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Vaping: Exploring perceptions and behaviors of students and ENDS products

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Background

Electronic nicotine delivery systems (ENDS), especially vaping, have had an increase in use and media exposure.

- ❖ Nearly 2,807 associated lung injuries related to ENDS, and 68 confirmed deaths (CDC, 2020).
- ❖ 1.5 million high school (HS) students started vaping in 2018, a 78% increase from 2017.
- ❖ Many users unaware of the ingredients in these products and their effects on the body.

Therefore, further research is needed to investigate and analyze perceptions of ENDS to identify effective strategies for adolescents and young adults.

Purpose

To explore the knowledge and attitudes of HS students regarding ENDS products. Also, we compared recent focus group data to those collected last year to determine whether recent media attention has affected a change in perceptions.

Methodology

Setting: A rural high school

Procedure:

- ❖ Six focus groups conducted, N=45 (6-9 students/group)
- ❖ Four open ended questions:
 1. Tell me about your experiences with tobacco products like e-cigs, juuls, and hookah?
 2. What information have you learned about e-cigs, juuls, and hookah in your health class?
 3. What are your thoughts about why your classmates use e-cigs, juuls, or hookah?
 4. How would you like to learn about e-cigs, juuls, or hookah in your health class?
- ❖ Two facilitators, notetakers.
- ❖ Groups recorded and transcribed for analysis individually and collectively by consensus for themes.



Results: Themes

Social and Behavioral Influences

- ❖ Peer pressure, directly or indirectly
- ❖ Family modeling (Pos/Neg)
- ❖ Status (vapers vs. non vapers)
- ❖ Coping/Addiction (buzz or high)

Knowledge Deficit

- ❖ Unaware of the ingredients
- ❖ Know it's bad, but don't know why

Media influences

- ❖ Promotion: Snapchat
- ❖ Prevention: Instagram, Youtube
- ❖ More prevention ads than previous year

Educational Intervention Method

- ❖ Dramatic relief (using fear)
- ❖ Visuals of effects
- ❖ Real life stories/testimonials (in-person presentations, assemblies)
- ❖ Facts about ingredients/consequences in health education

Conclusion/Limitations

In conclusion, a knowledge deficit regarding the dangers of ENDS still exists. Although needed, a successful form of intervention has not yet been created. Suggestions include visuals, real life stories and more factual education in health class. This study was limited to 45 students.

References

- Outbreak of Lung Injury Associated with the Use of E-Cigarette, or Vaping, Products. (2020, February 25). Retrieved from https://www.cdc.gov/tobacco/basic_information/e-cigarettes/severe-lung-disease.html