

# 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

### Contact details of the corresponding author

#### Title

Ms

#### First name

Janne

#### Last name

Scheffels

#### E-mail

janne.scheffels@fhi.no

#### Institution / company

Norwegian Institute of Public Health

#### Unit / department

Alcohol, tobacco and drugs

#### Address

P.O. Box 4534 Nydalen  
Oslo, 0404  
Norway

### Background information

#### Type of submission

Oral or poster

#### Theme of conference

Patterns of use

## Keywords

Market regulation

Perceptions, representations, beliefs

Youth

## Abstract title

E-cigarette-use in a global digital youth culture. A qualitative study of the practices and social meaning of vaping among 15–20-year-olds in a Nordic regulatory context

## Author's contact details :

### Title

Ms

### First name

Janne

### Last name

Scheffels

### E-mail

janne.scheffels@fhi.no

### Institution / company

Norwegian Institute of Public Health

## Co-author's contact details :

### Number of co-authors

1

### Co-author 1

Rikke Tokle Oslo Metropolitan University

## Abstract details (poster & oral)

### Background, method, results and conclusions

#### Background

The introduction of e-cigarettes on the tobacco market has brought on new regulatory challenges. Particular concerns relate to e-cigarette uptake among youths. The aim of this study was to explore the use and social meaning of e-cigarettes among Nordic youths and to discuss this in the context of current legislation.

#### Methods

Thirteen semi-structured focus group interviews were conducted with 46 Danish, Finnish, and Norwegian youths (24 boys) with vaping experience aged 15–20 years (mean age 17 years).

#### Results

We identified four themes. First, youth vaping stood out as an inherently social practice that was commonly interlinked with experimental and occasional use patterns. Second, relative to smoking vaping was seen as socially acceptable and less harmful to health. Third, product innovations like flavour additives and nicotine-free liquid options added to perceptions of low harm. Innovative device design features also facilitated new and playful user practices. Finally, the youths' e-cigarette use was integrated in their digital lives, and digital markets eased their access to e-cigarettes. The digital world

also represented an arena for e-cigarette exposure and self-presentation, and the youths commonly viewed vaping-related content in their social media feeds and also produced such content themselves.

#### Conclusion

Youth vaping is a social practice interwoven in the contemporary digital and global youth culture.

Transnational regulations are needed to support individual countries in preventing youth e-cigarette use and exposure.

### Main messages

Transnational regulations are needed to support individual countries in preventing youth e-cigarette use and exposure

### 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