, submissions/position papers, etc., and there is very little on marketing expenses. A few countries demonstrate good practice by publicizing regulatory submissions.

CONCLUSIONS: The global database is a treasure trove of TI's admissions and positions; this needs to be harnessed to study and expose TI tactics. Only a handful of countries require sufficient info from TI and make them publicly accessible in line with Art 5.3 guidelines. As an indicator of the level of transparency, it can be used to urge Parties to require further information from the TI and to make it public.

Tob. Induc. Dis. 2025;23(Suppl 1):A60 <https://doi.org/10.18332/852498tivblr>

Exposing the tobacco industry's exploitation of disadvantaged communities: A campaign to address inequity in tobacco control

Yayne Hailu¹, Allegra Lynn¹, Sharan Kuganesan¹, Tracey Johnston², Alyssa Holder¹, Jorge Alday¹, Shantal Henry¹

¹Policy Advocacy and Communications, Vital Strategies (STOP), New York, United States, ²Policy Advocacy and Communications, Vital Strategies (STOP), London, United Kingdom

BACKGROUND AND IMPLEMENTATION CHALLENGES: The tobacco industry deliberately targets communities already facing systemic inequities based on age, race, ethnicity, gender, and economic status. These issues are often treated as isolated concerns rather than part of a larger pattern of exploitation. Reframing tobacco industry activities through an Inequity lens helps expose the industry's role in perpetuating systemic inequities and draws supporters from adjacent movements.

INTERVENTION OR RESPONSE: To address this, STOP undertook a methodical and consultative process to define inequity in the tobacco control context and develop a clear framework for identifying industry practices that exacerbate inequity. Using this framework, we analyzed various industry activities, like the mistreatment of tobacco farmers, the sale of single cigarettes in low-income countries, and the marketing of flavored products to racial and ethnic communities and determined their relationship to inequity. This process guided the development of core campaign messaging and objectives.

The campaign employed targeted content and visuals that included an infographic, a factsheet and blog on single-stick sales in Bangladesh, and more notably, the Tobacco Slave film, which exposes Imperial Brands' predatory contract systems that exploit Malawian farmers.

RESULTS AND IMPACT: Launched in 2023, the campaign has gained traction. The blog received nearly 56,000 views, and social media content achieved 3 million impressions, reaching over 950,000 people on X and Facebook during the promotion period. The Tobacco Slave film and shorts have garnered over 236,000 views to date across YouTube and live screenings in the United States, United Kingdom, Jordan, Brazil, and Kenya—engaging audiences in human rights, labor, and development circles.

CONCLUSIONS: The Campaign applies a novel inequity lens to illustrate how the industry exploits communities facing systemic challenges. While more research is needed to document the industry's role in perpetuating inequities, this reframing has the potential to enhance advocacy and drive meaningful policy change by aligning tobacco control with broader social justice efforts.

Tob. Induc. Dis. 2025;23(Suppl 1):A74 <https://doi.org/10.18332/852498tivblr>

How research institutions are protecting themselves from the tobacco industry's fake science

Farah Niazi¹, Deborah K. Sy², Shivam Bose¹, Alvin Escritor³ ¹Knowledge Management, Global Center for Good Governance in Tobacco Control, New Delhi, India, ²Global Public Policy and Strategy, Global Center for Good Governance in Tobacco Control, Manila, Philippines, ³Knowledge Management, Global Center for Good Governance in Tobacco Control, Manila, Philippines

BACKGROUND: The tobacco industry (TI) has a well- documented history of undermining scientific integrity by funding research supporting its interests, often published in reputable journals, and has recently been targeting medical education sector to promote accredited medical courses on cessation, e.g. Medscape. This study investigates how scientific or medical journals and institutions implement conflict-of-interest (COI) policies to prohibit TI funding or publications and evaluates how these measures counteract scientific misconduct by the TI.

METHODS: A systematic review of publicly available COI policies from academic journals and research institutions was conducted. An extensive Google search used keywords such as 'conflict of interest'. Official websites of reputed journals and universities were reviewed to identify specific COI policies. Case studies were used to illustrate the COI policies, the lack thereof, and how institutions are implementing the same, responding to the TI approaches in the absence of specific policies.

