

non-smokers and greater for males than females. Data was analysed using chi-squared analysis to test for difference.

Results: The majority, 94.5% of participants had heard of e-cigarettes, with friends/family (49.2%) being the most popular source of knowledge, followed by television (35.2%), although other sources including newspaper, on the news or radio, seeing adverts on bus stop, in train station and at the airport were identified. In addition to reports of seeing it sold in local shopping centres, on social networking sites by celebrities and a few students reported selling them. In addition, 60.9% of the sample had seen someone using one. There was no relationship between smoking status and awareness of e-cigarettes for both males $\chi^2(1, N = 66) = 0.54$, exact $p > 0.05$ and females $\chi^2(1, N = 190) = 4.09$, exact $p > 0.05$.

	(%)	(%)	(%)
Characteristics	Smokers	Non smokers	Total sample
Smoking status	(25)	(75)	(100)
Age (years old)			
16	(48.4)	(64.6)	(60.5)
17	(42.2)	(29.7)	(32.8)
18	(7.8)	(5.2)	(5.9)
19	(1.6)	(0.5)	(0.8)
Sex			
Male	(28.1)	(25)	(25.8)
Female	(71.9)	(75)	(74.2)
Ethnicity			
White	(85.9)	(67.7)	(72.3)
Non-white	(14.1)	(32.3)	(27.7)
Seen someone use an e-cigarette	(78.1)	(55.2)	(60.9)
Heard of e-cigarettes	(98.4)	(93.2)	(94.5)
Friends / Family	(67.1)	(43.2)	(49.2)
Television	(28.1)	(37.5)	(35.2)
Books/Magazines	(9.4)	(8.3)	(8.6)
Internet	(14.1)	(23.4)	(21.1)

Conclusion: Electronic cigarette awareness has risen rapidly in this group and continues to do so. An astonishing 94.5% of the sample has heard of the e-cigarette compared to 10% reported in 2008 (Cho et al, 2011) and 67% in 2010 - 2011 (Pepper et al, 2013). Contrary to the hypothesis, gender or smoking status did not effect this. The recent development of electronic cigarettes and the rapid increase of awareness in adolescents has led to concerns that this new product could act as a gateway to addiction in never smokers.

PD-923-20 E-cigarette use was associated with the intention to smoke in Chinese adolescents

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Background: E-cigarette use arguably could reduce cigarette smoking and the intention to smoke, although such studies are few, especially in adolescents. We investigated the association between e-cigarette use and the intention to smoke in Chinese adolescent smokers and never-smokers.

Design/Methods: A total of 45857 secondary 1-6 (US Grade 7-12) students (response rate 96%) from 75 randomly selected schools completed an anonymous questionnaire in 2012/13 in Hong Kong. Students were classified as never-smokers, experimenters (smoked just a few puffs), ex-smokers and current smokers (occasional or daily smoking). E-cigarette use in the past 30 days was recorded. Smoking intention referred to the students' response of would smoke when cigarettes were offered by friends or in the next 12 months. Logistic regressions yielded adjusted odds ratios (AOR) for smoking intention in all students adjusting for socio-demographic characteristics, smoking status and school clustering effects. Similar subgroup analysis by smoking status was also conducted.

Results: Among 45128 (98.4%) students (53.9% boys, mean age 14.7±1.8) with information on smoking, the prevalence of never, experimental, ex- and current smokers was 83.6%, 8.3%, 4.2% and 3.9%, respectively. Only 1.1% (N=472) of students were currently using e-cigarettes and the prevalence was 0.2% in never-smokers, 5.5% in ever smokers, 2.1% in experimenters, 8.1% in ex-smokers and 10.0% in current smokers. Among all students, e-cigarette use was associated with an AOR (95% CI) of 1.74 (1.30-2.31) for smoking intention adjusting for smoking status. The corresponding AORs (95% CI) were 2.18 (1.12-2.31) in never-smokers, 2.79 (2.05-3.79) in ever smokers, 2.17 (1.32-3.62) in experimenters, 1.48 (1.02-2.13) in ex-smokers and 1.25 (0.58-2.72) in current smokers.

Conclusion: E-cigarette use in Chinese adolescents was significantly associated with smoking intention in never-smokers, experimenters, ex-smokers and ever smokers. These results suggest that e-cigarettes should not be advocated to reduce or prevent cigarette smoking in adolescents.

PD-924-20 E-cigarette use, nicotine addiction and intention to quit among adolescent smokers in Hong Kong

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Background: Although some studies have shown beneficial effects of e-cigarettes on smoking cessation in adults, less is known about e-cigarette use and its association with nicotine addiction and intention to quit smoking in adolescents.

