

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

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

### ORCID ID

<https://orcid.org/0000-0001-7838-0769>

### Contact details

155 College Street  
Toronto  
Canada  
M3T 1S  
+1 4163464509  
robert.schwartz@utoronto.ca

## 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](mailto:robert.schwartz@utoronto.ca)

**IPD sharing plan summary**  
Available on request

**Study outputs**

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#"><u>Participant information sheet</u></a>	Participant information sheet	11/11/2025	11/11/2025	No	Yes