

Call for posters - “International conference on the E-Cigarette: patterns of use and health impacts”



Call for posters

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

Submission form

—
NB: Please fill out one form for each abstract

Contact details of the corresponding author or organiser

Title

Mr

First name

Simon

Last name

Ducarroz

E-mail

simon.ducarroz@inserm.fr

Institution / company

INSERM

Unit / department

ERES

Address

27 rue de Chaligny
Paris, 75012
France

Background information

Theme of conference

Patterns of use

Keywords (please select 3 keywords to confirm your choice)

Perceptions, representations, beliefs

Prevention

Youth

Abstract title

Exposure to tobacco and e-cigarette content in most popular video clips and movies in France.

Author's contact details :

Title

Mr

First name

Simon

Last name

Ducarroz

E-mail

simon.ducarroz@inserm.fr

Institution / company

INSERM

Co-author's contact details :

Number of co-authors

1

Co-author 1

Véronique Régnier veronique.regnier@univ-st-etienne.fr

Abstract details

Background, method, results and conclusions

BACKGROUND: In 2014, the highest proportion of e-cig trial was in 15-24 years old. Furthermore, it has been shown that 33% of adolescents' tobacco experimentation occurs because of exposure to tobacco marketing, including product placement in the media. The 2016 Health law prohibited e-cig advertising in France. E-cig product placement in the media may have then risen to promote the product, as seen with tobacco or alcoholic products. Our study objective was therefore to assess the tobacco and e-cig content of the most popular movies and video clips in France to which the youths are especially exposed.

METHOD: We obtained the lists of the 100 most streamed video clips, and the movies that made more than one million entries in theatres in France in 2016. Videos were independently analysed by two trained coders. They analysed the media content at occurrence level, i.e. each appearance of the product, and also the broader tobacco-related messages. Kruskal-Wallis tests were used to assess whether the occurrence frequencies were identical by program genres.

RESULTS: One hundred video clips and 38 movies were included in the study, adding to a total of over 81 hours. In this sample, 603 occurrences were coded, including 3 e-cig. The comedy and historical films, and rap clips contained – although not statistically significant - the highest proportions of occurrences. The most frequent type of tobacco content activity was consuming (54%), followed by holding a tobacco product (28%). Most of the tobacco-related content occurred in homes (23.9%), followed by bars (11.8%).

DISCUSSION: Our study demonstrates that tobacco or e-cig content was still very prevalent in most popular clips and movies in France in 2016. Given the higher exposure of adolescents to such media, it

is important to prevent potential increases in favourable imagery these contents may generate. Unlike the study hypothesis of increased e-cig product placement, the coding only revealed 3 occurrences.

Main messages

Despite stringent regulation of tobacco advertisement in France, product placement and favorable imagery in clips and movies is still very frequent and youth continue to be exposed, potentially leading to favorable perception and attitude on tobacco.

Type of study / research

Quantitative

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

No

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