

Facts Over Flavor

Preventing e-cig/vape Use Among Youth

April 17, 2019

Wayne Tormala, Chief

Arizona Department of Health Services
Bureau of Tobacco and Chronic Disease



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

Continuing Nursing Education Information

Learning Outcomes

Upon completion of this presentation, the participants will be able to:

1. Describe current data use and trends regarding e-cig/vape use.
2. Describe youth attitudes and behaviors as reported in youth focus groups.
3. Discuss components of effective tobacco control communication strategies targeting youth.
4. Describe ways public health programs can incorporate effective tobacco control communication strategies.
5. Identify strategies to influence peer messaging around vaping.



THE UNIVERSITY OF ARIZONA
College of Nursing

Continuing Nursing Education Information

Disclosures

- The planners and presenters have no relevant financial relationships to disclose.



THE UNIVERSITY OF ARIZONA
College of Nursing

Continuing Nursing Education Information

Nursing Evaluations

Criteria for successful completion:

- Attendance requirements
 - You must be present for the full duration of the activity
- Complete an online **NURSING** evaluation
 - Available online at:
 - **cne.nursing.arizona.edu**
(go to Quick Links sidebar and click the CPE Evaluation link)



THE UNIVERSITY OF ARIZONA
College of Nursing

SETTING THE STAGE



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

Food & Drug Administration (FDA)

- Addressing the unprecedented increase in vaping among youth, FDA focused on regulating Vape manufacturers and retailers.
- In the Fall, 2018, , FDA gave manufacturers & retailers 60 days to prove they can keep them away from minors.



FDA (cont)

- Major concern with youth vaping:
 - Often, vaping hooks teens on nicotine who have never smoked.
 - The developing adolescent brain is particularly vulnerable to addiction and nicotine.
 - Most vape products contain nicotine (often in large concentrations) and other hazardous chemicals.
 - Marketed in colors and flavors and images that attract youth.



Centers of Disease Control & Prevention (CDC)

- Identified vaping among youth as a Major Public Health Concern
 - Direct health hazard to youth thru using and being exposed
 - Most vape products contain and emit numerous toxic substances, including actual metals and metal concentrations.
 - Vape products have not been approved as tobacco cessation products



Surgeon General

“Vaping among youth is a national epidemic!”



