Review of: "Switching Away From Smoking and Reduction in Cigarette Consumption among US Adult Purchasers of the JUUL System across 24 Months Including Diverse Subpopulations Disproportionately Affected by Cigarette Smoking"

Jérôme Ronchetti[1]

1 Université Jean Moulin (Lyon III)

The article provides a comprehensive analysis of the journey of adult smokers in the United States who adopted a JUUL starter kit over a 24-month period. The introduction skillfully frames the persistent issue of smoking, emphasizing the potential impact of nicotine delivery products, particularly electronic nicotine delivery systems (ENDS), in harm reduction.

From a methodological standpoint, the study relies on a sizable cohort of adult smokers. The results consistently describe an upward trend in smoking cessation rates throughout the period, accompanied by significant reductions in cigarette consumption among those who continued to smoke. The research also explores variations within vulnerable populations, highlighting differences among racial/ethnic minorities, individuals with low socio-economic status, and those with mental health issues.

Statistically, the analyses seems robust, suggesting comparable smoking cessation rates and consumption reductions across various demographic groups. This implies that ENDS, especially JUUL, might contribute to reducing smoking-related disparities.

However, the study has some limitations.

Biochemical Verification:

- The absence of biochemical verification for self-reported smoking status introduces potential bias. Discussing the impact of this limitation on the study's reliability and drawing attention to the need for future research with more rigorous verification methods is essential.

Participant Attrition:

- Addressing participant attrition issues is crucial. A thorough discussion of how attrition might affect the study's internal validity, potential biases introduced, and strategies to mitigate these effects would enhance the article.

In-depth Exploration of Vulnerable Populations: While the article mentions differences among demographic groups, a

more in-depth exploration of vulnerable populations and the unique challenges they face could provide valuable insights. This discussion could include factors such as access to resources, cultural considerations, and specific interventions tailored to these populations.

Underlying Mechanisms for Behavioral Changes: The article could benefit from a more detailed exploration of the underlying mechanisms driving behavioral changes. Understanding why individuals choose to adopt or discontinue JUUL use, beyond statistical trends, would enrich the analysis.

Mixed-Methods Approach: Integrating qualitative data through a mixed-methods approach could offer a more holistic understanding of the participants' experiences. Qualitative insights into motivations, barriers, and perceptions would complement the quantitative findings.

Consideration of Cultural and Social Factors: Cultural and social factors influencing smoking behavior may not be fully captured in the current analysis. Discussing these factors and their implications on the study's findings would add depth to the interpretation.

Addressing these points will contribute to a more nuanced and robust discussion of the study's findings and their implications.