

Observations and experiences from a feasibility study providing ecigarettes for smoking cessation in homeless services

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EST 1892

Notice of conflict of interest

- I have no conflict of interest.

Team



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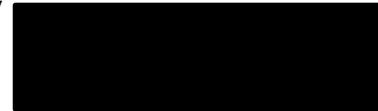
Dr Isabelle Uny, University of Stirling

Prof Linda Bauld, University of Edinburgh

Prof Peter Hajek, Queen Mary University of London

Prof Lynne Dawkins, London South Bank University

Service users, staff, and volunteers



Rationale

- Smoking rates are higher in groups with complex psychological, social needs
- Desire to quit is the same as the general population (Dawkins et al., 2019)
- Evidence shows ecigarettes are an effective mode of smoking cessation (Hajek et al., 2019)

Feasibility: 7 Objectives

1. Will people accessing homeless services take part in ecig research?
2. Will they come back for follow up?
3. What will they think is valuable? Helpful? Unhelpful?
4. How well can organisations providing homeless services support the study? What support do they need?
5. How will free ecig starter kits compare to usual-care from preliminary evidence?
6. How feasible is it to try to collect data on contacts with health-care services related to economic evaluation?
7. What is the estimated cost of providing free ecigarette starter kits per person?
(How is this affected by scale?)

Cluster Randomised Control Trial



Trial: 01-07/19
Ecigarettes
Day centre
>100 people/day
Northampton



Control:03-09/19
Usual Care
Day centre
>30 people/day
Edinburgh



Control:03-09/19
Usual Care
Supported
accommodation
<45 residents
London



Trial: 05-11/19
Ecigarettes
Supported
accommodation
<45 residents
London

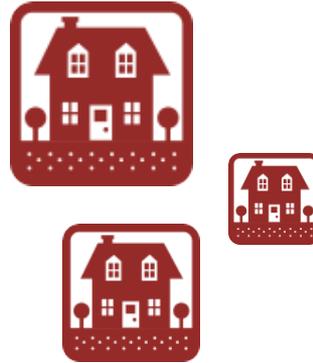
Localised contexts



Trial: 01-07/19
Day centre
>100 people/day
(adjacent to
supported
accommodation)



Control: 03-09/19
Day centre
>30 people/day
(central business
district; complex
needs)



Control: 03-09/19
Supported
accommodation
<45 residents
3 sites: Complex
needs & semi-
independent



Trial: 05-11/19
Supported
accommodation
<45 residents
4 sites: long term,
short term, &
women only units

Centre 1: Northampton



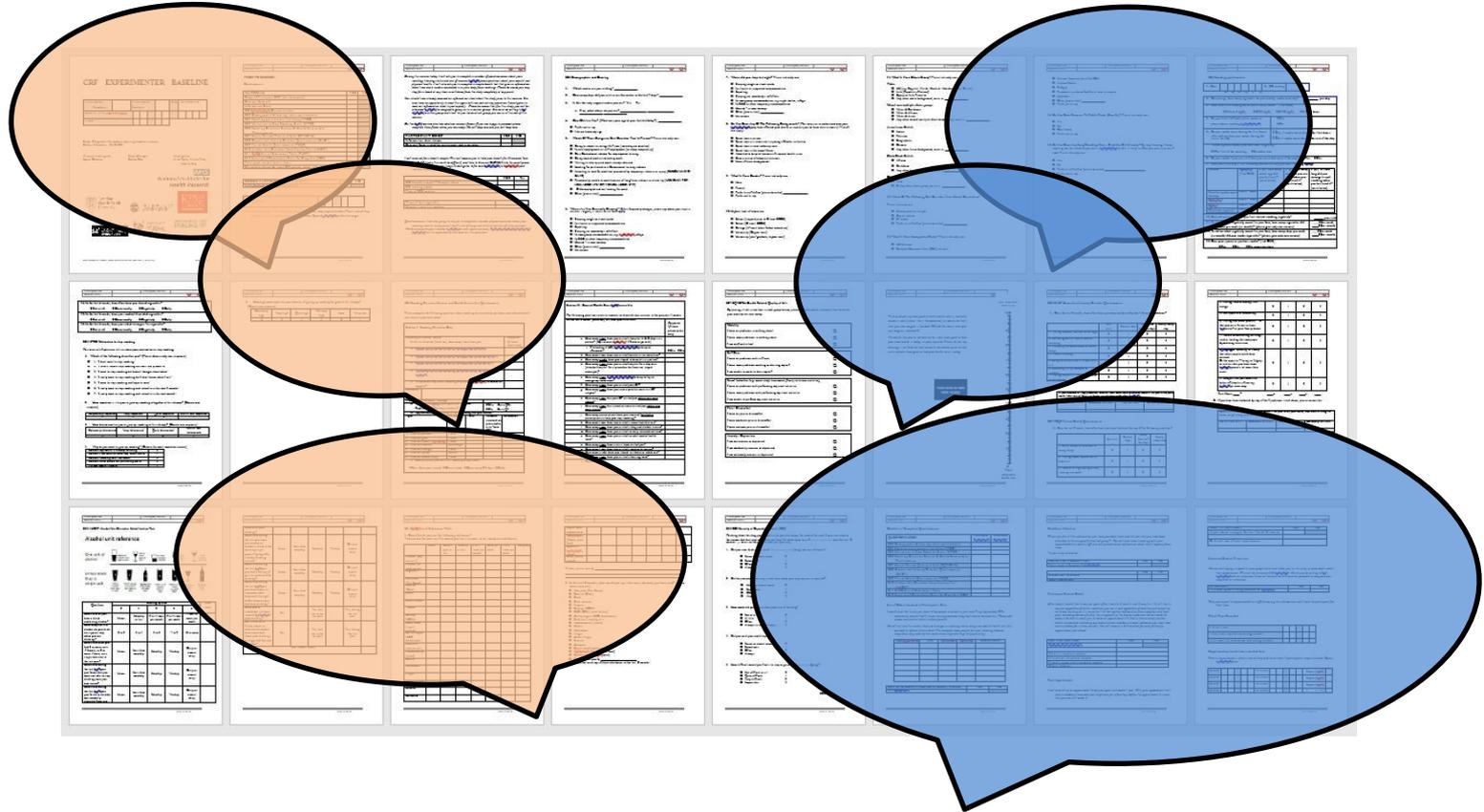
- Day services Monday to Friday, plus extra Saturday service for rough sleepers