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

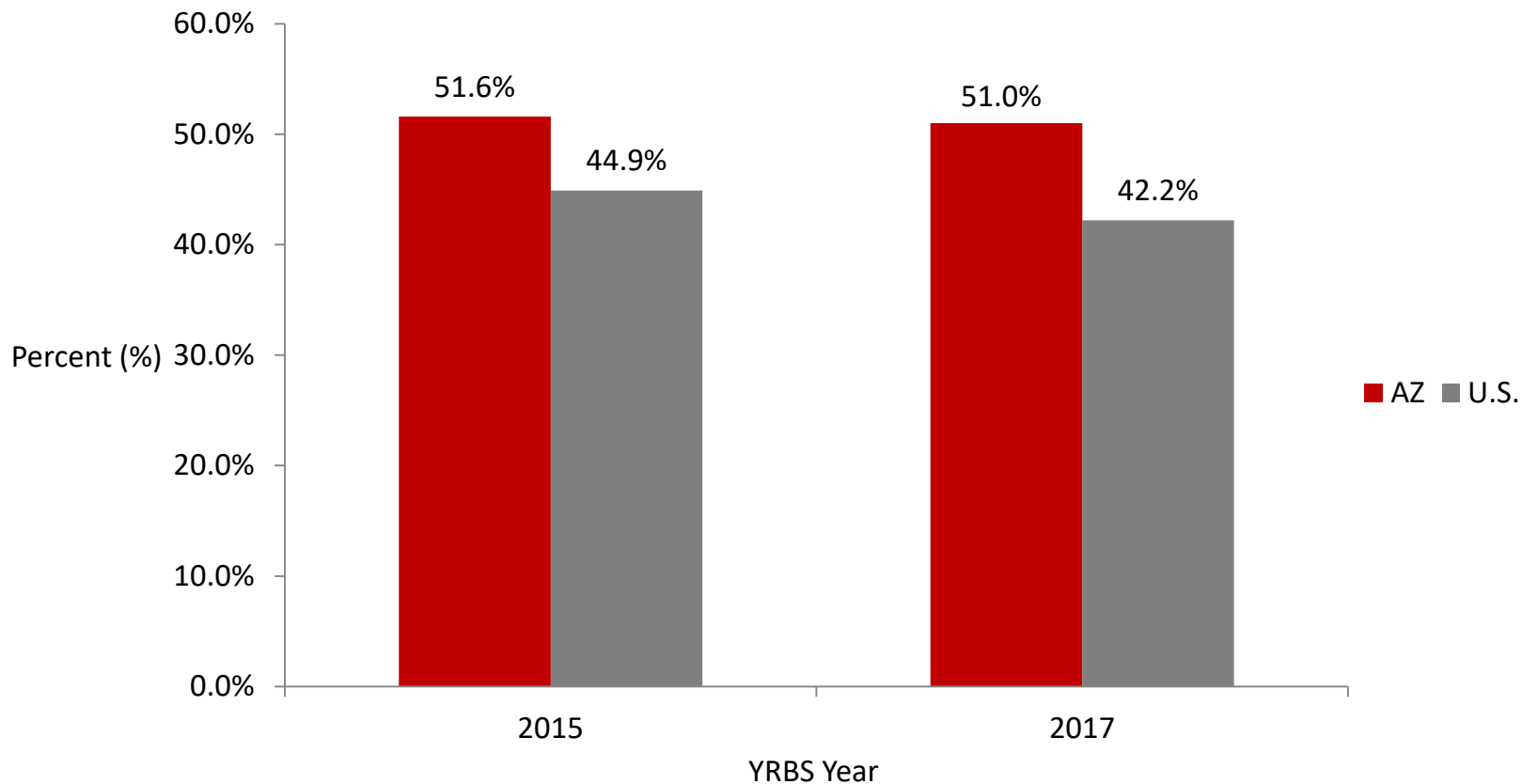
Arizona Department of Health Services

Youth Risk Behavioral Survey (YRBS)

