

Poster #8

Research Study

Title: "American Youth Perceptions of E-cigarettes Following Exposure to The Real Cost Campaign"

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Introduction and Objective. In response to public health concerns about e-cigarette use in adolescents, the FDA launched "The Real Cost" (RCC) Youth E-Cigarette Prevention Campaign in 2014. We aimed to explore associations between adolescents' exposure to the RCC and 1) perceived harm of e-cigarettes, 2) use in the past 30 days, and 3) willingness for future use.

Methods. We used data from participants of the National Youth Tobacco Surveys years 2018 and 2019. The independent variable was exposure to the RCC within the past year and dependent variables were perceived e-cigarette harm, e-cigarette use in the past 30 days, and willingness to use e-cigarette in the future in current non-users. Multivariable logistic regression models were used to estimate the associations while accounting for confounders.

Results. We studied 37091 adolescents, of which 59.1% have seen the RCC, 49.9% perceive e-cigarette use as harmful, and 16% have used e-cigarettes in the past 30 days. The adjusted results were not significant for the outcomes perception of harm and e-cigarette use in the past 30 days (OR 0.97, 95% CI 0.87-1.07 and OR 0.95, 95% CI 0.84-1.07, respectively). Results for the subgroup of non-current e-cigarette users were significant in the unadjusted model (OR 1.52, 95% CI 1.31-1.76 OR of 1.52 for "no," and OR 1.41, 95% CI 1.22-1.62 for "not sure"). The adjusted results were different, yet significant (OR 0.73, 95% CI 0.56-0.95, and OR 0.73, 95% CI 0.56-0.93) for those who answered "no" and "not sure," respectively, when compared to those who were exposed to the RCC.

Conclusions-Implications. Results suggest that the RCC targeted adolescents at higher risk of using e-cigarettes, and that the RCC did not change e-cigarette smoking rate in the past 30 days or perceived harm from it. Those who did not recall the RCC had the lowest probability of future e-cigarette use. Further longitudinal studies are warranted.