



Attitudes and Beliefs Surrounding JUUL and E-Cigarette Use

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ABSTRACT

- E-cigarette use and nicotine addiction has grown among adolescents and young adults in the past decade
- E-cigarette companies have been accused of marketing to teens, especially with social media
- Policy makers, including the FDA, have taken some regulatory actions against e-cigarette companies



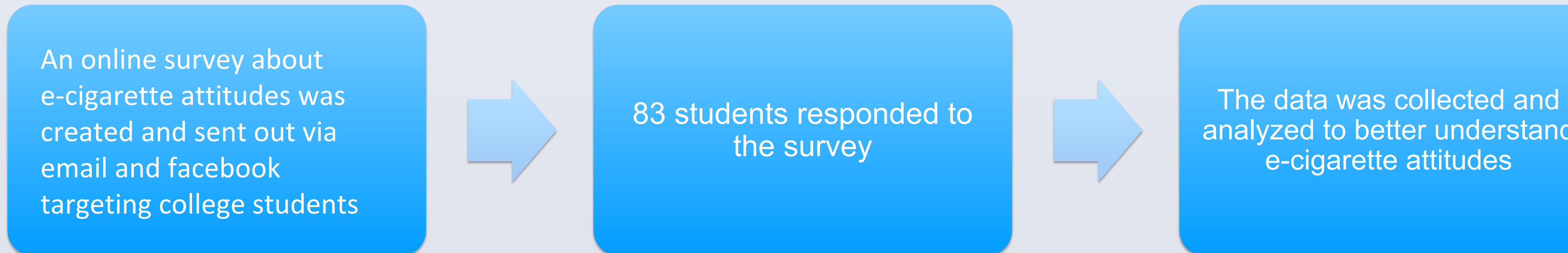
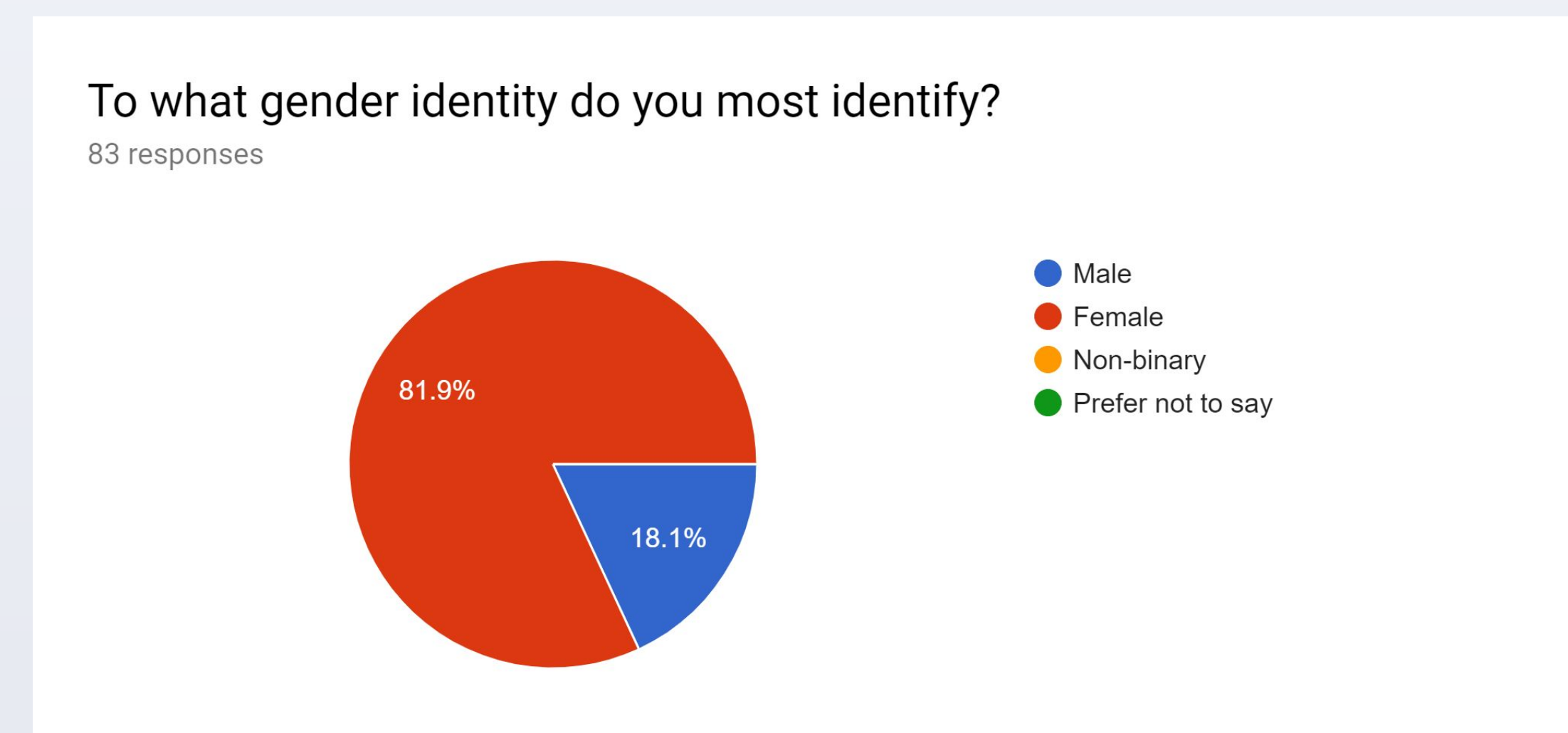
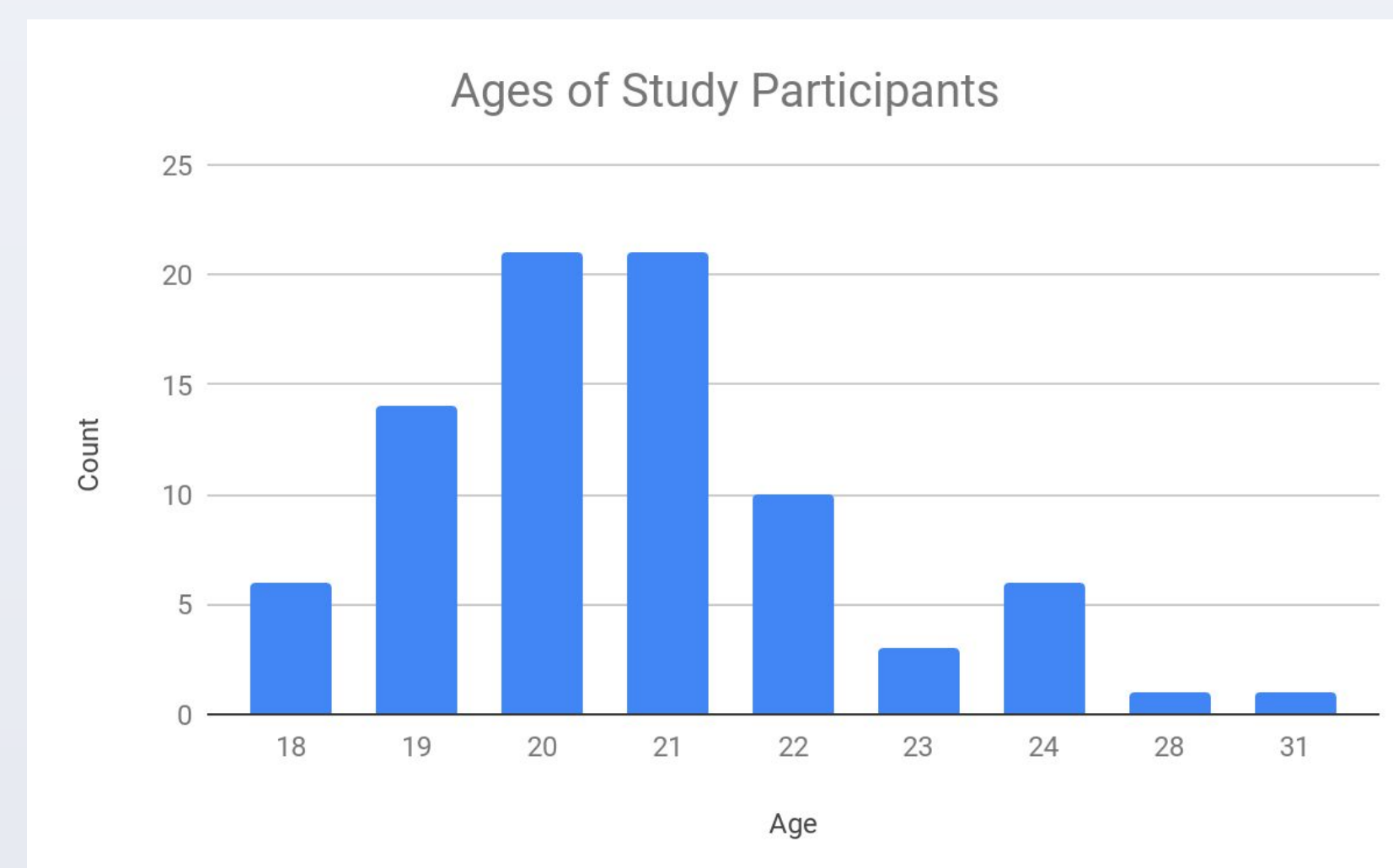
INTRODUCTION