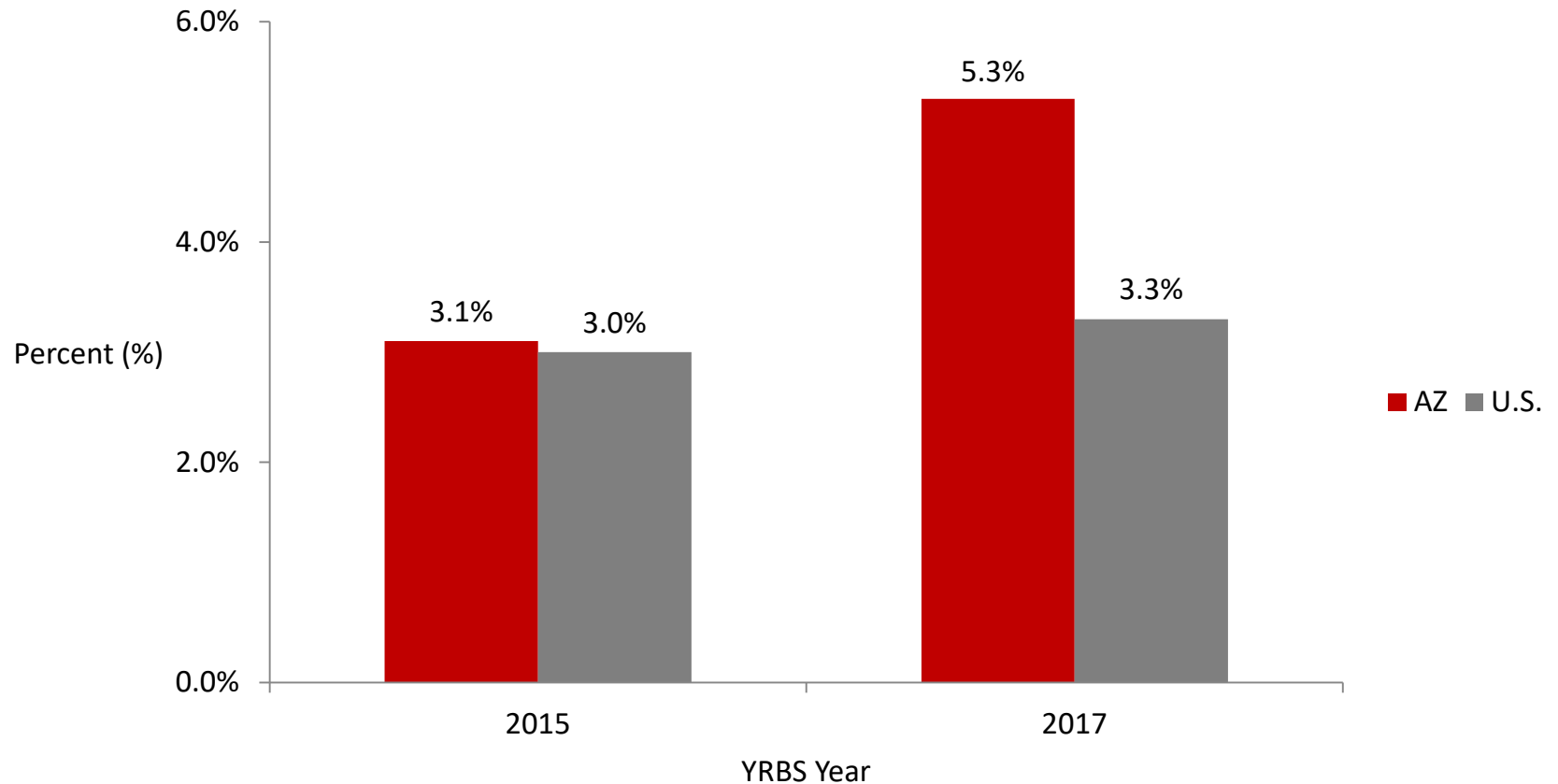
In 2015, questions about the use of electronic vapor products (*i.e. e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens*).....
.....were added to the Arizona YRBS.



