

**Conclusion:** Our findings suggest a need for effective and affordable smoking cessation medications in China because pharmacies in China currently have little involvement in helping tobacco users quit smoking.

**FUNDING:** This project was funded by The Ohio State University College of Public Health Professional Development and Travel Awards.

**JUSTIFICATION:** This study has implications on the new approaches to control tobacco use and promote smoking cessation in China, and it may also has implications on tobacco control policy in China.

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## POS1-23

### CONTENT AND YOUTH ACCESS OF ELECTRONIC CIGARETTE VIDEOS ON YOUTUBE

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**Background:** As the most popular video sharing website in the world, YouTube has the potential to reach and influence a huge audience, especially the youth. This study aims to gain a better understanding of what e-cigarette messages people are being exposed to and assess the youth access to these e-cigarette videos on YouTube. **Methods:** Researchers identified the top 20 search results on YouTube by relevance and view count for the following search terms: "electronic cigarettes", "e-cigarettes", "ecigarettes", "ecigs", "smoking electronic cigarettes", "smoking e-cigarettes", "smoking ecigarettes", "smoking ecigs". A sample of 196 unique videos was coded for overall portrayal and genre. Main topics covered in e-cigarette videos were recorded and video statistics and viewer demographic information were documented. The youth access to e-cigarette YouTube videos was determined by assessing whether YouTube permits youth viewing of these videos. **Results:** Among the 196 unique videos, 94% (n=185) were "pro" to e-cigarettes and 4% (n=8) were neutral, while there were only 2% (n=3) that were "anti" to e-cigarettes. The top 3 most prevalent genres of videos were advertisement, user sharing, and product review. 84.3% of "pro" videos contained Web links for e-cigarette purchase. 71.4% of "pro" videos claimed that e-cigarettes were healthier than conventional cigarettes. Audience was primarily from the United States, the United Kingdom, and Canada and "pro" e-cigarette videos were watched more frequently and rated much more favorably than "anti" ones. Males and females of 13-17 years were among the main audience of two "pro" e-cigarette videos. None of the e-cigarette videos in the sample had blocked youth viewing. **Conclusions:** The vast majority of information on YouTube about e-cigarettes promoted their use and depicted the use of e-cigarettes as socially acceptable. YouTube does not restrict youth from viewing e-cigarette videos. It is critical to develop appropriate health campaigns to inform e-cigarette consumers of potential harms associated with e-cigarette use and take action to ensure that YouTube does not become a vehicle for e-cigarette promotion to youth.

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**JUSTIFICATION:** This study could help public health authorities gain a better understanding of e-cigarette information on YouTube and inform regulatory decision making.

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## POS1-24

### GENDER-BASED VIOLENCE AND ITS ASSOCIATION WITH SMOKING AMONG WOMEN IN OHIO APPALACHIA

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**Background:** Intimate partner and sexual violence, herein called gender-based violence, are associated with smoking. Gender-based violence and smoking are risk factors for cervical cancer. Women in Ohio Appalachia experience cervical cancer and smoke at higher rates than women elsewhere in Ohio. However, little is known about (1) women's life course exposure to gender-based violence, or (2) the association between gender-based violence exposure and smoking among women in Ohio Appalachia. The purpose of this study is to describe life course prevalence of intimate and/or sexual violence in Ohio Appalachia, and to examine the association between exposure and smoking. **Methods:** We aim to recruit 400 adult women, residing in 3 Ohio Appalachian counties, by random selection utilizing a postal household sampling frame. Interviewers administer a cross-sectional survey. **Results:** 347 have completed interviews (51 yrs. mean age; 87.8% health insured; 24.4% with B.A. or higher education; 20.5% current & 23.0% former smokers). 54.8% of women have experienced intimate partner and/or sexual violence at some point in their lives (49.9% emotional abuse, 20.2% physical abuse, 32.3% sexual abuse). Among the total sample, 5.2% of women were exposed to gender-based violence at age 12 or younger, 14.2% between the ages of 13 to 17, 47.6% since turning age 18, and 4.9% in the past year. There is a significant association between exposure to any form of intimate or sexual violence throughout life and current smoking (OR: 3.0, p<0.001); 74.6% of current smokers reported gender-based violence exposure. Ever smoking is significantly associated with gender-based violence exposure at age 12 or younger (OR: 2.7, p=0.04), at ages 13 to 17 (OR: 2.1, p=0.02), and since turning 18 (OR: 3.4, p<0.001). **Discussion:** Over 1 in 2 women in the three Ohio Appalachian counties studied have experienced intimate partner and/or sexual violence at some point during their lives. Among current smokers, 3 of 4 report lifetime gender-based violence exposure—their unique needs as survivors of intimate and/or sexual violence should be considered when developing population-specific smoking cessation interventions.

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**JUSTIFICATION:** Unique needs of survivors of intimate and/or sexual violence should be considered when developing population-specific smoking cessation interventions.

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## POS1-25

### DATA QUALITY MANAGEMENT TOOL: AN EFFICIENT TOOL FOR GRANT EVALUATION AND MANAGEMENT

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**Introduction:** Arkansas Department of Health-Tobacco Prevention and Cessation Program (TPCP) provides funding to 54 entities which include community and schools groups with limited experience in data collection and reporting. In the past, grantees developed SMART objectives and reported outcomes in narrative format. This style of reporting produced lengthy non-substantive reports. Evaluating and interpreting data from these types of reports was labor intensive and resulted in subjective and misleading conclusions. The lack of objective evidence put the programs at risk with stakeholders. TPCP re-tooled the data collection system to objectify outcomes, minimize errors, and capture work effort. **Objectives:** To capture relevant data, enhance qualitative analysis, and report outcomes to stakeholders. **Methods:** In collaboration with Mosaic-Network Inc., TPCP revised the Grant Evaluation Management System linking grantee activities that are specific,