



E-CIGARETTES & VAPING

Survey Key Findings, July 2020



SUMMARY

In an effort to learn and obtain community feedback on issues specific to the use of e-cigarettes/vaping in region 11, PRC developed a qualitative data collection tool in the form of a survey, which ruled out throughout diverse areas of the 19 counties in region 11.

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PRC11 – Data Coordinador

Key Findings

To provide a general overview, listed below are some key findings from data gathered to complete this assessment:

Objectives of the survey were to identify:

- ✚ Awareness of e-cigarettes/vaping
- ✚ Perceived relative harm of e-cigarettes/vaping
- ✚ Accessibility of e-cigarette/vaping
- ✚ Common misconceptions about e-cigarettes/vaping
- ✚ Views on e-cigarettes/vaping
- ✚ Vaping prevention and information resources

- I. Both groups, youth and adults have a general understanding about e-cigarettes/vaping. 98% of adults and 97% of youth responded that they had heard about e-cigarettes.
- II. 87% of adult and 57% of respondents strongly agree that using an e-cigarette is harmful.
- III. 40% of adults said they considered it is “very easy” for a youth to obtain an e-cigarette. By contrast, only 28% of youth believes it is “very easy”. Moreover, 52% of adults and 49% of youth believe that friends are the main source where youth are obtaining vaping devices.
- IV. 17% of adults and 26% of youth believe that e-cigarettes can be useful for quitting smoking. Only 12% of adults and 27% of youth consider e-cigarettes to be safer than regular cigarettes. However, there was a higher percent of responses for both groups regarding the belief that e-cigarettes can be useful for reducing cigarette consumption.
- V. A majority of adults (60%) consider the use of e-cigarettes a public concern whereas only 29% of youth does. More than half of adults strongly agree that schools should have a policy on e-cigarettes and should also offer prevention education to parents on e-cigarettes/vaping. By contrast, youth percentage for “strongly agree” was lower. Last, when asked about e-cigarettes been regulated like other tobacco products, 79% of adults strongly agree with the statement whereas only 34% of youth did.
- VI. 75% of parents said they have talked about e-cigarette prevention with their kids. Only 24% of youth said that their parents had talked to them about e-cigarette prevention.

Introduction

The Prevention Resource Center 11 (PRC 11) is a program of Behavioral Health Solutions of South Texas, funded by the Texas Health and Human Services Commission. PRC is part of a large network of prevention programs that aim to reduce alcohol, tobacco, and other drug use among adolescents and adults in the State of Texas. PRC 11 covers 19 counties in the South Texas region, including the Rio Grande Valley and the areas around the cities of Falfurrias, Beeville, Laredo, and Corpus Christi. There are eleven regional Prevention Resource Centers (PRC's) servicing the State of Texas. Each PRC acts as the central data repository and substance abuse prevention training liaison for their region.

In an effort to learn and obtain community feedback on issues specific to the use of e-cigarettes/vaping in region 11, PRC developed quantitative data collection in the form of a survey, which ruled out throughout diverse areas of the region. These surveys were designed so that they would aid in revealing information and insight regarding e-cigarettes/vaping 1) awareness, 2) perception of harm, 3) accessibility, 4) misconceptions, 5) public views, and 6) prevention information and resources.

Methodology

Surveys were developed by the Prevention Resource Center to target adult and youth populations throughout the 19 counties of region 11. There was a total of 597 individuals who voluntarily participated in an online survey (N=193 Adults and N= 394 youth). The survey distributed from January 27th, 2020 to April 30th, 2020. Participants completed an online and/or in person survey with a duration of 10 to 15 minutes and a short paper demographic questionnaire asking for the participant age, race/ethnicity, gender, educational background etc. Snowball sampling was utilized to gain access to each population of interest. Participants were recruited by advertising the survey at regional coalition meetings and community events such as health fairs and presentations. Other participants were located through personal social networks. Also, after completion of each survey QR codes cards were offered to participants to distribute to their eligible social networks that wanted to participate and take the survey.