Design/Methods: A school-based smoking survey was conducted on 45857 secondary 1-6 (US Grade 7-12) students (response rate 96%) from 75 randomly selected secondary schools in Hong Kong in 2013/13. A total of 1768 (3.9%) current smokers (occasional or daily) were included in the present analysis. E-cigarette use in the past 30 days, intention to quit smoking (cigarette), and quit attempts in the past 12 months were recorded. Smoking or wanting to smoke first thing in the morning (morning smoking), and consuming more cigarettes (heavier smoking) indicated higher level of nicotine addiction. Logistic and linear regressions were used to calculate the odds ratios (AOR) of intention to quit, quit attempt and morning smoking, and adjusted β -coefficient of cigarette consumption with e-cigarette use, adjusting for socio-demographic characteristics, parental and peer smoking, and school clustering effects.

Results: On average, the smokers consumed 17.2 (SD 11.1) cigarettes/month and nearly half (48.4%) reported morning smoking. Over half the smokers reported an intention to quit (50.7%) and quit attempts (59.3%). About 10% current smokers used e-cigarette in the past 30 days. Compared with conventional cigarette use only, e-cigarette use was significantly associated with morning smoking (72.1% vs 46.1%, $p < 0.01$) and heavier smoking (19.4 vs 17.0 cigarettes/month, $p < 0.01$) with an AOR (95% CI) of 2.16 (1.50-3.11) for morning smoking and adjusted β -coefficient of 0.16 (0.09-0.24) for heavier smoking. In contrast, e-cigarette use was non-significantly associated with lower intention to quit (AOR 0.75, 95% CI 0.52-1.09) and fewer quit attempts (AOR 0.80, 95% CI 0.56-1.13).

Conclusion: E-cigarettes use was significantly associated with nicotine addiction and might be negatively associated with quitting in adolescent smokers. These results highlight the need to examine potential adverse effects of adolescent e-cigarette use.

PD-925-20 Awareness and perceived harmfulness of e-cigarettes and their associations with smokers' intention to quit in Hong Kong

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Background: There is an ongoing debate on using Electronic cigarettes (E-cig) as an alternative to reduce harms or assist in smoking cessation. Currently, the use of E-cig in Hong Kong adults is extremely low because sale of nicotine-loaded E-cig is restricted by law. We investigated the prevalence of awareness, perceived harmfulness of E-cig and their associations with smokers' intention to quit.

Design/Methods: A population-based computer-assisted telephone survey was conducted in 2013 in 2401 randomly selected Chinese respondents aged 15 to 65. Information on awareness and perceived harmfulness of E-cig was collected in a randomly-selected subsample of 697 respondents. Intention to quit in the next 6 months was asked in current smokers. Using logistic regression models adjusting for demographic variables and nicotine dependency (including daily consumption and first cigarette in the morning), associations of intention to quit with awareness and perceived harmfulness of E-cig were examined. Data were weighted by sex, age and smoking status using census data in 2013 to compensate for oversampling of current and ex-smokers and to increase the representativeness to the general population.

Results: Most respondents (66.1%, 95%CI: 60.4-71.4%) were aware of E-cig with 75.0% (95%CI: 68.0-80.9%) of current smokers, 68.7% of ex-smokers (95%CI: 59.1-76.8%) and 64.8% of never smokers (95%CI: 58.0-71.0%) ($p=0.06$). Of those who were aware of E-cig, 39.2% (95%CI: 31.3-47.8%) believed it was less harmful than traditional cigarettes while 46.1% (95%CI 38.3-54.1%) did not know whether E-cig was less, equal or more harmful. Awareness (OR=1.1, 95%CI: 0.3-3.9, $p=0.90$) and perceived E-cig as less harmful (OR=0.9, 95%CI: 0.2-5.1, $p=0.89$) were not associated with intention to quit in the next 6 months in smokers.

Conclusion: The majority of Hong Kong people were aware of E-cig and more than one third believed it was less harmful than traditional cigarettes. However, in current smokers the awareness and perceived harm was not associated with intent to quit. Further studies are needed to investigate these associations.

29. STRATEGIES FOR COUNTERING TOBACCO INDUSTRY INTERFERENCE

PD-926-20 Ten years of control of tobacco in Argentina (2003-2013)

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Background and challenges to implementation: Argentina in 2003 signed the FCTC while the Ministry of Health launched the National Tobacco Control Program. Starting from a situation with very high levels of consumption and exposure to second-hand smoke, for 10 years the program has developed strategies to face resistance from the tobacco industry, the sectors producing tobacco and other stakeholders. The aim of the study was to analyse the process of construction and implementation of control policy tobacco in Argentina and the factors that influenced its development and results.