RESULTS: The analysis identified 44 journals and universities with relevant COI policies. Some explicitly prohibit TI-funded publications, while others mandate disclosure of both direct and indirect TI funding. Of the 23 universities identified, 18 strictly prohibit TI funding, while others permit exceptions for other disciplines. Additionally, some funding agencies for health programs have implemented policies to prevent their grants from being associated with TI interests. Some institutions have effectively rejected TI funding on an ad hoc basis.

CONCLUSIONS: The findings highlight efforts by journals, universities, and funding organizations to mitigate the TI influence on research. While many institutions have effective COI policies, inconsistencies and exceptions in their application underscore the need for universal standards. Building on the study and database produced in this research, tools could be developed to improve and harmonize COI policies across scientific and related institutions.

Tob. Induc. Dis. 2025;23(Suppl 1):A75 <https://doi.org/10.18332/852498tivblr>

Big tobacco accountability tribunals: A human rights approach to justice and reparation

Tshibangu Kabanga¹

¹Usakos Health Distrct, Ministry of Health and Social Services, Usakos, Namibia

BACKGROUND: The tobacco industry has a long history of systematic human rights abuses, including deceptive marketing, targeting vulnerable populations, and suppressing scientific evidence about the harms of tobacco. These actions have resulted in millions of preventable deaths and widespread suffering globally. While some legal challenges have been successful, existing mechanisms for holding the industry accountable remain inadequate.

METHODS: This abstract proposes the establishment of international big tobacco accountability tribunals, modeled on human rights tribunals used to address crimes against humanity and other grave violations. These tribunals would provide a platform for victims of the tobacco epidemic to seek justice and reparations. The tribunals would draw upon international human rights law, public health evidence, and testimonies from individuals affected by tobacco-related diseases to establish the industry's culpability for human rights abuses.

RESULTS: (Anticipated): The establishment of these tribunals is expected to:

- Provide a platform for justice: Offer victims of the tobacco epidemic a forum to share their stories and seek redress for the harms suffered.

- Hold the industry accountable: Formally recognize and condemn the tobacco industry's human rights violations, potentially leading to legal sanctions and financial penalties.
 - Deter future abuses: Send a strong message that the industry will be held accountable for its actions, discouraging future harmful practices.
 - Promote public awareness: Raise public awareness about the tobacco industry's human rights abuses and the devastating consequences of tobacco use.
 - Support global tobacco control: Contribute to the global movement for tobacco control by strengthening legal frameworks and providing a moral imperative for action. **CONCLUSIONS:** Big tobacco accountability tribunals offer a powerful new tool to hold the industry accountable and provide justice for those harmed by its products. This approach can bolster the global fight against tobacco, ensuring the industry is held responsible for the devastating consequences of its actions.
- Tob. Induc. Dis. 2025;23(Suppl 1):A80 <https://doi.org/10.18332/852498tivblr>**

Tobacco industry influence in Swiss academia: A systematic analysis

Michela Canevascini¹

¹Transparency and Truth Initiative (TnT), OxySuisse, Geneva, Switzerland

BACKGROUND: The case of the University of Zurich, where a contract granted Philip Morris full control to research on

plain packaging effectiveness, highlights the vulnerability of Swiss academic institutions to tobacco industry (TI) influence. This study examines the extent and nature of collaborations between tobacco companies and Swiss academia.

Historically, the TI, secretly or under the guise of scientific engagement, has sought to leverage scientific partnerships to corrupt science, creating 'safe research', enhance its credibility, bolster its image, and support its commercial interests.

METHODS: Using Swiss cantonal and federal transparency laws, requests for information were sent to 12 universities, 10 universities of applied sciences and 5 university hospitals to identify contracts concluded with tobacco or nicotine companies over the last five years. In cases of non-disclosure, legal action was taken to obtain the requested data. Further research (documentation, internet, etc.) identified other types of collaboration that were not mentioned in the institutions' responses. **RESULTS:** The study reveals significant TI involvement in Swiss academic institutions. More than half of the institutions surveyed have collaborations with tobacco companies (or their representatives), including research mandates, participation in joint research projects, project or event funding, staff working in parallel at academic institutions and tobacco companies and participation in joint research/platforms/events. The collaborations encompass a wide range of themes, including tobacco economics, illegal trading, biometrics, plant physiology, work psychology, continuing education, management, and gender equality. Many institutions failed to comply with transparency laws, prioritizing private corporate interests over legal obligations.