Demographics

The demographics for this survey are provided in the figures below. Information on gender, and age group is provided for both youth and adults. There is also information on the total responses by county for both groups.

Adult Gender Demographics

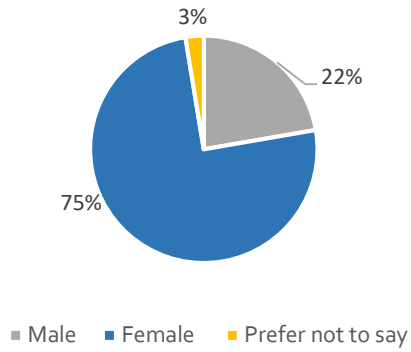


Figure 1

Youth Gender Demographics

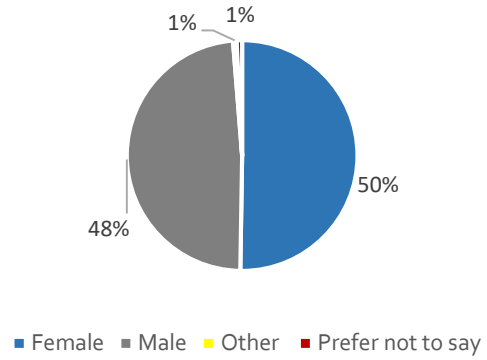


Figure 2

Age Group (Adults)

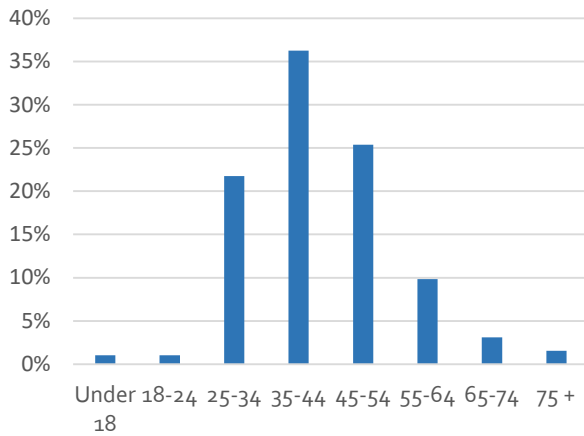


Figure 3

Age Group (Youth)

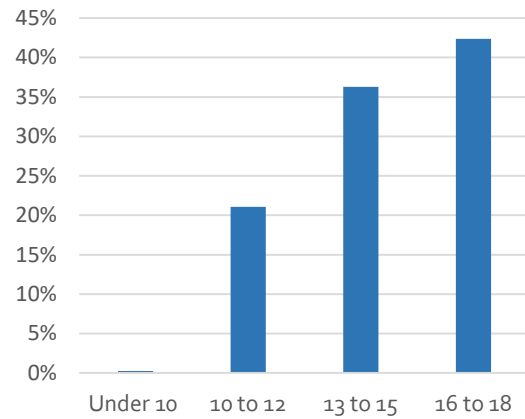


Figure 4

87% of adults and 96% of youth identified as Hispanic. At the time of the survey, 79% of adults were employed and 11% were unemployed. A majority of adults (47%) had a bachelor's degree and 73% of adults were married or in a domestic partnership.

