$p < 0.001$). Results of this preliminary study indicate that: (a) *Sehatack* may be a promising way for ARA men to quit smoking, and (b) culturally relevant smoking cessation counselors can be trained to recruit and retain ARA smokers in an intensive group smoking cessation program. Strengths of this study were community engagement and rapport between three faith organizations and the University of Florida College of Nursing. However, a larger trial is needed to address study limitations and to confirm benefits in this population.

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POS2-105

EXPOSURE TO MANUFACTURER-PLACED HEALTH WARNING LABELS ON WATERPIPE TOBACCO PACKAGES

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BACKGROUND: The FDA extended its regulatory authority to include waterpipe (WP) products and will soon require health warning labels (HWLs) on WP tobacco packages. Small, text-based HWLs currently are placed on WP tobacco packages at the discretion of the manufacturer. To optimize WP HWLs, we examined correlates of exposure to these labels, and whether exposure is associated with perceived harm and intention to quit. Method Data were analyzed from Wave 1 of the Population Assessment of Tobacco and Health (PATH), a nationally representative cohort of U.S. youth and adults. Data were examined from 18-34 year olds who smoked WP in the past 30 days (n = 1581). Using multinomial logistic regression, exposure to WP HWLs in the past 30 days was categorized as "Never," "Sometimes or rarely," and "Often or very often," and was regressed on demographics and tobacco use (Usual smoking location, WP ownership, and having a regular WP tobacco brand). Next, harm perception (worrying about WP health effects) and intention to quit WP were regressed on exposure to HWLs. All analyses were adjusted for gender, age, and race. RESULTS: In the past month, 29.7% (n=462) and 8.1% (n=125) of participants were exposed to HWLs rarely/sometimes or often/very often, respectively. Compared to those not exposed, smokers exposed often/very often had higher odds of being female (odds ratio [OR]=1.7, 95% confidence interval [CI]=1.0-2.5), owning a WP (OR=3.3, CI=2.0-5.0), having a regular brand (OR=5.0, CI=2.5-10.0), smoking at home rather than a WP cafe (OR=1.5; CI=1.1-1.9), and more frequently worrying about WP harm (graded association ranging from "rarely" thinking about harm (OR=2.3 (1.0-4.9) to "very often" (OR=7.30, CI=3.1-16.9). Exposure was not associated with intention to quit. CONCLUSION: Fewer than half of WP smokers notice manufacturer-placed HWLs and are more likely to be female, younger, and smoke a regular tobacco brand at home using their own WP apparatus. Even small, text-based HWLs may increase perceptions of harm, but larger, pictorial HWLs placed on WP apparatus in addition to tobacco packaging, may be needed to enhance salience, reach, and efficacy of messaging.

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POS2-106

TRANSITIONS IN TOBACCO-PRODUCT USE BY US ADULTS: PATH STUDY WAVES 1 & 2

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SIGNIFICANCE: Nearly 28% of U.S. adults were current tobacco users in 2013-14, with 18% of adults smoking cigarettes, and nearly 40% of tobacco users using more than one type of tobacco product. The public health impact of tobacco products depends in part on whether and how tobacco users and nonusers transition in use of products over time. METHODS: Adult data from Wave 1 (2013-14) and Wave 2 (2014-15) of the Population Assessment of Tobacco and Health (PATH) Study were analyzed. Tobacco product types were categorized into cigarettes, cigars, hookah, pipe tobacco, smokeless tobacco, and electronic nicotine delivery systems (ENDS); and separately into combustible, non-combustible, and ENDS products. Within each categorization, single- and multiple-product use was considered. Differences in prevalence of current tobacco product use at each wave and rates of within-person transitions in current product use at each wave are reported. RESULTS: Prevalence of current use of any tobacco product decreased between waves, from 27.6% to 26.3%; 72% of young adult tobacco users (aged 18-24 years) at Wave 1 transitioned in use of tobacco product(s) at Wave 2, and 46% of older adult tobacco users (aged 25+ years) transitioned in use; transitions were generally more common for non-cigarette tobacco products than for cigarettes. CONCLUSIONS: As the tobacco product marketplace in the U.S. changes, transitions in use of non-cigarette tobacco products are common, particularly among young adults; cigarette use is most stable over approximately one year and remains the predominate type of tobacco product used by adults in the U.S.

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POS2-107

FEASIBILITY AND PRELIMINARY IMPACT OF E-CIGARETTE HARMS MESSAGES DELIVERED TO ADOLESCENTS USING TEXT MESSAGING

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BACKGROUND: E-cigarette use has been rapidly increasing among adolescents. We conducted a pilot study to assess the feasibility and preliminary impact of harm messages sent to adolescents via text messaging. METHODS: We enrolled 69 adolescents who were 14-18 years old and were susceptible to or current users of any tobacco product. Participants completed an online baseline survey on Day 1, received one e-cigarette harm message per day via text messaging for 6 days (Days 2-7), and completed a follow-up survey on Day 8. The messages addressed nicotine/addiction, harmful chemicals, and brain development. Ninety percent of participants took the follow-up survey. RESULTS: Participants were 50% female, 88% white, 12% African American, and 7% Hispanic. Mean age was 16.3. Most (87%) participants were susceptible to e-cigarettes and 49% had ever used e-cigarettes. Ninety-two percent provided responses acknowledging receipt of all 6 text messages sent, and they reported that both the frequency (94%) and timing (84%) of messages was "about right." Knowledge about the e-cigarette harms featured in the messages increased, including e-cigarettes contain addictive nicotine (83% at baseline, 92% at follow-up), harmful chemicals (67% to 87%), and may harm teen brain development (49% to 79%). Adolescents were more likely to think about the risks of e-cigarettes at follow-up (M=2.56; SD=1.10) vs. baseline (M=1.63; SD=.89) and had greater e-cigarette risk beliefs at follow-up (M=3.50; SD=.78) vs. baseline (M=3.18; SD=.88). Adolescents reported that participating in the study was somewhat or very easy (94%), they would do it again (100%), and would recommend it to a friend (97%). CONCLUSION: Messages about the harms of e-cigarettes can impact adolescents' thoughts and beliefs about e-cigarettes, and text messaging is a viable way to deliver these messages. Our findings can inform Food and Drug Administration and other efforts to communicate with adolescents about the harms of e-cigarettes and discourage e-cigarette use among adolescents.

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