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Predictors and Effects of E-Cigarette Usage

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JUUL

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Jewell Budde

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Campaign Strategy

- **Sleek Design of Juul**
 - Resembled Tech product
- **Youth - oriented themes**
 - Splashy design, models, minimalist lettering
 - Billboards, YouTube videos, social media





JUUL



#SMOKINGEVOLVED

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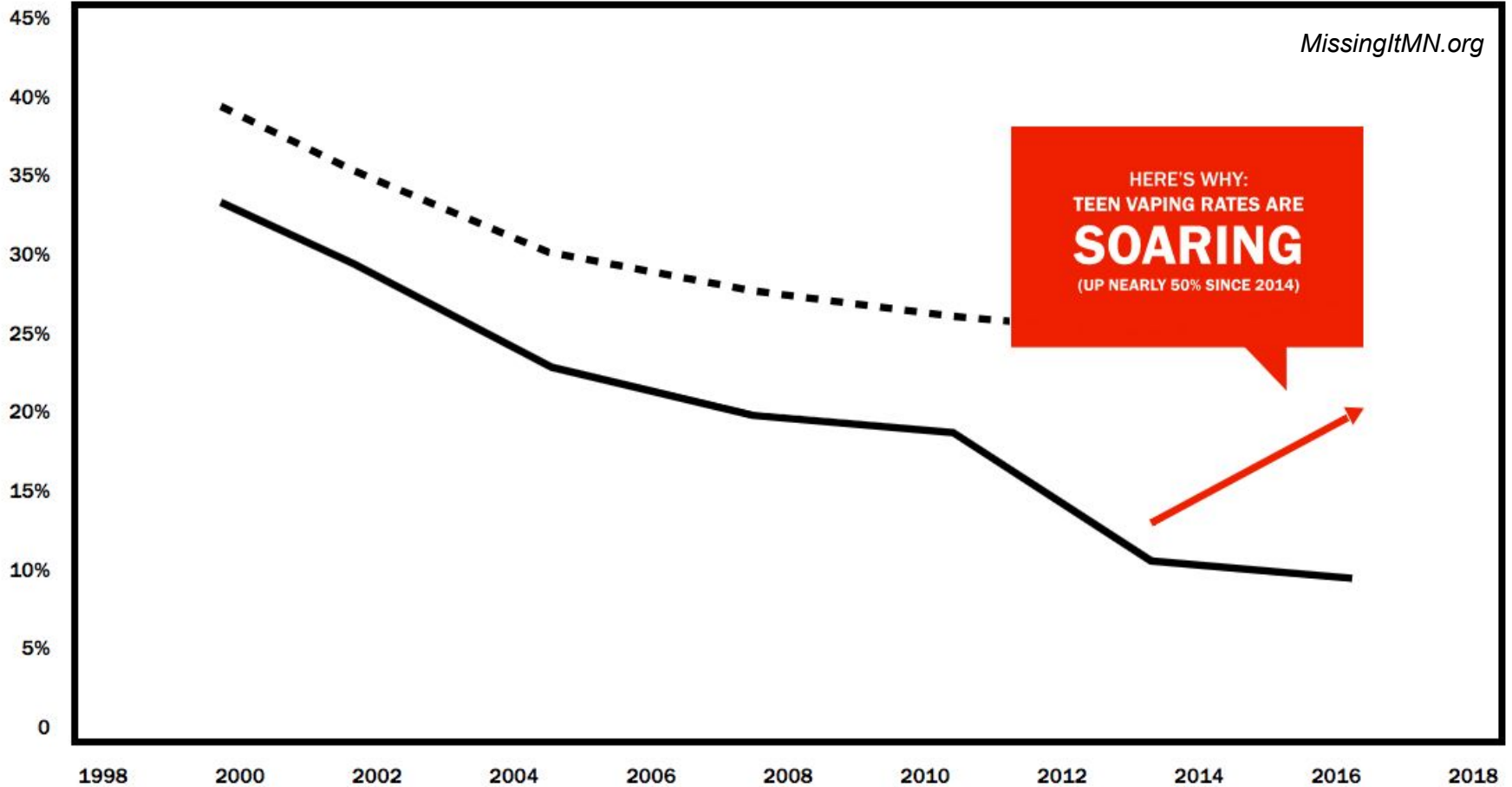
Yes



Vox



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HERE'S WHY:
TEEN VAPING RATES ARE
SOARING
(UP NEARLY 50% SINCE 2014)

