A cross-sectional survey to assess tobacco and nicotine product use behaviour in Japan

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AGENDA

- Harm Reduction: Focusing on the future
- PRRP Assessment Framework and Population Studies at BAT R&D
- Cross-sectional study objectives and approach for pilot study
- Results from Tokyo, Osaka and Sendai
- Summary and next steps
It is widely accepted that the harm associated with smoking is caused by inhaling smoke produced by burning tobacco and not by nicotine.

Our PRRPs, which comprise vapour, THPs and oral products, involve no combustion, release far fewer and lower levels of toxicants compared to cigarettes, and have the potential to be significantly less harmful to health.
“Each applicant who receives a risk modification or exposure modification order must conduct post-market surveillance.”
Cross-Sectional Survey

Pilot study overview

- Objectives
  - describe the prevalence rates and usage patterns of tobacco and nicotine containing products in Japan
  - investigate Risk Perception (THP vs cigarette)
  - explore changes in Health Status

- Epidemiological population survey, approved by independent ethics committee in Japan

- Geographically stratified three-stage probability sampling
  - main sample
  - booster sample 20-24 year olds
  - back up sample

- Pilot wave was implemented to test the envisaged approach: fieldwork May/June 2018 with 4,154 participants

- Results from our studies will inform a Population Model*

*Hill and Camacho 2018
Cross-Sectional Survey

Pilot study overview
Tobacco and nicotine use characteristics

Pilot study results (weighted and rounded): Tokyo, Osaka and Sendai 2018

Tobacco/nicotine use status 2018

Product-specific prevalence 2018

Length of time smoking

Tar levels amongst current smokers (mg)

Heaviness of Smoking Index (HSI)

Cigarettes

n = 4,154

n = 4,154

n = 642

n = 642

n = 589

only daily users
Cigarette smoking and quitting

Pilot study results (weighted and rounded): Tokyo, Osaka and Sendai 2018
THP use characteristics

Pilot study results (weighted and rounded): Tokyo, Osaka and Sendai 2018

**Proportion of THP use**

Includes multiple product use

- iQOS: 67%
- glo: 18%
- glo: 16%

**Why do you use THPs?**

Top 5 (of 18) most selected reasons for THP use: participants could select all reasons that apply to them

- THPs don't contain tar: 32%
- THPs don't smell bad: 37%
- THPs have no ash: 54%
- THPs may be less harmful to me: 61%
- THPs may be less harmful to those around me: 66%

**THP users by age**

- 25 - 49 years
Key findings

Pilot study results (weighted and rounded): Tokyo, Osaka and Sendai 2018

- 95% THP users originated from a tobacco use status/history
- Initiation rates among never tobacco users: 0.1% for THP; 0.2% for CC
- 32% Number of tobacco users who completely switched to solus THP use
- 13% (70%) Three main usage patterns in population and amongst tobacco users
- 2% (11%) Three main usage patterns in population and amongst tobacco users
- 3% (16%) Three main usage patterns in population and amongst tobacco users
- No gateway effect observed from solus THP use
- No switchback observed from solus THP use
Next steps

Japanese cross-sectional survey 2019

RPI with THP stimulus

Health status and changes in conditions in past year for smokers switching to THP

First nationwide wave Feb 2019 with 5,300 participants

System Dynamic Population Model (Hill and Camacho 2018)

Protocol and instrument published Pilot results ready to be published

Sense of smell/taste
Stains on teeth
Bad breath odour
Poor gum health
Eye irritation
Contributions and thanks
A multidisciplinary, international project team

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