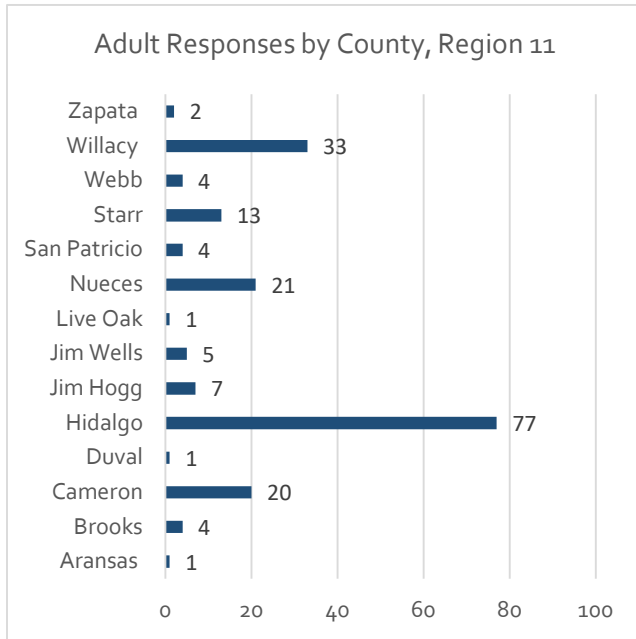


Figure 5

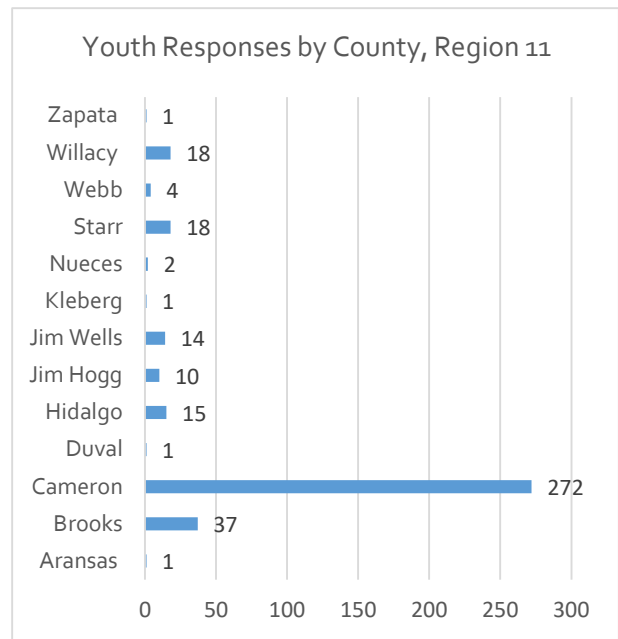


Figure 6

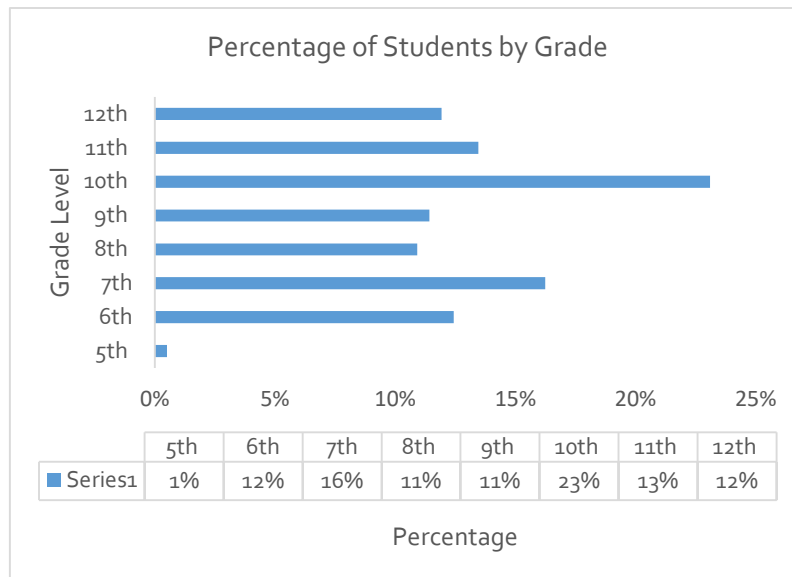


Figure 7

Findings

The following section will provide information explaining key findings from participant's responses. The information is divided in themes and each theme will highlight results by providing graphs and pie charts to illustrate data.