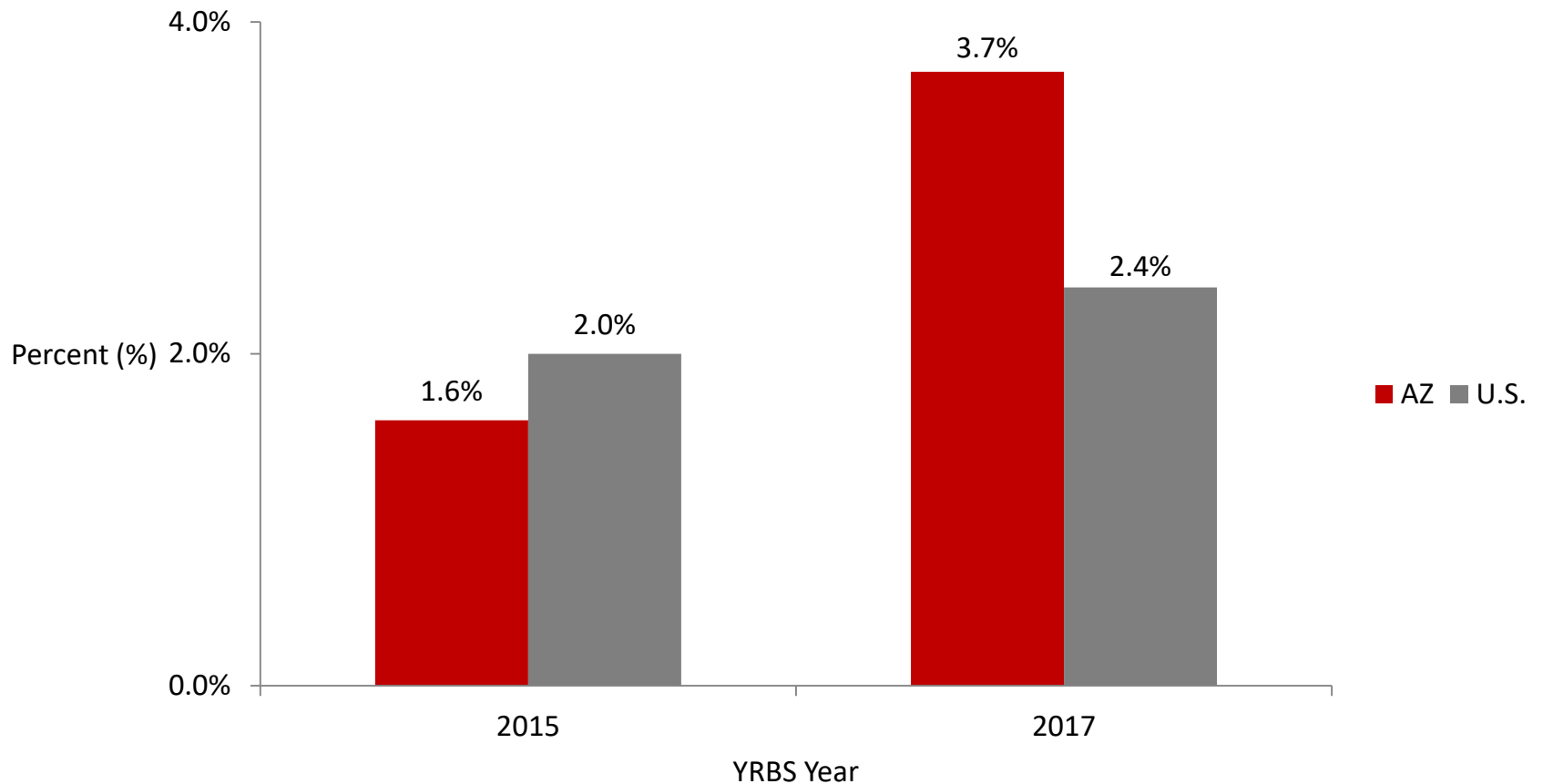
Ever used an electronic vapor product among high school youth, YRBS 2015-2017



Frequent use of electronic vapor products among high school youth, YRBS 2015-2017



Daily use of electronic vapor products among high school youth, YRBS 2015-2017



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

Arizona Trends

While **tobacco use** among youth is at an all-time low (4%).....

- 50% of youth report vaping at least once.
- 30% of youth have vaped in the past 30 days.
- 20% currently use on a nearly daily basis.

(90,000+.....ages 12-17)



Arizona Trends (cont)

We also know that.....

- Male vape at higher rates than females.
- Older teens vape more than younger ones.
- White youth vape more than Latinos and African Americans.
- 97% of vape products tested at the state lab contain high levels of nicotine.



What we do not know!

What does short-term success (attitude and behavioral change) look like?

At what level of vape use does the epidemic stabilize and begin to reduce?



“Arizona Department of Health Services has declared vaping among youth as a *top priority* in addressing the health of youth in Arizona!”



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

FACTS OVER FLAVOR

***BRINGING A HALT TO
THE VAPE EPIDEMIC!***



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

Campaign Overview

- ADHS launched the ***Facts Over Flavor*** youth prevention campaign on December 31, 2018
- Focused on Arizona youth ages 9 – 13 years
- Based on formative research, including a review of national practices and focus groups comprised of Arizona youth who vape.



Formative Research Findings

- Many youth and parents believe that vaping is harmless.
- Youths report that:
 - “everyone is vaping/’Juuling’ in my school.....
 - even right in the classroom.....and the
 - bathrooms are known as the “vape rooms.”