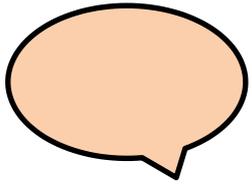


- » Breakfast and Lunch served
- » Tea, coffee
- » Toilets, showers, toiletries, clothing
- » Support workers, befrienders
- Computer room, TV, books, games
- Skills training, tool workshop
- Volunteer opportunities, employment assistance
- First aid, help booking appointments, signposting to services...
- Emergency Severe Weather Protocol



Rapport Building for Returns





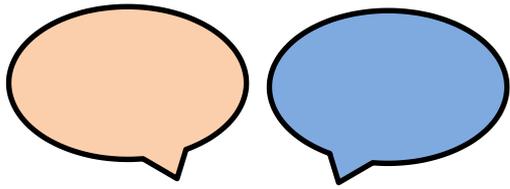
Feminist Ethics in Interviews

(cf Edwards & Holland, 2013)

- ‘Anything you don’t want to answer, you can just say, “I don’t want to answer that.”’
- ‘You can swear if you want to, I’m not offended.’
- ‘I’m sorry. That sounds like it was hard.’
- ‘Is there anything you want to ask me?’
- ‘How was your visit with your family?’

- ‘It’s okay. There’s no point holding back, is there?’
- ‘...excuse my language.’
- ‘Oh man! Who wrote these questions?’
- ‘I’m sorry. I shouldn’t be crying in front of you.’
- ‘How are you?’
- ‘I really look forward to our little chats.’





Agency and choices

- Participants chose:
 - Appointment days and times
 - White or Silver Aspire PockeX
 - Weekly selection of 5x 10ml Ecigwizard 50:50 liquids, any combination from 3 flavours and 2 strengths:



Sherlock 18mg

Blueberry Hill 18mg

Polar Bear 18mg

Sherlock 12mg

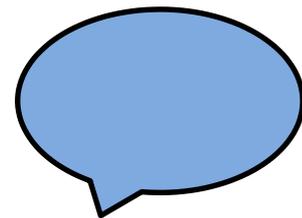
Blueberry Hill 12mg

Polar Bear 12mg

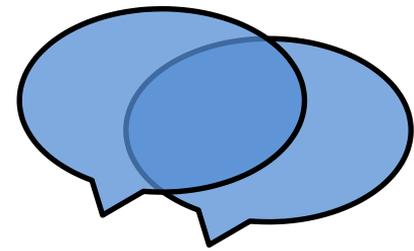
Coil 1.2ohm

Rationale and reinforcement

- I want to see if I can do this.
- My young son/daughter hates that I smell of cigarettes.
- I've got nothing to lose. It's easy because you're right here.
- It's not good picking up ends, you don't know what they're laced with.
- Tobacco is expensive and the cheap-stuff isn't nice.
- I can succeed at this, so it shows I can succeed at other things, too.
- My kids are so proud of me.
- My mum is getting a vape now, too.
- I have money in my pocket.
- 'Sorry, mate, I've just got my vape now.'
- I have my dignity now.