Study Goals:

- To better understand why youth are using JUUL and e-cigarettes
- To gauge the knowledge that college students have about the products in regards to nicotine concentration and age of first use

METHODS

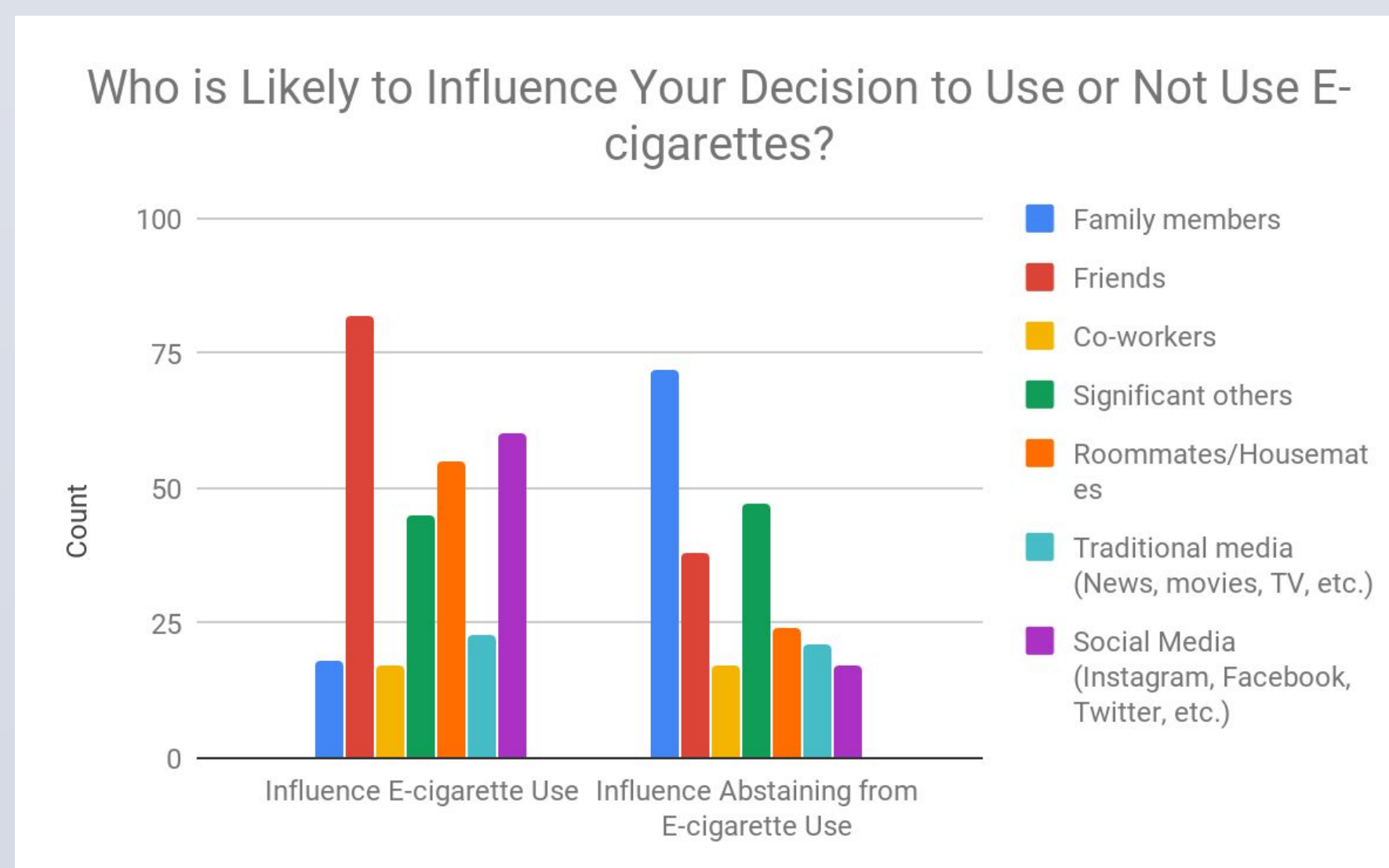
BSPH students enrolled in FMPH 194 sent out electronic surveys through the Public Health department and group facebook pages heavily frequented by the UCSD community



