

# QUITTING MODALITIES, MOTIVATIONS, AND INTENTIONS AMONG FEMALE TOBACCO USERS IN SEVEN COUNTRIES

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## BACKGROUND

Global, regional, and individual country estimates aggregating data by sex and other determinants often obfuscate gender disparities in tobacco use, both between and within countries. Smoking-related issues through a gender lens are largely overlooked as smoking prevalence rates among women are often low compared to those of men. Research has highlighted gender differences in smoking behavior and motives, which may contribute to varying smoking cessation outcomes among women. Despite all the documented evidence of these differences, most treatment guidelines recommend the same intervention cessation strategies regardless of gender.

## METHODS

Seven countries were surveyed from June to September 2019:

- Online in Norway, Japan, the United Kingdom, and the United States
- Face-to-face computer aided interviews using a randomly recruited sample in Greece, India, and South Africa
- Current users of tobacco and THR products
- Previous users who quit within the past 5 years
- Age range: 18 – 69 years

Topics covered:

- Impact of a potential tobacco product price increase on product use
- Past or future quit attempts
- Quitting motivations, reasons for quitting, and quitting methods used

Analysis:

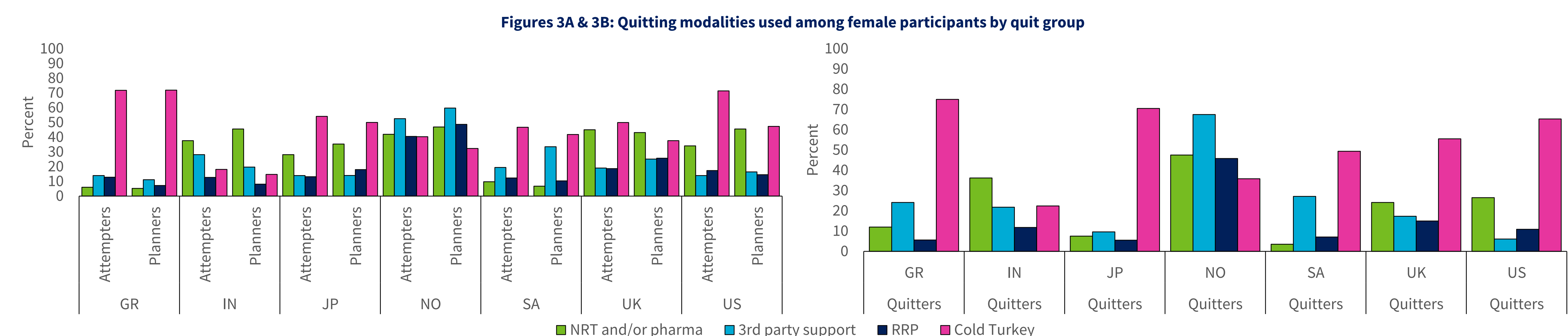
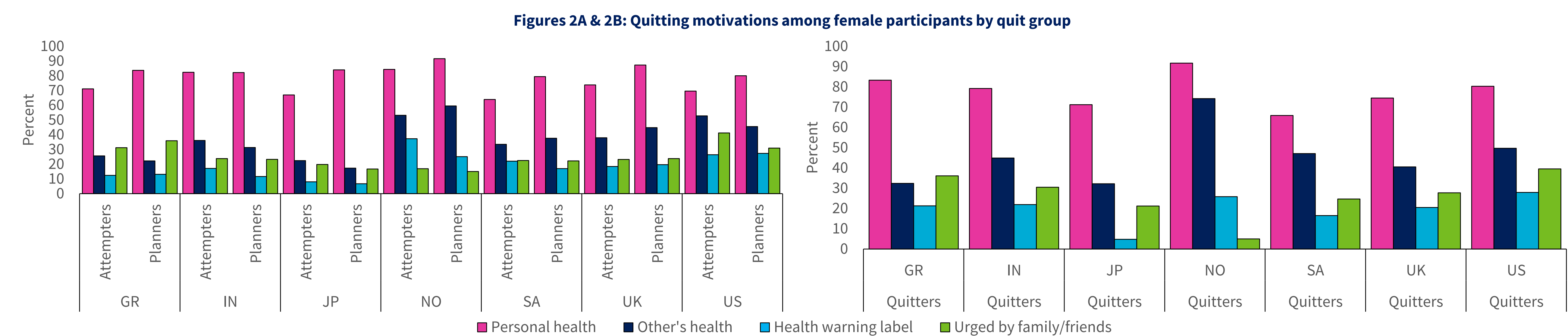
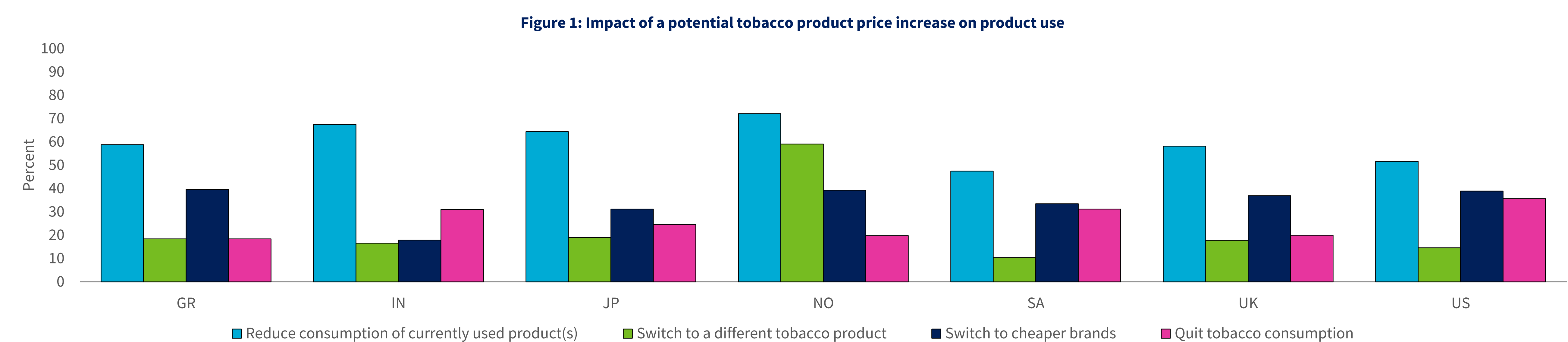
- Continuous data were summarized using means and standard deviations. Categorical data were summarized using counts and frequencies