Snowball Culture Change



- Cultural capital: attitudes, values, aspirations, and sense of self-efficacy (Haines et al., 2009; Knott et al., 2008)
- Support through available influencers (peers, role models)
- Provide capacity for change, alternatives for choices, along with advice, guidance, and support.
- Recognise success
- I said, 'No way!' at first, but then I saw the others getting on with it.
- He said he coughed at first, but once he got used to it, it was great.
- I wasn't sure, but John said you were alright.
- I didn't think I'd like blueberry, but I tried some of his...
- I was on 20[cpd], now I'm on 2.

Learning in context: ecigarettes

- Charging was not a problem for people engaged in the day-centre or supported accommodation
- People did not use the ecigarette for other substances
- People supported each other with advice, 'spare parts', and e liquids
- Self-reporting and narrative data were sometimes confirmed OR disrupted by ethnography: participant-observation and reports from other ppl

Research in context: ecig

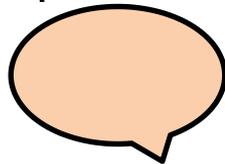
- Preference for 12mg (and lower) disrupted our belief that 18mg would be more useful to satisfy
- Dual-use patterns: indoors only, outdoors only, after cigarettes run out, until it broke
- Broken tank glass was the main issue, some adapted
 - Rubber band ‘bumper’
 - 10ml bottle ‘mod’ replacement
 - Budget for replacement tanks
- Access issue: font size and poor eyesight
- When buying own, looked for flavour, forgot strength



Commercial x Academic culture

Our Challenges

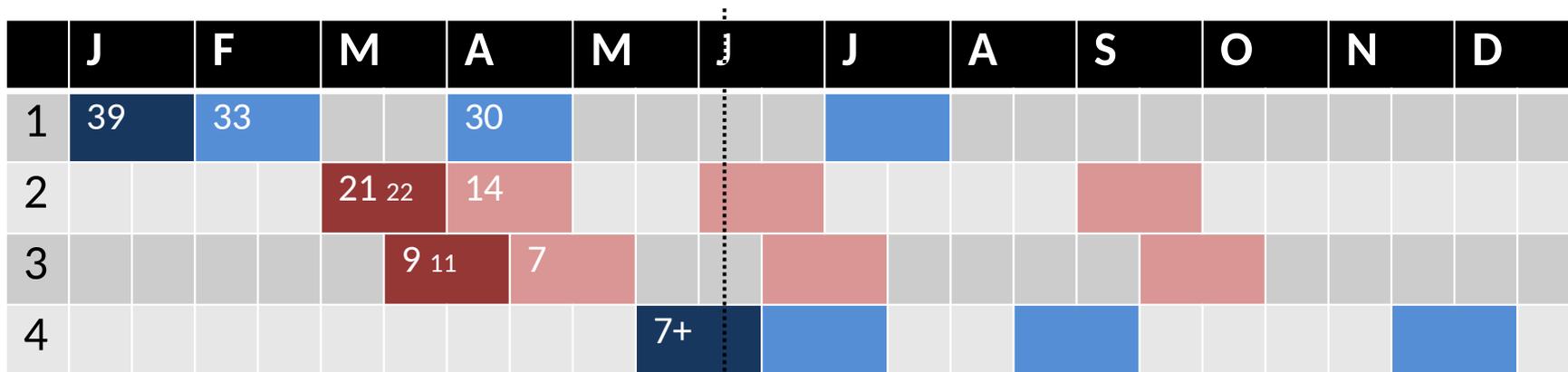
- University purchasing is often centralised and not always agile
- University purchasing and payment policies can vary by cost (e.g. >£999) and by budget (external funder v internally funded)
- 6 varieties of liquid at multiple locations



Responses ?

- Budget, approval, proforma for general quantities of eliquid
- UX: ratio of flavours and strengths to be specified using order code? (agreed price? or prepaid generic?)
- Warranty consideration where distribution to end user is > 6 months after purchase

Recruitment & follow up success so far



Ecig

Follow ups @ 4, 12 & 24 weeks

Usual Care

Follow ups @ 4, 12 & 24 weeks

C1: n=39; 85% @4w, 77%

@12w, tbc @24w

C2&3: n=30; 70% @4w,

tbc @12w & 24w

C4: tbc

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