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| **Vaping: Where are our opportunities for health promotion intervention?** |
| **Background/Objectives**  Electronic cigarettes (e-cigarettes) have become increasingly popular over the last 10 years. These devices represent a new paradigm for tobacco control offering smokers an opportunity to inhale nicotine without inhaling tobacco smoke. To date there are no definitive conclusions regarding the safety and long-term health effects of these devices however the increased uptake and popularity of them suggests that they may be perceived as a healthier alternative to traditional cigarettes. This research aims to describe vapers process of e-cigarette initiation, maintenance and cessation, and determine opportunities for health promotion interventions.  **Methods**  Participants were required to be current or past (within the last 12 months) e-cigarette users, aged between 18 and 39 years old, and reside within the Perth Metropolitan or Peel Region of Western Australia. Participants were recruited through online e-cigarette forums and closed vaping social media groups to participate in face-to-face, or when required telephone interviews. All interviews were audio recorded and transcribed verbatim before being imported into NVivo qualitative analysis software for analysis.  **Results**  To date 16 interviews have been conducted with 3 females and 13 males.  Data collection is still ongoing however preliminary results suggest there are several key factors influencing and supporting e-cigarette initiation, continuance and cessation.  Factors influencing initiation include a desire to quit smoking, especially after several failed quit attempts; declining health due to tobacco smoking; having young children; cost of tobacco; other vapers; and the internet and social media.  Factors supporting continued use include quitting smoking; improved health as a result of quitting smoking; saving money; reinforcement from the vaping community either online, in person or via vape stores; enjoyment of the vaping experience, of which flavours seem to play a large part; turning vaping into a hobby; and starting a vaping related business.  There was only one factor which participants said would influence their decision to stop using e-cigarettes and that was if research determined vaping was bad for their health and/or worse than tobacco.  **Discussion**  Given that it is unlikely that e-cigarettes are going to be deemed worse for human health than tobacco smoking, where then are our opportunities for health promotion intervention?  **Keywords**  Electronic cigarette; vaping; health promotion |