		GREECE	INDIA	JAPAN	NORWAY	SOUTH AFRICA	UNITED KINGDOM	UNITED STATES
<b>Total</b>	<b>N</b>	741	6142	742	794	666	1210	1073
<b>Age</b>	<b>Mean, SD</b>	43.4, 14.3	43.4, 14.1	45.2, 12.6	36.7, 15.1	38.3, 13.5	39.2, 13.7	43.4, 15.0
<b>Status</b>	<b>Current</b>	633 (85.4)	4362 (71)	578 (79.8)	674 (84.9)	581 (87.2)	990 (81.8)	926 (86.3)
	<b>Former</b>	108 (14.6)	1780 (29)	146 (20.2)	120 (15.1)	85 (12.8)	220 (18.2)	147 (13.7)
<b>Education</b>	<b>High</b>	242 (32.7)	479 (7.8)	340 (47.0)	512 (64.5)	25 (3.8)	519 (42.9)	424 (39.5)
	<b>Middle</b>	42 (57.4)	954 (15.5)	355 (49.0)	234 (29.5)	340 (51.1)	589 (48.7)	596 (55.5)
	<b>Low</b>	72 (9.7)	4451 (72.5)	27 (3.7)	45 (5.7)	301 (45.2)	84 (6.9)	51 (4.8)
<b>SES</b>	<b>High</b>	77 (10.4)	232 (3.8)	75 (10.4)	118 (14.9)	63 (9.5)	222 (18.4)	301 (28.1)
	<b>Middle</b>	250 (33.7)	3659 (59.6)	276 (38.1)	497 (62.6)	224 (33.6)	579 (47.9)	363 (33.8)
	<b>Low</b>	218 (29.4)	1870 (30.4)	296 (40.9)	143 (18.0)	286 (42.6)	349 (28.8)	338 (31.5)
<b>Employment status</b>	<b>Employed</b>	620 (83.7)	5433 (88.5)	636 (87.8)	644 (81.1)	345 (51.8)	939 (77.6)	728 (67.8)
	<b>Unemployed</b>	109 (14.7)	299 (4.9)	71 (9.8)	134 (16.9)	311 (46.7)	255 (21.1)	319 (29.7)
<b>Marital status</b>	<b>Single</b>	247 (33.3)	953 (15.5)	278 (38.4)	341 (42.9)	386 (58.0)	432 (35.7)	424 (39.5)
	<b>In a relationship</b>	481 (64.9)	5115 (83.3)	445 (61.5)	451 (56.8)	274 (41.1)	777 (64.2)	648 (60.4)
<b>Children &lt;14y in household</b>	<b>None</b>	518 (69.9)	2977 (33.8)	547 (75.6)	419 (52.8)	169 (25.4)	658 (54.4)	561 (52.3)
	<b>At least 1</b>	216 (29.1)	3859 (62.7)	176 (24.3)	367 (46.2)	477 (71.6)	542 (44.8)	461 (43.0)

		GREECE	INDIA	JAPAN	NORWAY	SOUTH AFRICA	UNITED KINGDOM	UNITED STATES
<b>Current users</b>								
<b>Total</b>	<b>N</b>	633	4362	578	674	581	990	926
<b>Tried to quit (attempters)</b>	<b>N (%)</b>	266 (42)	2221 (50.9)	388 (67.1)	585 (86.8)	227 (39.1)	749 (75.7)	704 (76)
<b>Planning to quit (planners)</b>	<b>N (%)</b>	153 (24.2)	2195 (50.3)	150 (26)	501 (74.3)	194 (33.4)	471 (47.6)	55 (24.8)
<b>Former users</b>								
<b>Previously quit (quitters)</b>	<b>N</b>	108	1780	146	120	85	220	147

GR=Greece; IN=India; JP=Japan; NO=Norway; SA=South Africa; UK=United Kingdom; US=United States.  
NRT= Nicotine Replacement Therapy; Pharma = Pharmacotherapy; RRP = Reduced Risk Products; SES = Socioeconomic status

## RESULTS



## CONCLUSIONS

- If faced with a potential price increase on their currently used tobacco product, women in all countries surveyed would rather reduce their consumption of tobacco over quitting.
- Concern for personal health and other's health were the main quitting motivators for women in all countries surveyed.
- Quitting without assistance was the most used quitting tactic among women participants in most countries, despite several available avenues to quit smoking.
  - In Norway, consulted third-party support to help quit was the most used quitting method. In India, NRTs and/or cessation pharmacotherapies was the most used quitting tactic among women surveyed.
- Intercountry differences in quitting modalities used by women, their specific motivations, and cultural differences require further consideration when creating new, more effective, gender-specific cessation or tobacco harm reduction interventions