CONCLUSIONS: The findings indicate a pervasive and concerning relationship between the TI and Swiss academia. These collaborations enable the industry to legitimize its operations, enhance its public image, and secure scientific credibility. The study underscores the need for stricter enforcement of transparency laws,

institutional accountability, and robust guidelines to safeguard academic integrity and independence from TI influence.

Tob. Induc. Dis. 2025;23(Suppl 1):A91 <https://doi.org/10.18332/852498tivblr>

Tobacco industry influence in Swiss academia: A systematic analysis

Michela Canevascini¹

¹Transparency and Truth Initiative (TnT), OxySuisse, Geneva, Switzerland

BACKGROUND: The case of the University of Zurich, where a contract granted Philip Morris full control to research on

plain packaging effectiveness, highlights the vulnerability of Swiss academic institutions to tobacco industry (TI) influence. This study examines the extent and nature of collaborations between tobacco companies and Swiss academia.

Historically, the TI, secretly or under the guise of scientific engagement, has sought to leverage scientific partnerships to corrupt science, creating 'safe research', enhance its credibility, bolster its image, and support its commercial interests.

METHODS: Using Swiss cantonal and federal transparency laws, requests for information were sent to 12 universities, 10 universities of applied sciences and 5 university hospitals to identify contracts concluded with tobacco or nicotine companies over the last five years. In cases of non-disclosure, legal action was taken to obtain the requested data. Further research (documentation, internet, etc.) identified other types of collaboration that were not mentioned in the institutions' responses.

RESULTS: The study reveals significant TI involvement in Swiss academic institutions. More than half of the institutions surveyed have collaborations with tobacco companies (or their representatives), including research mandates, participation in joint research projects, project or event funding, staff working in parallel at academic institutions and tobacco companies and participation in joint research/platforms/events. The collaborations encompass a wide range of themes, including tobacco economics, illegal trading, biometrics, plant physiology, work psychology, continuing education, management, and gender equality. Many institutions failed to comply with transparency laws, prioritizing private corporate interests over legal obligations.

CONCLUSIONS: The findings indicate a pervasive and concerning relationship between the TI and Swiss academia. These collaborations enable the industry to legitimize its operations, enhance its public image, and secure scientific credibility. The study underscores the need for stricter enforcement of transparency laws, institutional accountability, and robust guidelines to safeguard academic integrity and independence from TI influence.

Tob. Induc. Dis. 2025;23(Suppl 1):A91 <https://doi.org/10.18332/852498tivblr>

Corporate social responsibility strategies by the tobacco industry: Analyzing their impact on public health policies in Brazil

Luis Guiherme Lemos Hasselmann¹, Silvana Rubano Turci¹, Vera Luiza da Costa e Silva¹, Ana Paula Richter¹

¹Sérgio Arouca National School of Public Health of the Oswaldo Cruz Foundation, Center for Studies on Tobacco and Health, Rio de Janeiro, Brazil

BACKGROUND: This study conducted by the Center for Tobacco and Health Studies (CETAB) at Fiocruz, in collaboration with the Stopping Tobacco Organization (STOP), examines the strategic use of corporate social responsibility (CSR) by the

tobacco industry in Brazil. The focus is on how CSR activities influence public health policies and obscure the harmful impacts of tobacco products. Key themes include Electronic Nicotine Delivery Systems (ENDS), Illicit Trade, the 2030 Agenda for Sustainable Development, and Child Labor.

METHODS: A document analysis was conducted, reviewing hundreds of industry documents, reports, and CSR campaigns to identify strategies aimed at influencing public health policies. The study focused on four central themes: ENDS, Illicit Trade, the 2030 Agenda, and Child Labor. Stakeholder engagement involved collaboration with global organizations such as STOP to assess the scope and impact of CSR activities on public health. **RESULTS:** The analysis identified numerous instances where the tobacco industry leveraged CSR to counteract regulations and influence policy decisions. Notably, CSR campaigns related to ENDS and illicit trade were found

to divert attention from the industry's role in exacerbating public health issues. The study also documented efforts by the tobacco industry to align its activities with the 2030 Agenda for Sustainable Development while undermining its core goals.

CONCLUSIONS: The use of CSR by the tobacco industry is a sophisticated strategy to portray itself as a responsible corporate actor while undermining public health initiatives. This research highlights the need for stronger policies and monitoring systems to counteract these tactics, especially in middle-income countries like Brazil. The findings contribute to global tobacco control efforts by providing evidence of the industry's attempts to manipulate public health narratives and delay effective regulation.

