

Perceptions about JUUL and Reasons for Use among UC San Diego College Students



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Abstract

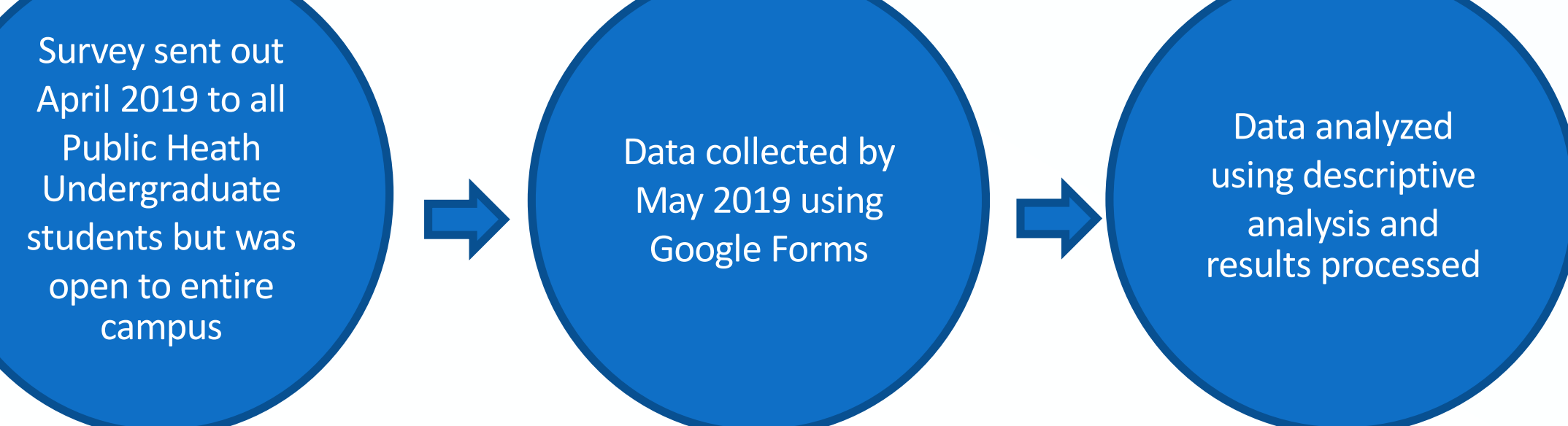
- **Objective:** To determine whether college students at UC San Diego are fully aware of the negative consequences of JUUL and to determine the reasons for why college students are influenced to JUUL.
- **Methods:** The design of our study (Perceptions about JUUL and Reasons for Use among UC San Diego College Students) is a survey distributed via email to the public health undergraduates at UCSD, during April 2019- May 2019. Data was collected using Google Forms and 74 responses were received.
- **Results:** Approximately 48.7% thought of JUUL as a little harmful, 25% thought it was somewhat harmful, and 15.8% thought it was not harmful at all.
- **Conclusions:** There is a lack of knowledge of the harmfulness of JUULing among UC San Diego students. Associations between how they heard of JUUL and their perceptions of the dangers may suggest a source for the lack of knowledge.
- **Policy implications:** These findings could inform educational interventions about the dangers of JUUL. Potential policy implications include improved warning labels required of JUUL companies, and stricter regulations of the advertisement of JUUL.