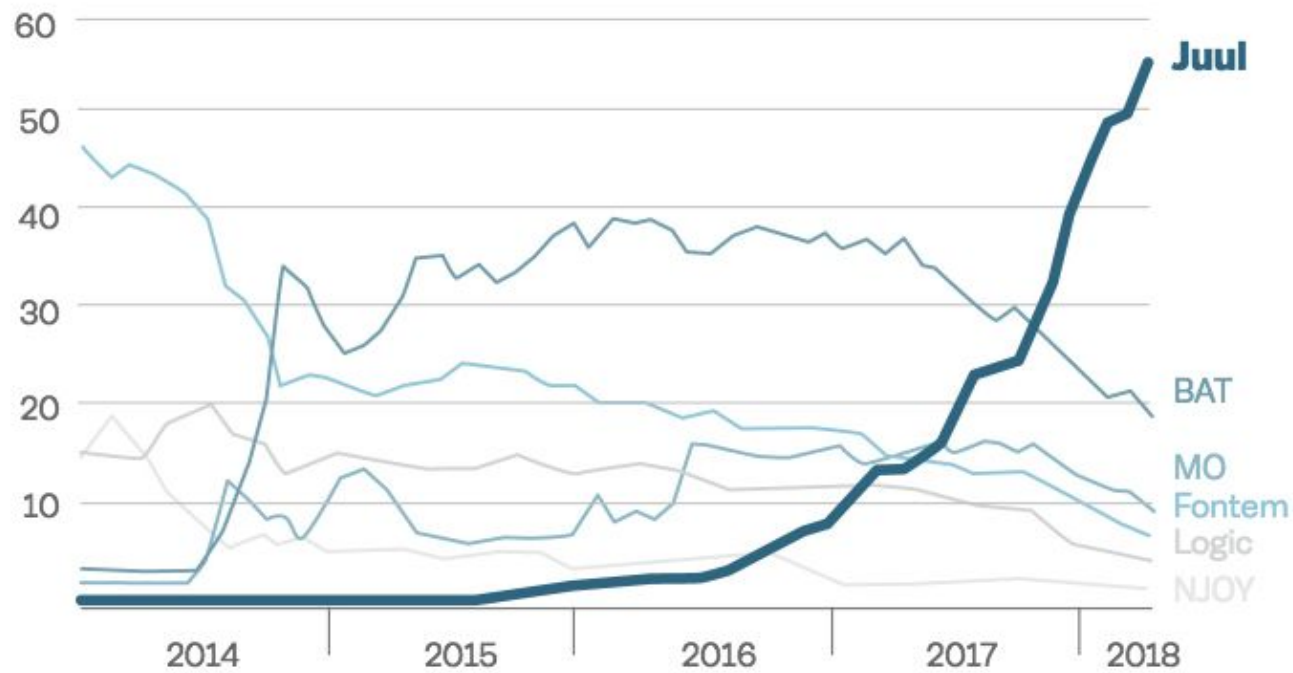
— Teen Vaping Use

— Teen Cigarette Use

--- Teen Tobacco Use

Juul sales are booming

Dollar share percentage of the e-cigarette traditional retail market, as of March 2018



Source: Nielsen Total US xAOC/Convenience Database and Wells Fargo Securities, LLC





FDA Involvement

- April 2018 - Request for information
 - Youth appeal of product
- November 2018 - Age Restriction
 - Juul pod purchase
- Restrictions and Suspensions
 - Social media
 - Age for purchase



Give JUUL

Have a friend or family member who is a smoker looking to make the switch? In the season of giving, share JUUL with them.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Ethics

- **Suggestive Advertisements**
 - Audiences
 - Attitudes
- **Flavors of Pods**
 - Fruit medley, mango, creme brulee
 - Proven to appeal to young people



Truth Anti-Vaping Campaign

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Cayson Ehlinger

Truth organization

- *Truth's* Mission Statement: “is dedicated to achieving a culture where all youth and young adults reject tobacco”
- Started in 2000 as an anti-smoking organization; currently only 6% of teens smoke cigarettes
- In 2017, e-cigarette products were used more than any other tobacco product amongst middle and high school aged students (FDA, 2018)
- Vaping may lead to an uptick in cigarette smokers



SAFER≠SAFE campaign

- Created to address increasing e-cigarette use amongst teens
- Social media and Youtube
- Articles appear on *Truth's* website
- Centered around a series of “puppet” advertisements

BECAUSE OF **HEAVY METALS** AND
RESIDUAL **NICOTINE**, E-CIGS CAN QUALIFY
AS BOTH **E-WASTE** *AND* **BIOHAZARD**
WASTE.



VAPING MIGHT BE SAFER THAN SMOKING,
BUT THAT DOESN'T MAKE IT SAFE.



