

Call of Abstracts - "International conference on the E-Cigarette: patterns of use and health impacts"



Call of abstracts

"International conference on the E-Cigarette: patterns of use and health impacts" - Paris, on 5-6th December 2022

Submission form

Poster & oral presentation

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Background information

Type of submission

Oral or poster

Theme of conference

Patterns of use

Keywords

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Social media

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Abstract title

Youth's views and experimentation with disposable e-cigarettes: using focus groups

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Abstract details (poster & oral)

Background, method, results and conclusions

Background: Most adolescents use visual-based social media daily and represents a key influence on young people's understandings of products, including e-cigarettes. Evidence suggests that use of flavoured pod-mod-like disposable e-cigarettes is increasing. Disposable e-cigarettes are widely promoted on the internet, and user-generated content and influencer marketing on social media represents a potential avenue for encouraging youths to experiment with the products. We aim to explore youth's responses to social media marketing and their engagement with disposable e-cigarettes.

Methods: Twenty focus groups were conducted between March and May 2022, with 82 youths aged 11-16 living in the Central belt of Scotland. Youths were asked about smoking and vaping behaviours, social media use, vaping advertisement exposure, and were shown illustrative examples of typical social media content (e.g., images and videos) which were used to stimulate discussion about different messages, presentations, and contextual features. Focus groups were audio recorded, transcribed verbatim, and coded using thematic analysis methods.

Findings: Youths considered that disposable e-cigarettes portrayed on social media were often glamorised as 'fashionable' and enticing by social media influencers and viewed as a modern lifestyle 'accessory'. They viewed disposable e-cigarettes as less harmful than traditional cigarettes, but also

expressed concern about the lack of health and age warnings on social media posts. This was viewed as problematic, especially for younger children who spend time on social media. Youths stated that social media adverts were branded in a way to target youths and the brightly coloured devices and range of flavourings encouraged youths to want to try the products, particularly sweet flavourings. Conclusion: Given the high level of youth's engagement with social media, these findings provide worrying evidence that disposable e-cigarettes are attractive to youths.

Main messages

Main message: Our research suggest the growing need for governments to work together to develop and implement policies to restrict the advertising and marketing of e-cigarettes on social media.

Type of study / research

Qualitative

Geography of the study

Europe

Funding of study

Federal source

No

State source

No

Nonprofit Grant Funding Entity Source

Yes

Nonprofit Grant Funding Entity Source

Yes

Academic Institution Source

Yes

Pharmaceutical Industry Source

No

Tobacco/E-Cigarette Industry Source

No

Declaration of interest

The submitter declares that during the past 5 years have a direct nor indirect link (professional*, personal or financial) with the tobacco and e-cigarette companies**

No