Tob. Induc. Dis. 2025;23(Suppl 1):A94 <https://doi.org/10.18332/852498tivblr>

Tobacco industry influence on policy development: A case study of Ghana's Excise Duty Amendment Act 2023

Labram Musah¹, Divine Darlington Logo², Godfred Tweneboah Kodua³

¹Tobacco Control Advocacy, Vision for Accelerated Sustainable

Development, Accra, Ghana, ²Research and Development Division, Ghana Health Service, Accra, Ghana, ³Policy and Research, Vision for Accelerated Sustainable Development, Accra, Ghana

BACKGROUND: While smoking prevalence is decreasing in developed regions, the African region faces an anticipated increase due to weak enforcement, industry interference, and inadequate regulatory measures. Ghana has taken steps toward addressing this public health challenge by ratifying the WHO FCTC in 2004, enacting the Public Health Act of 2012, and the Tobacco Control Regulations of 2016 resulting in a prevalence of less than 5% of tobacco use. Historically, Ghana relied on a unitary ad valorem tax system for tobacco products. To align with WHO-FCTC recommendations and the ECOWAS directive, Ghana introduced a mixed excise tax system, that's Excise Duty (Amendment) Act, 2023 (Act 1108). This study examines the tobacco industry and its allied organizations' influence in the passage and implementation of this legislation. **METHODS:** A mixed-methods approach combined desk reviews and semi-structured interviews with key stakeholders. Secondary data, reports, and policy documents from government, academic, and CSOs sources were analyzed alongside media content to assess the industry's influence on public perception. Qualitative content analysis was utilized to identify patterns and themes related to tobacco industry interference in policy discourse.

RESULTS: The study revealed that the tobacco industry allied organizations like the Institute of Liberty, Policy, and Innovation, and the Harm Reduction Alliance of Ghana, influenced public opinion and policymakers by exaggerating economic hardships and promoting e-cigarettes under the guise of harm reduction. Some organizations like the American Chamber of Commerce Ghana delved into the economic argument to call for a downward revision of the tax. BAT Ghana played a significant role, presenting unsubstantiated research to delay tax reforms while emphasizing e-cigarettes as safer alternatives. CSOs countered these narratives by emphasizing public health benefits and debunking industry misinformation

CONCLUSIONS: The study highlights the industry's tactics to manipulate legislative processes and divert attention from evidence-based policies, threatening Ghana's progress in tobacco control.

Tob. Induc. Dis. 2025;23(Suppl 1):A105 <https://doi.org/10.18332/852498tivblr>

Presentations on Cessation Methods

Design and evaluation of a personalized mHealth intervention system based on machine learning to promote smoking cessation in China

Yuchen Zhao¹, Chenyu Qian¹, Wenjie Guo¹, Weiyun Zhu¹, Pinpin Zheng¹

¹School of Public Health, Fudan University, Shanghai, China

BACKGROUND: In China, over 50 million smokers want to quit, yet most lack access to cessation services. This study aims to design a personalized smoking cessation mobile intervention system integrating professional perspectives and smokers' opinions using machine learning, and to evaluate its effectiveness.

METHODS: First, we developed a personalized mHealth intervention for smoking cessation. Based on Health Action Process Approach (HAPA), we identified the Behavior Change Techniques (BCTs) required by users. For the system function, the BCTs guided the design of the interactions, like games helping users weigh pros and cons. For the cessation messages, we added the insights from peer quitters on the basis of traditional scientific guidance to form a comprehensive message database. For each message, we identified the corresponding quitting stage according to HAPA. Through machine learning, the system could recommend messages based on user's quitting stage and preferences.

We conducted a randomized controlled trial from September 2024 in China. Current smokers aged 18-65 were recruited online and randomized to intervention group (mHealth program) or to the control group (electronic cessation handbook) in a 1:1 ratio. After 3-month intervention, we conducted the follow-up survey, the primary outcome was 7-day point prevalence abstinence (PPA) biologically validated using saliva nicotine test strips.

RESULTS: The baseline characteristics of participants between the intervention group (n=136) and control group (n=136) were comparable. Follow-up was completed by 113 and 116 participants, respectively. By intention-to-treat analysis, the biologically validated 7-day PPA rate was 17.6% in the intervention group and 7.4% in the control group (OR=2.70, p=0.010). Compared with baseline, the average daily cigarette consumption of participants in intervention group decreased from 8.7 to 2.2 (P<0.001). Among intervention group users, 83.1% reported satisfaction with

the intervention. **CONCLUSIONS:** The personalized mHealth intervention system may help smokers to quit, which can therefore be considered for large-scale implementation in China.

