

Long-term engagement in EXPAND social marketing campaign promoting smoking and vaping cessation amongst queer and trans youth

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| Submission date 24/02/2025 | Recruitment status No longer recruiting | <input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol |
| Registration date 25/02/2025 | Overall study status Completed | <input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results |
| Last Edited 25/02/2025 | Condition category Other | <input type="checkbox"/> Individual participant data <input checked="" type="checkbox"/> Record updated in last year |

Plain English summary of protocol

Background and study aims

This study aims to tackle the high rates of cigarette and e-cigarette use among young adult queer and trans communities in Canada. It explores the impact of a social marketing campaign combined with monthly encouragement emails to help reduce and stop smoking.

Who can participate?

Young adults aged 16 - 24 years in the eight communities involved in the study can participate. These communities are exposed to the social marketing campaign, and some participants will receive additional monthly encouragement emails.

What does the study involve?

Participants will receive monthly emails that provide tips, encouragement, and links to campaign resources to help them reduce or quit smoking. These emails aim to keep participants engaged and motivated throughout the study.

What are the possible benefits and risks of participating?

Participants may benefit from the support and resources provided, which could help them reduce or quit smoking. There are no significant risks associated with participating, but some individuals might find it challenging to change their smoking habits.

Where is the study run from?

Dalla Lana School of Public Health in Canada.

When is the study starting and how long is it expected to run for?

January 2024 to December 2025

Who is funding the study?

Public Health Agency of Canada.

Who is the main contact?
Professor Robert Schwartz, robert.schwartz@utoronto.ca

Contact information

Type(s)

Public, Scientific, Principal investigator

Contact name

Prof Robert Schwartz

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Additional identifiers

Clinical Trials Information System (CTIS)

Nil known

ClinicalTrials.gov (NCT)

Nil known

Protocol serial number

University of Toronto RIS# 38536

Study information

Scientific Title

RCT of long-term engagement of queer & trans youth in the EXPAND social marketing campaign promoting smoking and vaping cessation

Study objectives

Long-term and frequent engagement increases the likelihood of engaging in campaign activities, taking actions to reduce or stop smoking and vaping and reducing or stopping smoking and vaping.

Ethics approval required

Ethics approval required

Ethics approval(s)

approved 28/06/2024, University of Toronto Health Sciences REB (McMurrich Building, 12 Queen's Park Crescent West, 2nd Floor, Toronto, M5S 1S8, Canada; +1 416 946-5763; ethics.review@utoronto.ca), ref: 49501

Study design

Interventional randomized controlled trial

Primary study design

Interventional

Study type(s)

Other

Health condition(s) or problem(s) studied

Supporting queer and trans youth to stop smoking cigarettes and using e-cigarettes

Interventions

A social marketing campaign including paid social media, out of home advertising, organic social media, local in-person events, free NRT, quit contests and local cessation counseling opportunities across 8 cities in Canada. All participants are equally exposed to the social marketing campaign. Half of 800 participants recruited through social media ads are randomly assigned to an experimental group that receives monthly emails encouraging engagement in the campaign and actions to reduce and stop cigarette and e-cigarette use. Both the experimental and control groups complete surveys at baseline and at the end of the 12 month intervention.

Randomisation used the =RANDBETWEEN function in Excel.

Intervention Type

Behavioural

Primary outcome(s)

Engagement with the campaign measured using survey self-report at 12 month follow-up

Key secondary outcome(s)

1. Actions to reduce or stop cigarette and e-cigarette use measured using survey questions about ordering free Nicotine Replacement kits, chatting with friends or family about quitting smoking, looking up community quit smoking supports, talking to a health professional and signing up for the First Week Quit Smoking Challenge at 12 month follow-up.
2. Reduction of cigarette and e-cigarette use measured using survey self-report at 12 month follow-up .
3. Cessation of cigarette and e-cigarette use measured using survey self-report at 12 month follow-up

Completion date

30/12/2025

Eligibility

Key inclusion criteria

1. Young adults aged 16 to 29.
2. Quota sampling will ensure recruitment of approximately 60% smokers and 40% non-smokers.
3. Approximately half of all participants will be recruited from the participating project communities (Vancouver, Edmonton, Winnipeg, Toronto, Thunder Bay, Montreal, St. John's, and Charlottetown). The remainder were recruited from across the respective provinces of British Columbia, Alberta, Manitoba, Ontario, Quebec, Newfoundland and Labrador and Prince Edward Island.

Participant type(s)

Population

Healthy volunteers allowed

No

Age group

Other

Lower age limit

16 years

Upper age limit

24 years

Sex

All

Total final enrolment

800

Key exclusion criteria

1. Invalid email addresses
2. Below age of 16 years and above age of 24 years
3. Not residents of provinces included in the study

Date of first enrolment

01/09/2024

Date of final enrolment

15/10/2024

Locations**Countries of recruitment**

Canada

Study participating centre

University of Toronto, Dalla Lana School of Public Health
155 College Street

Toronto
Canada
M3T 13S

Sponsor information

Organisation

University of Toronto

ROR

<https://ror.org/03dbr7087>

Funder(s)

Funder type

Government

Funder Name

Public Health Agency of Canada

Alternative Name(s)

Agence de la Santé Publique du Canada, L'Agence de la santé publique du Canada, PHAC, ASPC

Funding Body Type

Government organisation

Funding Body Subtype

National government

Location

Canada

Results and Publications

Individual participant data (IPD) sharing plan

The datasets generated during and/or analysed during the current study will be available upon request from Robert Schwartz at robert.schwartz@utoronto.ca

IPD sharing plan summary

Available on request

Study outputs

| Output type | Details | Date created | Date added | Peer reviewed? | Patient-facing? |
|---|-------------------------------|--------------|------------|----------------|-----------------|
| Participant information sheet | Participant information sheet | 11/11/2025 | 11/11/2025 | No | Yes |