Why Youth Initiate Vaping

- Vape is a social lubricant (conversation starter).
- It helps ease social anxiety.
- Flavors and devices are appealing....look “cool.”
- It is easier to show-off “smoke tricks,” and often leads to competition.
- Social contagion.



Countering the Prevailing Beliefs About Vape

- Meet them where they're at!
 - Reach youth and parents via social media and local events throughout Arizona.
- Communicate thru trusted messengers!
 - Work with Students Taking a New Direction (STAND), an ADHS initiative involving 36 youth coalitions in every county of Arizona.
- Enforce legality, without criminalizing!
 - Coordinate with the Attorney General's Office in conducting surveillance of illegal sales of vape products to youth.



Talking to Youth About Quitting

- Most youth use the term JUUL-ing, and many do not consider JUUL-ing as vaping.
- They do not buy the “health consequences” argument as a reason to quit.
- They are not responsive to the “nicotine addiction” argument.
- They want clear reasons why they should not vape (e.g. immediate health hazards).



Facts Over Flavor

- Goals:
 - Educate youth and provide guidance to parents on the dangers (immediate and long-term) of vape product use.
 - Prevent the initiation of vape consumption among middle school children



A New Approach to Media



- The ***Facts Over Flavor*** campaign was developed based on CDC best practice
- Designed within the context of today's youth communications and media consumption habits



Meeting Youth Where They Are

- Digital platforms dominate teens' time
 - TV remains strong in its ability to reach mass audiences, but digital strategies must be prioritized
 - The ***Facts Over Flavor*** campaign generates new messages at the pace in which they consume content



Campaign Strategies

The campaign utilizes four different strategic communications approaches to prevent youth from initiating vapor consumption:

- 1. Addiction**
- 2. Negative Health Effects**
- 3. Gateway**
- 4. Youth Empowerment**



Campaign Strategy 1: Addiction

- Addresses the fact that many vape products contain nicotine, which plays a role in addiction.
- **Nicotine addiction rewires your brain.**



Campaign Strategy 2: **Negative Health Effects**

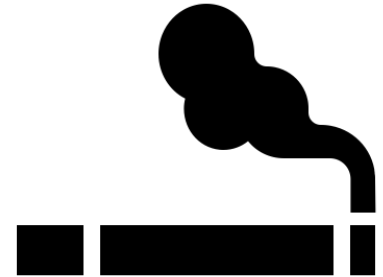


- Vaping may lead to long-term health effects, but youth think in the *now* - the danger is real.
- **You are more likely to succumb to addiction and disease.**



Campaign Strategy 3: Gateway

- Studies show youth who vape may have a heightened potential for long-term tobacco.
- **Youth who vape are 4X more likely to smoke cigarettes than youth who don't vape.**



Campaign Strategy 4: **Youth Empowerment**



- The campaign recognizes today's social climate and the attitudes of today's youth.
- **Empower youth to not vape by showcasing the strengths and freedom of those who choose to abstain.**



CAMPAIGN RESULTS

December 31, 2018 – March 24, 2019



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

Campaign Results

(as of April 7, 2019)



- Over 52 million impressions on digital, social, and cable media platforms
 - Snapchat (59%)
 - YouTube (21%)
 - Instagram (13%)
- 75% are performed on a mobile device



Facts Over Flavor.com

Average time spent on **FactsOverFlavor.com** is
nearly 5.5 minutes (05:30)



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

FactsOverFlavor.com



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans

Continuing Nursing Education Information

In order to earn **1.5 contact hours** of Continuing Nursing Education credit for completing this presentation, fill out an evaluation found at:

cne.nursing.arizona.edu

(go to Quick Links sidebar and click the CPE Evaluation link)



THE UNIVERSITY OF ARIZONA
College of Nursing

Thank You!

Wayne Tormala

wayne.tormala@azdhs.gov

(602) 364-0834



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Health and Wellness for all Arizonans