

Quit smoking & vaping – from awareness to actualization

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Track: Advocates and Community Leaders

Theme: Tobacco-free Generation

ABSTRACT

The increasing prevalence of smoking and vaping in Malaysia, particularly among adolescents, demands urgent public health interventions. Malaysia's adult smoking rate of 21.3% mirrors the global average, yet its adult e-cigarette usage (5.8% in 2023) and adolescent vaping (14.9% in 2022) significantly surpass international benchmarks. This presentation outlines the mQuit program, a digital cessation initiative facilitated through the JomQuit web portal. Individuals expressing interest are contacted to determine their readiness to quit, followed by a structured series of six consultations over 6–12 weeks. The first session includes education on smoking harms, nicotine dependence assessment, and quit planning, while subsequent sessions monitor withdrawal symptoms and adherence to behavioral change strategies. Out of 4,137 enquiries received, only 507 (12.3%) completed an initial consultation, with a majority (77.7%) being unreachable. Key insights reveal challenges in contact validity, digital engagement drop-offs, and scalability. Recommendations include implementing chatbot-assisted triage, improving user experience on the portal, and expanding the cadre of trained quit coaches to increase successful conversions. The findings underscore the need to strengthen digital infrastructure and outreach strategies to bridge the gap between awareness and cessation.

Keywords: Vaping, e-Cigarettes, mQuit, Smoking Cessation, Malaysia