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

Submission date
24/02/2025

Recruitment status
No longer recruiting

Registration date
25/02/2025

Overall study status
Completed

Last Edited
25/02/2025

Condition category
Other

[ ] Prospectively registered
[ ] Protocol
[ ] Statistical analysis plan
[ ] Results
[ ] Individual participant data
[ ] 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

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Additional identifiers

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

Primary study design
Interventional

Study design
Interventional randomized controlled trial

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 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
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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