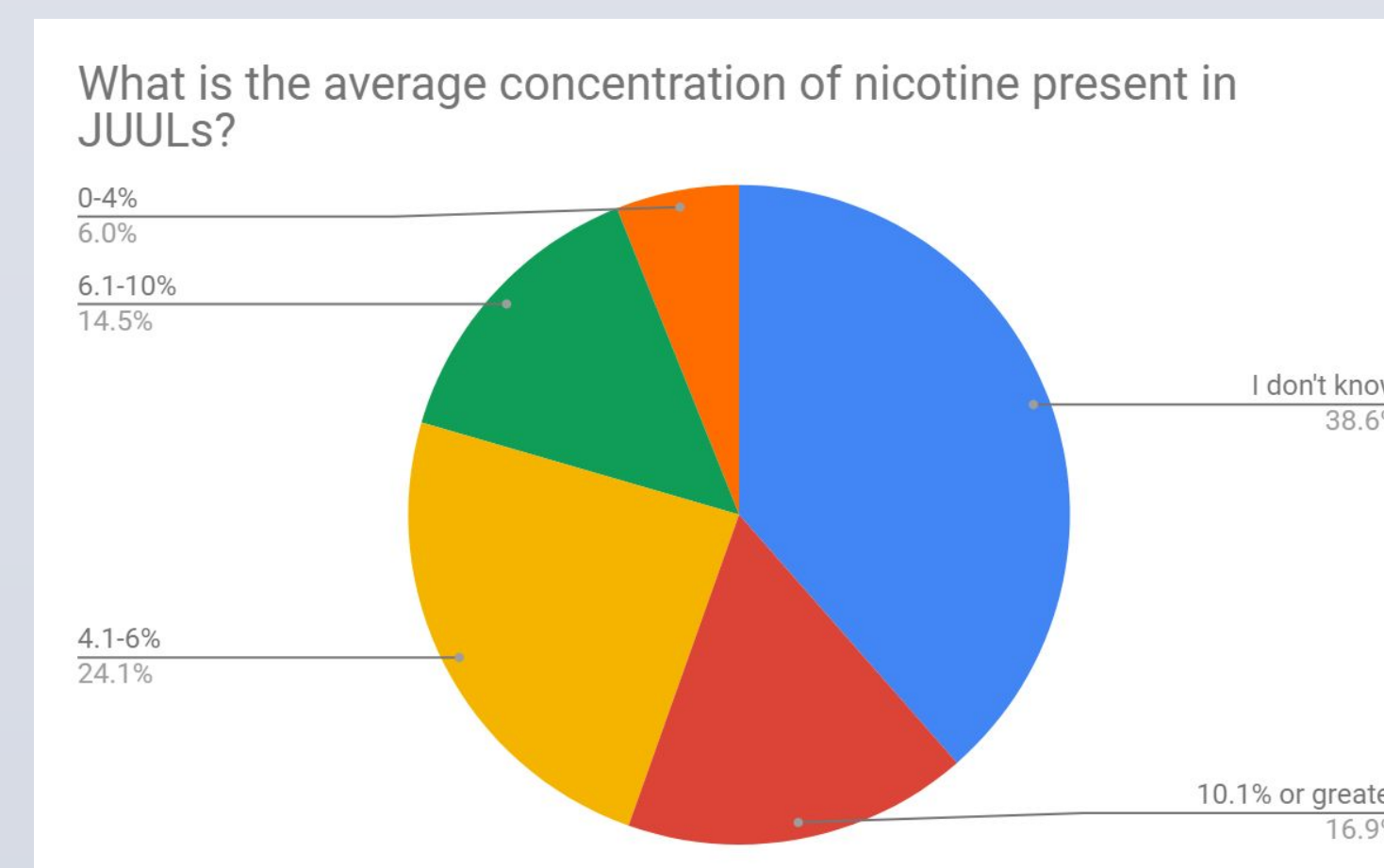
IMPLICATIONS

- Public health efforts would be well spent on educating youth in high-school of the concentration of nicotine in JUUL and other e-cigarettes
- Ad campaigns targeting parents and caretakers of youth are a potential route to decrease the prevalence of youth using nicotine
- Restricting advertisements on social media may be a protective factor against youth starting use of JUUL and e-cigarettes