Objective/Introduction

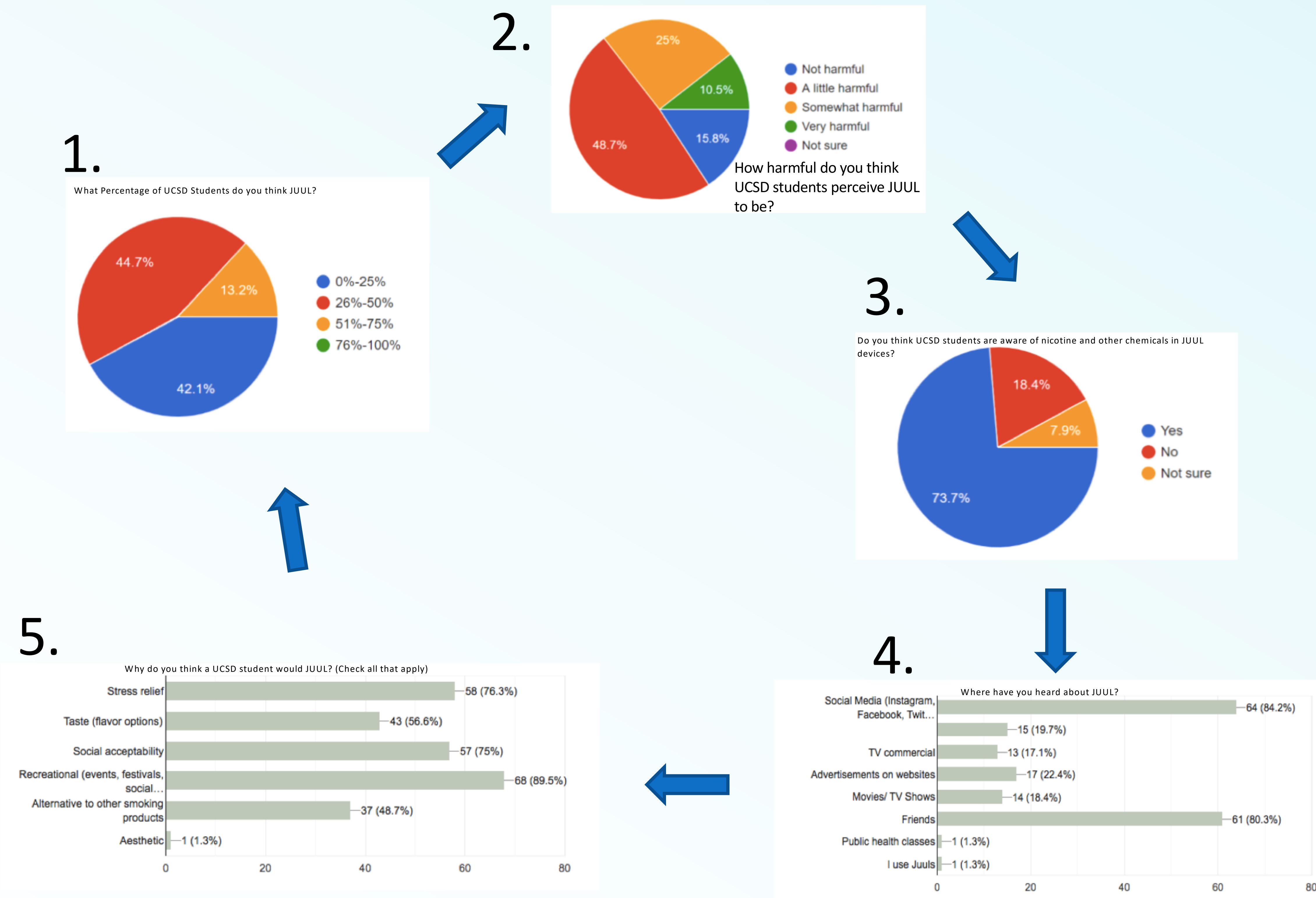
Our objective is to describe the perceptions of use of JUUL and perceived harms/benefits of JUUL among UCSD undergraduate college students

Methods

- Population: UCSD Undergraduate Students
- Age group: 18-26 years old
- Gender distribution: 89% Female, 11% Male
- Sample Size: 76
- Method of collection & analysis:



Results



1. Approximately 58% of UCSD students believe that between a quarter to three fourths of UCSD students JUUL
2. Approximately 65% of UCSD students perceive the JUUL to not harmful or a little harmful.
3. Approximately 74% of UCSD students believe that other students are aware of nicotine and other chemicals in JUUL devices.
4. 84.2% of UCSD heard of the JUUL via social media such as Instagram Facebook, Twitter and 80.3% heard of the JUUL from friends.
5. Approximately 90% believe UCSD students JUUL for recreational purposes and approximately 77% believe UCSD students JUUL for stress relief.

Conclusions

- There is a lack of knowledge of the harmfulness of JUULing among UC San Diego students. Associations between how they heard of JUUL and their perceptions of the dangers may suggest a source for the lack of knowledge.
- Despite the acknowledgement that there are harmful substances such as nicotine in JUUL, most UCSD students perceive JUUL as a little harmful. This contradiction may be due to the source of information.
- Most UCSD students have heard of JUUL via social media and friends.
- These findings indicate that work needs to be done to correct the social norms perceptions and harms of JUUL.

Policy Implications

- The current policy landscape of JUUL is relatively new and upcoming.
- in 2016, the Federal and Drug Administration passed a law to regulate all tobacco products, including e-cigarettes. -allowed the FDA to “regulate the manufacturing, packaging, promotion, and sale of e-cigarettes.

Policy Options:

1. Create Mandatory JUUL Education Module
2. Social Media Campaigns on JUUL
3. Educate Youth and Young Adults About JUUL