E-Cigarette Use Among Kentucky Youth: Marketing Exposure and Co-Use with Other Substances

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E-cigarette Marketing Exposure Among Youth

- Widespread e-cigarette marketing targeting youth
  - Lack of marketing regulation & increased ad spending from e-cig companies

- Exposure to e-cigarette marketing targeting youth
  - In 2014 in U.S., 10 million high school students and 8 million middle school students were exposed to e-cigarette ads, usually in retail stores or online
  - Youth Appeal – trendy, easy to hide, easy to use, flavors, marketed as healthier than tobacco cigarettes, social marketing

- Impact on Youth E-cig and Tobacco Use
  - Youth exposure to nicotine/tobacco marketing has been associated with a greater risk of single, dual, and poly tobacco product use among nonusers, and greater risk of dual/poly use among single product users.
EMA Study of KY Youth E-cig Use & Influences

• **Current Study**
  • NIDA/FDA-funded R03 pilot to examine daily associations between youth e-cig use, motivations to use, exposure to marketing and others’ use, and intention and willingness to use e-cigs and tobacco in the future.

• **Study Methods**
  • Recruited through schools and flyers at youth events.
  • Baseline survey of demographics, attitudes, beliefs, and past 30 day, year, and lifetime ATOD use.
  • Two-week ecological momentary assessment (EMA); daily surveys on environmental and personal influences and use of e-cigarettes and ATOD.

• **Sample**
  • 50 youth (13-17), past 2-week e-cig users or e-cig and tobacco users.
Youth Sample (N=50)

- Demographics: 40% Male and 90% White; 19% 15 years old, 33% 16 years old, and 48% 17 years old.
- Ever knowingly vaped nicotine – 96%*
- Ever smoked tobacco cigarette – 48%
- By 14 years old...
  - 46% had vaped nicotine
  - 26% had smoked cigarette

### Age when:

<table>
<thead>
<tr>
<th>Age when:</th>
<th>First vaped nicotine</th>
<th>First smoked a whole cigarette</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 years</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>12 years</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>13 years</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>14 years</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td>15 years</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>16 years</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>17 years</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Unsure / never</td>
<td>4% (unsure)</td>
<td>52% (never)</td>
</tr>
</tbody>
</table>
Daily Youth E-cig Use & Marketing Exposure

• Prevalence & Intention to Use
  • Daily vaping with nicotine = **74%**
  • Intention to vape with nicotine the next day = **47%**

• Daily Exposure to E-cig Marketing
  • Ads near school = **17%**
  • Ads near their neighborhood = **28%**
  • Ads in social media = **37%**
  • Ads in magazine, TV, or movies = **19%**

• Daily Exposure to Prevention
  • Ads/ messages about e-cig health warning = **13%**

Daily exposure to marketing was significantly associated with willingness to vape nicotine the next day.
Youth Co-Use of E-cigs & Other Substances

• Research shows that youth e-cig users are at greater risk for using additional substances.

• In our sample of 50 KY youth, we found past month co-use with a variety of substances.

<table>
<thead>
<tr>
<th>Co-Use with E-cigs</th>
<th>Prevalence Past Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marijuana</td>
<td>51%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>47%</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>33%</td>
</tr>
<tr>
<td>Cigars, cigarillos, or little cigars</td>
<td>22%</td>
</tr>
<tr>
<td>A prescription drug to get high</td>
<td>8%</td>
</tr>
<tr>
<td>Chewing tobacco, snuff, or dip</td>
<td>4%</td>
</tr>
</tbody>
</table>
Youth E-cig Use and Marijuana

• Access to e-liquids:
  • 90% said it was easy to get nicotine e-liquid
  • 64% said it was easy to access THC oil

• Lifetime use:
  • 96% had ever vaped nicotine
  • 46% had ever vaped THC oil
  • 78% had ever smoked marijuana

• Daily Use:
  • Vaping nicotine was reported 74% of the time
    • Co-use with marijuana (vaping or smoking) was reported on 27% of those occasions
Implications

• Need for policies and interventions to reduce impact of e-cigarette advertising.

• Marketing restrictions for all nicotine/tobacco products, similar to those for tobacco cigarettes, should be considered for retail and online.

• Need to better understand the relationship between tobacco/nicotine marketing exposure and subsequent e-cigarette and tobacco cigarette use.

• Need to better understand the influences and trajectories of co-use of e-cigarettes with other substances.
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Thank You

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