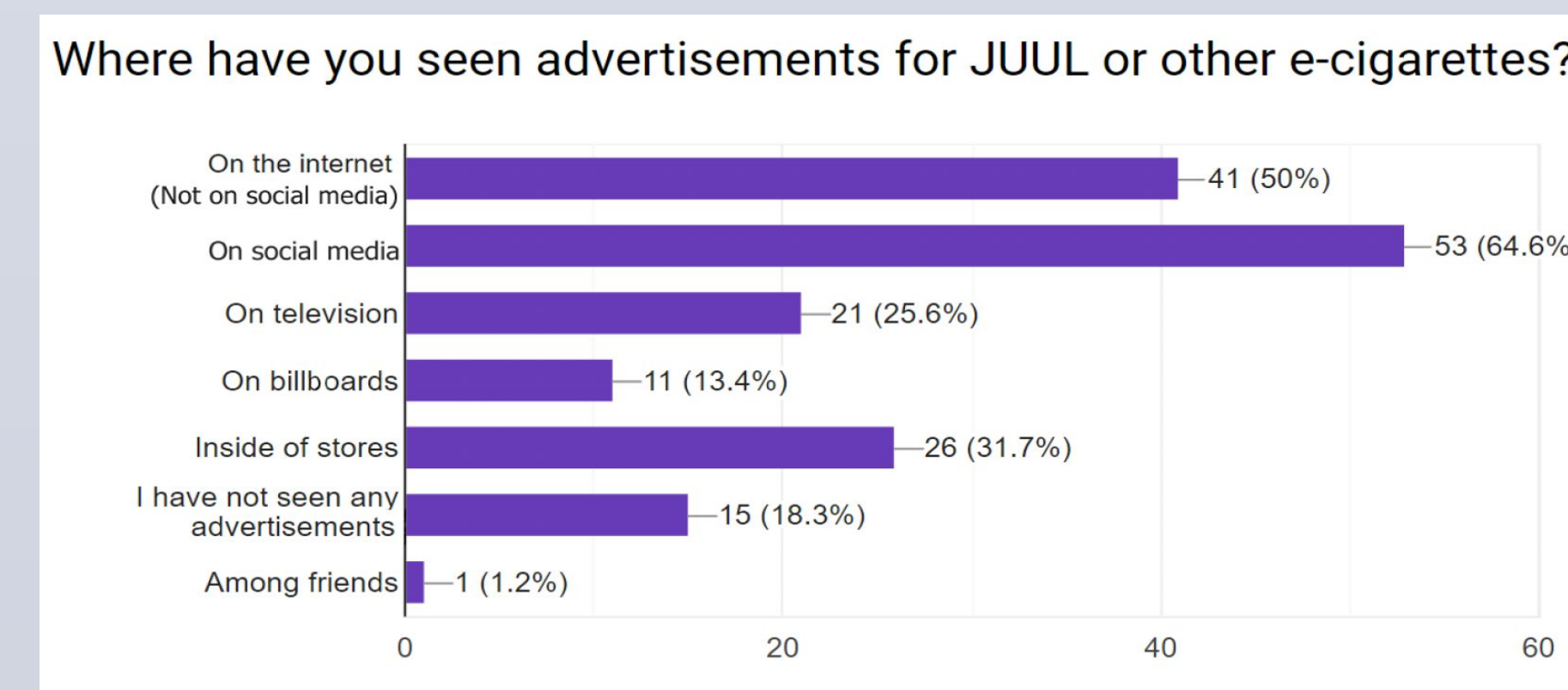
RESULTS



(Above) Friends and social media were the most likely to influence the use of e-cigarettes. In contrast, family members and significant others were the most likely to influence not using e-cigarettes.



(Left) 37.4% of respondents have an inaccurate perception of the nicotine concentration present in JUUL



(Above) A majority of respondents have seen advertisements for JUUL on the internet and social media

Conclusion

- Students perceive high rates of exposure to JUUL and e-cigarette advertisements
- Only 24% of students accurately reported the presentation of nicotine present in JUUL
- Social networks highly influence usage of JUUL and e-cigarettes, whereas interpersonal connections have greater influence for not using JUUL and e-cigarettes

ACKNOWLEDGEMENTS

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