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Introduction

- Approximately 70% of people who smoke cigarettes in the USA are ambivalent about quitting smoking
- People 18 years or older self-reported any smoking in the past 7 days
- No current intentions to quit smoking in the next 30 days
- Score of 5 or more on a 10-point likert scale assessing likelihood to quit smoking
➢ Behavioral change initiation:
- Increasing self-efficacy
- Enhanced engagement in treatment programs
➢ Barriers
▪ Lack of self-awareness
▪ Factors associated with smoking cessation self-efficacy

Purpose
To examine predictors of self-efficacy among individuals not currently ready to quit smoking

Methods

Recruitment Factors
- 309 individuals
- Smoked cigarettes in the past 7 days
- Not willing to quit smoking in the next 30 days

Technique
- Prolific online survey panel
- Data analyzed by conducting multivariate analysis in SPSS

Survey Questions
- Smoking status, history, and past quit attempts
- Demographic characteristics
- E-cigarette, marijuana, and alcohol use

Results

Table 1, Baseline Sample Characteristics

Characteristics (N = 309)	n (%)
Age, mean (range)	42.3 (20-79)
Race/ethnicity – select all that apply	
Black / African American	20 (6.5)
American Indian / Alaska Native	10 (3.2)
Hispanic or Latino/a/x	3 (0.9)
Asian	10 (3.2)
White	281 (90.9)
Other	8 (2.6)
Gender identity	
Woman	160 (51.8)
Man	149 (48.2)
Education level	
Bachelor's degree or higher	131 (42.4)
Some college	110 (35.6)
High school diploma or equivalent	62 (20.1)
Other	6 (1.9)

- On average, participants reported smoking 12.5 cigarettes per day
- 58% reported no attempt to quit smoking in the past 12 months
- 44% reported current e-cig use
- 43% reported current marijuana use.
- 26% (n=80) reported using marijuana at least once a week

Multivariate Analysis Results
Results of the multivariate analysis showed that current use of e-cigarettes (B = 1.22; SE = .57; 95% CI: .09, 2.34), the average number of cigarettes smoked per day (B =.16; SE = .04; 95% CI: .09, .24), and lower frequency of cannabis use (B = -.25; SE = .11; 95% CI: -.47, -.03) were significantly associated with smoking cessation self-efficacy.

Table 2: Predictors of Smoking Cessation Self-efficacy (N=309) in a Sample of Individuals Ambivalent about Quitting Smoking

Variables	B	SE	95%CI
E-cigarette Use	1.22	0.57	0.92-2.34
Frequency of Cannabis Use	-.25	.11	-.44– -.03
Avg. Cigs/day	.16	.04	.08-.23

Variables not significant in model: Sex, age of smoking initiation, previous quit attempts, and nicotine dependence

Conclusion

- Interventions for ambivalent smokers may need to address cannabis use to increase self-efficacy in smoking behavior change.
- The association between use of e-cigarettes and confidence in smoking abstinence calls for evaluating the risk-benefit potential of using e-cigarettes for engaging ambivalent smokers in smoking behavior change interventions.

Next Steps

- Interventions addressing smoking behavior change in ambivalent smokers are in their infancy.
- Innovative methodologies such as conversation agents may have potential to move this population toward to quit smoking continuum