Tob. Induc. Dis. 2025;23(Suppl 1):A2 <https://doi.org/10.18332/852498tivblr>

Effectiveness of mHealth intervention for smoking cessation in people with tuberculosis compared with usual care: A cluster randomised controlled trial

Maham Zahid¹, Fahmidur Rahman², Mahmud Danaee³, Ai Keow Lim⁴, Shakhawat Hossain Rana², Saeed Ansaari¹, Asiful Chowdhury², Amina Khan¹, Rumana Huque², Kamran Siddiqi⁵ ¹Research Department, The Initiative, Islamabad, Pakistan, ²Research Department, Ark Foundation, Dhaka, Bangladesh, ³Department of Social Preventive Medicine, University of Malaya, Kuala Lumpur, Malaysia, ⁴Usher Institute, The University of Edinburgh, Edinburgh, United Kingdom, ⁵Health Sciences, The University of York, York, United Kingdom

BACKGROUND: Behavioural support is effective in smoking cessation in people with TB. However, its delivery, being reliant on the motivation and capability of health professionals, remains inconsistent. We evaluated the effectiveness of an mHealth behavioral support intervention (mTB-Tobacco) in achieving six-month continuous abstinence in people with TB.

METHODS: A multi-center, open-label, cluster-randomized superiority trial was conducted in Bangladesh and Pakistan with 27 TB health facilities randomized (2:1) to mTB-Tobacco or usual care. The trial enrolled 1,080 adult pulmonary TB patients, daily smokers, willing to quit, with mobile phone access. The primary outcome was 6-month self-reported continuous abstinence, verified by carbon monoxide <10 ppm. Intervention consisted of motivational text messages in local languages sent throughout TB treatment. Analyses compared quit rates using univariate and generalized mixed models, accounting for intervention effects, cluster randomization, and covariates.

RESULTS: Between Feb–Dec 2024, 1,080 TB patients (600 Bangladesh; 480 Pakistan) were recruited from 27 clusters (15 Bangladesh; 12 Pakistan), randomized to mTB-Tobacco intervention (18 clusters, 720 participants) or usual care (9 clusters, 360 participants). Mean age was 48.3±15.9 years (range 15–91). The attrition rates at the primary end-point were 8.98% (7.5% mTB-Tobacco; 11.9% control). At 6 months, 310/666 (46.5%) in mTB-Tobacco and 57/317 (17.9%) in usual care achieved continuous abstinence (RR=2.60, 95% CI 1.96–3.45; RD=28.9%, 95% CI 23%–35%). Generalized Linear Mixed Model analysis showed significantly higher odds of six-month CO-verified abstinence in the mTB-Tobacco group (OR=4.11, 95% CI 1.99–8.48, p<0.001).

CONCLUSIONS: The mTB-Tobacco intervention was found effective in promoting smoking cessation among TB patients compared with usual care. This approach offers a scalable, cheap and effective solution in helping people with TB to quit smoking. mTB-Tobacco should be offered to all smokers coming in contact with TB services. **FUNDING:** NIHR Global Health Research Unit on Respiratory Health (Award ID: NIHR132826)

TRIAL REGISTRATION: ISRCTN86971818 **Tob. Induc. Dis. 2025;23(Suppl 1):A5** <https://doi.org/10.18332/852498tivblr>

Use of cessation treatments among patients of smoking cessation clinics: Findings from 2019- 2023, China

Li Xie¹, Lin Xiao¹, Yi Nan¹, Jie Yang¹, Shiwei Liu¹, Zi Xi¹, Xinying Zeng¹ ¹Tobacco Control Office, Chinese Center for Disease Control and Prevention, Beijing, China

BACKGROUND: Smoking cessation medication and behavioral counseling increase the likelihood of successful quitting. This study aimed to explore status about adoption of cessation treatment in smoking cessation clinics (SCCs), which may facilitate refinement cessation strategies in China.

