How Does Susceptibility Predict Onset of Tobacco Product Use among Young Adults in the United States? A Focus on Smokeless and E-vapor Tobacco Products

INTRODUCTION

Susceptibility research has been shown to predict the onset of tobacco use among youth (Nichols & Barnes, 2019; Bold et al., 2017). Certain susceptibility measures have been used as proxies for behavioral changes in research (e.g., intention to try or use tobacco products). Some gaps in knowledge exist:

- There has been limited evidence for the young adult population, among whom the onset of tobacco use is high.
- It is unclear whether the susceptibility-onset association vary by tobacco product category.
- The history of other tobacco product use, susceptibility measures, or sample characteristics may relate to susceptibility levels.

The aim of this study is to estimate the prospective relationships between three susceptibility measures and the onset of two tobacco products, smokeless tobacco and e-vapor products among young adults 18-24 years of age living in the United States.

METHODS

Study population: non-institutionalized civilian adults 18-24 years of age living in the US, sampled in the longitudinal Population Assessment of Tobacco and Health (PATH) study.

Outcome: any non-definitely negative response regarding susceptibility measures.

Conclusions: susceptibility measures are robust predictors of tobacco use onset. Whether susceptibility predicts actual onset of tobacco use varies based on the history of other tobacco use status, each susceptibility measure is a robust predictor for SLT onset at follow-up. Among never tobacco users, friend offering is the only robust predictor for e-vapor onset regardless of never tobacco use in multivariate analyses (RR=3.5, 95% CI=1.5, 6.0). In all groups, the majority did not start using e-vapor products regardless of their susceptibility status (Figure 1). Among never and non-current tobacco users, all three susceptibility measures are robust predictors for e-vapor onset, individually. In contrast to the only robust predictor for vapor onset, among never tobacco users, malware susceptibility measures are predictive risk factors for e-vapor onset. The potential role of other factors in e-vapor onset, especially among existing tobacco users, all four susceptibility measures are predictive risk factors for e-vapor onset, individually. In contrast to the only robust predictor for vapor onset, among never tobacco users, all four susceptibility measures are predictive risk factors for e-vapor onset. Among young adults, all four susceptibility measures are predictive risk factors for e-vapor onset.

REFERENCES

2. Altria Client Services LLC, Richmond, VA
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