#VAPING

Message examples



Effectiveness

Strengths

- Fits target audience
- Adaptability
- Consistent messages
- Grabs attention



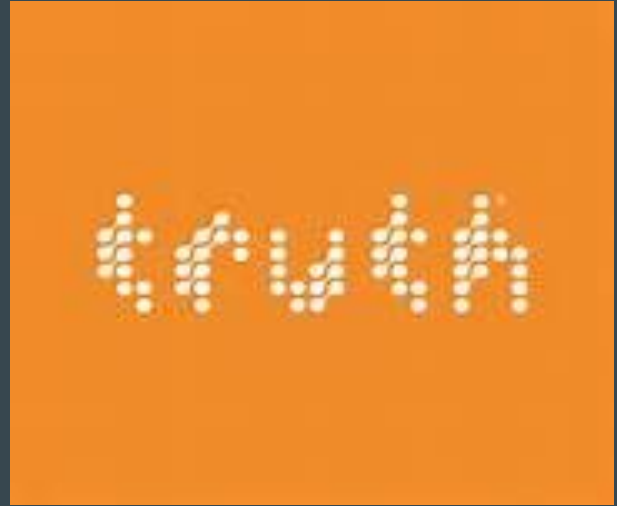
Weaknesses

- Inability to create long-term changes
- Lacks long-form engaging material

Application to our campaign

Keys:

1. Follow proven methods
2. Drive awareness
3. Utilize effective mediums
4. Use humor effectively
5. Create short, fact-based messages
6. Progress to more long-form messages



Truth Extended








Allison Ware, Tyler Casey, Josie Thelen & Claire Hasselman

Overview

- Background of Smoking: How it's become a Public Health Concern
- Health Promotions Mission (Client)
- E-Cigarettes on CSB/SJU Campus
- University of Minnesota Study
- Campaign planning process

Background of Smoking: Major Public Health Concern

- 16 million Americans are living with a disease caused by tobacco
- Smoking versus vaping
 - Cigarettes versus e-cigarettes
- Additional challenges for researchers

Type of Product	Nicknames	Distinguishing Characteristics
First-Generation	Electronic cigarette Cig-a-likes Minis 	<ul style="list-style-type: none"> • Physically similar to cigarettes • Come in disposable or rechargeable forms • May emit a light when the user puffs • Shorter battery life than later generations • Generally less expensive
Second-Generation	Vape pens Mid-sized e-hookah 	<ul style="list-style-type: none"> • Short for "vaporizer pen" • Come in various sizes • Not shaped like a cigarette • Slim like a pen • Can come in disposable or rechargeable forms • Refillable with e-juice/e-liquid
Third-Generation	Mechanical Modified Nicotine Delivery Systems (MODs) Vape MODs/personal vaporizer 	<ul style="list-style-type: none"> • Larger in shape and size • Include modification options • Have larger battery capacity and replaceable batteries • Typically rechargeable • Typically deliver more nicotine than earlier generations
	Electronic hookah 	<ul style="list-style-type: none"> • Electronic versions of hookah head and hookah bowl
	JUUL 	<ul style="list-style-type: none"> • Resembles a USB flash drive • Available in several flavors sold as 'pods' which contain nicotine and attach to the device • Has a subtle and sleek design that can easily be hidden from parents or teachers • Can be recharged in a laptop or any USB charger

Health Promotions Mission Statement

Identifying and confronting health related issues facing our campus communities and providing creative, dynamic and evidence-based programs, services, resources, opportunities and leadership to address them.

- Health Promotion
- Goals
- Areas of Focus

E-Cigarettes on CSB/SJU Campuses

- General growth in usage on campus
 - 2018 General Health Survey
 - 860 participants
 - CSB: 79.9% did not use
 - SJU: 66.2% did not use
 - Capstone Survey (2019)
 - 435 participants
 - CSB: 56% did not use
 - SJU: 42% did not use
- Variable
 - Difference in number of responses

E-Cigarettes on CSB/SJU Campuses (continued)

- Motivation for use
 - Setting: parties, around friends, bar, drinking
 - Studying/stressed
 - On the weekend
 - Easy
- Negative effects
 - Health risks
 - Contains Formaldehyde and Acrolein
 - Addictive/contains nicotine
 - Gateway use
 - Appeals to younger audience
 - Not FDA approved

University of Minnesota's Study vs. CSB/SJU Focus Group

U of M's Study

- Four focus groups, not daily cigarette smokers
- Attitudes toward e-cigarettes
 - “They see social use as not risky at all, but see more harm in everyday vaping” (Katz, 2019).
- Family/friends thoughts on e-cigarettes
- Control over usage
- Potential Upcoming Campaign?

CSB/SJU Focus Group

- Three focus groups
 - Users & non-users
- Social use
- Outside influence from others
- Enjoyable feeling
- Addictive
- Accessibility
- Results

Campaign Planning Process

- **The Truth Extended**

- “A student-led & facilitated team that empowers students by promoting the truth about e-cigarettes”.

- Posters in Bathroom Stalls: 69%
- Posters on the Link: 54%
- Health Advocates: 36%
- Social Media: 31.2%
- Tabling Event
 - Tuesday, April 30th, 2019



Questions & Answer Session

Work Cited

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