METHODS: The data collected when patients visited the clinics and received follow-up. Cessation treatments consists of counseling, counseling with the first-line cessation medication (FLCM, including varenicline, bupropion, and nicotine replacement therapy), or with traditional Chinese medicine (TCM, including acupuncture and Chinese herbal). Counseling were delivered based on the 5As and 5Rs theory model, with recommended duration ≥ 10 minutes for each session. The degree of nicotine dependence was measured by Fagerström test for cigarette dependence (FTCD) scores. We used pooled data from 2019 to 2023; only patients ≥ 18 years old were included (N=102,997).

RESULTS: Of the 102,997 patients (Mean age= 51.2 \pm 15.0 years old, Mean FTCD score= 4.4 \pm 2.5, 96.5% male), the utilization rate of FLCM was only 12.8%. The rate was the highest in the high cigarette dependence group, followed by moderate and low dependence group (19.3%, 13.0% and 8.0% respectively, p-value <0.01). The FLCM utilization were varenicline (5.8%), bupropion (5.1%), nicotine patch (1.5%), and nicotine gum (0.4%). Not covered by national medical insurance and high cost of the FLCM affects the patient's acceptance and the medication equipment in SCCs. SCCs tend to provide the FLCM to patients with high nicotine dependence, considering it is more necessary for them. Although evidence on the role of TCM in cessation is insufficient, some SCCs still use it for treatment for its accessibility. The utilization rate of TCM was 2.0%.

CONCLUSIONS: Counseling plays a major role in cessation treatment in SCCs, and the utilization rate of the FLCM is low in China. Insurance coverage of the FLCM is necessary to increase the availability and utilization for every smoker willing to quit. **Tob. Induc. Dis. 2025;23(Suppl 1):A7 <https://doi.org/10.18332/852498tivblr>**

Smoking cessation and short- and longer-term mortality among 1.5 million adults followed for 15 years

Eo Rin Cho¹, Patrick Brown¹, Ilene Brill², Inger Gram², Prabhat Jha¹, Xuyang Tang¹

¹CGHR, Unity Health, University of Toronto, Toronto, Canada, ²Department of Community Medicine, Faculty of Health Sciences, UiT-The Arctic University of Norway, Tromsø, Norway

BACKGROUND: Smoking cessation reduces mortality and morbidity. However, the extent and rapidity at which cessation reduces contemporary death rates from smoking-related illnesses remains uncertain.

METHODS: We pooled current or former vs. never cigarette smoker hazard ratios (HRs) from four national cohorts with linkage to death registries in the United States, United Kingdom, Norway, and Canada among adults aged 20-79, conducted from 1974-2018. We calculated excess risk differences and survival comparing current or

never smokers with age-specific cessation and cessation <3, 3-9, or ≥10 years earlier.

RESULTS: Among 1.48 million adults followed for 15 years, 122,697 deaths occurred. Adjusting for age, education, alcohol use, and obesity, current smokers had significantly higher HRs for death compared to never smokers (2.8 for women, 2.7 for men). Survival between ages 40-79 years were 12 and 13 years less in women and men, respectively who smoked compared with never smokers (about 24-26 years of life lost for smokers killed by smoking combined with zero loss for smokers who were not). Former smokers showed lower HRs (1.3 in both sexes). Short-term cessation <3 years reduced excess risk by 95% in women and 90% in men below age 40, with notable beneficial associations also in women and men aged 40-49 years (81% and 61%) and 50-59 years (63% and 54%). Cessation at every age raised survival, particularly cessation before age 40 years. Among all ages and compared to continued smoking, cessation of <3 years averted 5 years of life lost and cessation for ≥10 years averted about 10 years of life lost, yielding survival similar to never smokers.

CONCLUSIONS: Quitting smoking at any age, but particularly in younger years, was strongly associated with significantly lower excess mortality overall and from vascular, respiratory, and neoplastic diseases. Benefits were evident as early as 3 years after cessation.

**Tob. Induc. Dis. 2025;23(Suppl 1):A8 <https://doi.org/10.18332/852498tivblr>
The effect of cigarette prices on smoking cessation in South Africa using duration analysis: 1970–2017**

Nicole Vellios¹, Corne Van Walbeek¹, Emmanuel Guindon^{2,3,4} ¹Research Unit on the Economics of Excisable Products, School of Economics, University of Cape Town, Cape Town, South Africa, ²Centre for Health Economics and Policy Analysis, McMaster University, Hamilton, Canada, ³Department of Health Research Methods, Evidence, and Impact, McMaster University, Hamilton, Canada, ⁴Department of Economics, McMaster University, Hamilton, Canada

BACKGROUND: South Africa is an interesting case to explore given its high smoking rates and quit intentions, its experience with periods of tax- and industry-initiated cigarette price increases, and the mixed evidence of the effect of prices on smoking cessation (particularly in low- and middle-income countries).

METHODS: We used data from five waves of the National Income Dynamics Study, a nationally-representative survey conducted between 2008 and 2017, and duration analysis techniques to examine whether cigarette prices were associated with South African smokers' decision to quit smoking. Smoking histories were constructed from self-reported age of onset and cessation and matched to monthly price data from 1970 to 2017.

RESULTS: We found that price was associated with smoking cessation: a 10% increase in the price of cigarettes was associated with an increase in smoking cessation of 5.8 to 7.9%, depending on model specification. We found that despite a large sex disparity in smoking cessation (in our sample, females quit at a rate that was about 1.8 times higher than that of males), both males and females in South Africa responded similarly to price changes. We also found a positive gradient between education and smoking cessation.

CONCLUSIONS: Our results indicate that increasing the excise tax on cigarettes above inflation would likely encourage smoking cessation in South Africa, provided measures to reduce illicit cigarette trade are concurrently implemented.

Tob. Induc. Dis. 2025;23(Suppl 1):A9 <https://doi.org/10.18332/852498tivblr>

Quit attempt motivation trajectories predict smoking cessation: Results from 6 community-based randomized controlled trials

Na Meng¹, Shengzhi Zhao¹, Ziqiu Guo¹, Sau-chai Tong², Wai Yin Lai², Tzu Tsun Luk³, Man Ping Wang¹

¹School of Nursing, The University of Hong Kong, Hong Kong Special Administrative Region, China, ²Hong Kong Council on Smoking and Health, Hong Kong Special Administrative Region, China, ³Alice Lee Center for Nursing Studies, National University of Singapore, Singapore, Singapore

BACKGROUND: Motivation is the key variable during quit attempts to smoking abstinence, however, trajectories over time and its impact on quitting remain unclear.

METHODS: This secondary analysis utilized data from six community-based smoking cessation trials in Hong Kong from 2015 to 2021 (excluding 2019). Two or three brief interventions were independently implemented annually, including very brief advice, brief advice, text messages, chat-based support, and active referral to services, with follow-ups at 1, 2, 3, and 6 months. A total of 3561 adult daily cigarette smokers at baseline who attempted to quit at follow-ups were included.

Sociodemographic and smoking characteristics were surveyed at baseline.

Motivation for quit attempts was assessed at 4 follow-ups, categorized into intrinsic motivations (commitment to quitting, health considerations or family considerations) and extrinsic motivations (financial savings, public regulations or external advice). Motivation trajectories were identified by Group-based multi-trajectory modeling. The association between these trajectories and smoking cessation outcomes, including self-reported and biochemically validated (primary outcome) 7-day point prevalence abstinence, smoking reduction, and utilization of smoking cessation services at 6 months, were assessed by Robust Poisson regression models adjusted covariates.

RESULTS: Three motivation trajectories emerged: increasing motivation group (17.9%), decreasing motivation group (55%), and stable motivation group (27.1%). The 6-month validated abstinence was significantly higher in the stable motivations group (33.5% vs 4.0, adjusted incidence risk ratio [IRR] 8.04; 95% confidence interval [CI] 6.32-10.24) and the increasing motivation group (16.1% vs 4.0%, adjusted IRR 4.95; 95% CI 3.73-6.55) than the decreasing motivation group. Similar associations were observed for the self-reported abstinence and smoking reduction ($P < 0.05$). Utilization of cessation services was significantly higher in the stable motivation group than in the decreasing motivation group (adjusted IRR 1.34; 95% CI 1.16-1.54).

CONCLUSIONS: Half of smokers experienced decreasing motivation over time. Stable and increasing motivation were associated with higher smoking abstinence.

Tob. Induc. Dis. 2025;23(Suppl 1):A62 <https://doi.org/10.18332/852498tivblr>

Estimating the health and economic benefits of raising taxes to counter the dual combustible and smokeless tobacco epidemics in India

Ariel Bardach¹, Aswathy Sreedevi², Juan Manuel Sambade¹, G. K. Mini³, Natalia

Espinola¹, Andrea Alcaraz¹, Federico Augustovski¹, Rijo John⁴, Agustin Casarini¹, Andres Pichon-Riviere¹

¹Health Technology Assessment, Health Economics and Systematic Reviews, Institute of Clinical and Health Effectiveness (IECS), Ciudad Autónoma de Buenos Aires, Argentina, ²Department of Community Medicine, Amrita Institute of Medical Sciences (AIMS), Kochi, India, ³Ananthapuri Hospitals and Research Institute, Global Institute of Public Health, Thiruvananthapuram, India, ⁴Department of Economics, Centre for Public Policy Research, Ernakulam, India

BACKGROUND: India faces a dual tobacco epidemic, with 28.6% of its adult population using tobacco in either combustible or smokeless forms. Tobacco consumption significantly contributes to morbidity, mortality, and economic losses, exacerbating public health challenges. This study evaluates the health and economic burden of tobacco use and estimates the benefits of tax-based control measures.

METHODS: A Markov probabilistic microsimulation model was employed to estimate tobacco-attributable disease burden, mortality, and economic costs-treatment, productivity and informal care-stratified by mode of tobacco use-combustible or smokeless-and sex, and health and economic impacts of a 50% increase in price due to tobacco taxes. The model incorporated data from the Global Adult Tobacco Survey, the Global Burden of Disease study, and economic parameters identified through a comprehensive literature review. These inputs were rigorously calibrated to ensure alignment with demographic and epidemiological characteristics.

RESULTS: Combustible tobacco is responsible for approximately 922000 deaths and 8.9 million disease events annually, while smokeless tobacco contributes to 165.000 deaths and 400000 disease events. The economic burden amounts INR 3.56 trillion for combustible tobacco and INR 358 billion for smokeless tobacco which represents 1.21% and 0.14% of the gross domestic product. Results indicate that a 50% tax increase could avert 1.8 million deaths, save 66.8 million healthy life-years, and yield economic benefits exceeding INR 11.9 trillion over a decade.

CONCLUSIONS: This research highlights the urgent need for stronger tobacco control policies to address the persistent burden of tobacco use in India. These findings demonstrate that taxation is a powerful strategy to combat the dual epidemic of combustible and smokeless tobacco in India, reducing mortality, morbidity, and economic losses while supporting public health and economic resilience.

Tob. Induc. Dis. 2025;23(Suppl 1):A72 <https://doi.org/10.18332/852498tivblr>

The impact of tobacco excise tax increase on cigarette consumption, mortality, medical treatment cost, and government revenue in Indonesia

Ridhwan Fauzi¹

¹Noncommunicable Diseases (NCDs) and Healthier Population Unit, World Health Organization Country Office for Indonesia, Jakarta, Indonesia

BACKGROUND: The study aimed to examine the impact of tobacco excise tax increase on cigarette consumption, mortality, medical treatment cost, and government revenue in Indonesia

METHODS: The study consisted of two phases. First, the demand for cigarettes was analyzed using the two-part econometrics model. Data were retrieved from the National Socioeconomic Survey (SUSENAS) 2015, 2016, 2017, 2019, and 2020. The smoking participation was examined using logit specification, while the second part (smoking intensity) used the Generalized Linear Model (GLMs). Second, a

compartmental model involving 65 million smokers was employed to assess the impact of different tobacco excise tax increased scenarios on cigarette consumption, tobacco-attributed mortality, tobacco-attributed medical treatment cost, and government revenue in Indonesia

RESULTS: Price was negatively associated with the decision to smoke and smoking intensity. The estimated overall cigarettes price elasticity was approximately between -0.4933 to -0.4277. Subgroups analysis found that youth were more sensitive to price change than adults. Furthermore, The results revealed that a 12.5- 200% increase in tobacco excise taxes would reduce the number of smokers by 0.5 to 8.0 million smokers, decrease cigarette consumption by 5.7 to 90.4 billion sticks, avert tobacco attributed mortalities by 0.2 to 3.3 million, reduce tobacco-attributed medical treatment costs by 1.4 to 22.7 trillion rupiahs, and generate additional government revenue by 16.7 to 176.6 trillion rupiahs.

CONCLUSIONS: Raising the tobacco taxes has significant benefits to public health and economics. Therefore, It is necessary to significantly increase the cigarette taxes annually by at least 25% and simplify the taxes structure to prevent smokers from switching to the cheaper brand. **Tob. Induc. Dis. 2025;23(Suppl 1):A104**
<https://doi.org/10.18332/852498tivblr>