Awareness of E-cigarettes/Vaping

In order to learn about participant awareness on e-cigarettes/vaping, participants were asked questions such as "have you ever heard of a product called e-cigarette" and "do you know what vaping is". Findings show that most respondents had heard about e-cigarettes. (98% adults and 97% youth said yes). Figure 10 includes responses broken down by gender for both groups.

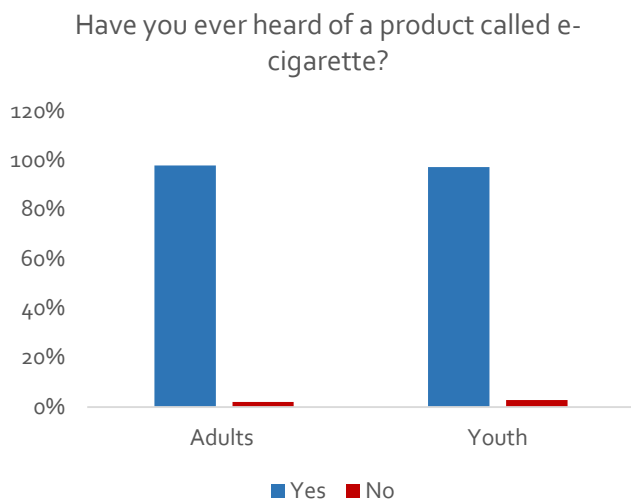


Figure 8

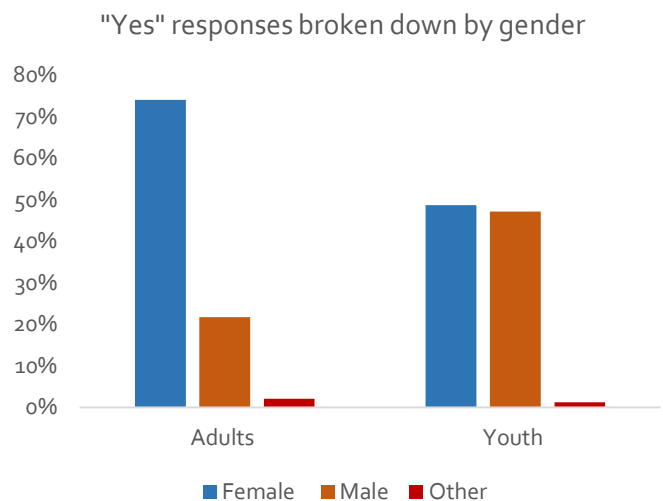


Figure 9

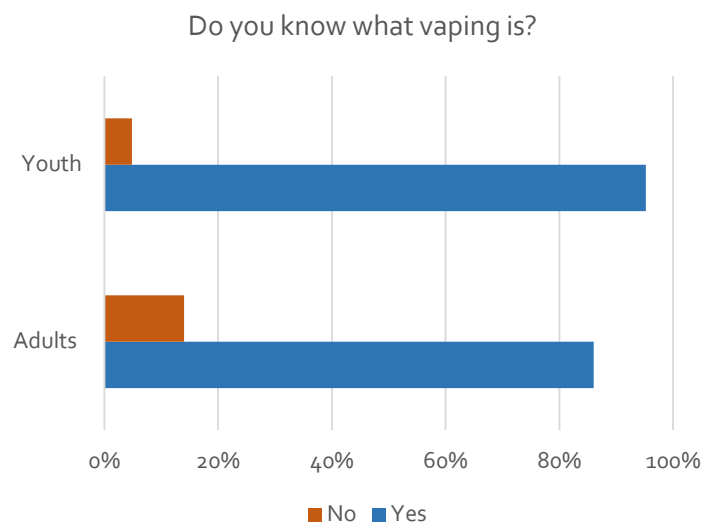


Figure 10

The majority of respondents who are aware of e-cigarettes gained their knowledge from multiple available sources, such as, (personal interaction, traditional media, and the internet). Traditional media (e.g., TV ads) was the most popular response among the adult group. 46% of adults responded that the first time they learned about an e-cigarette was through traditional media. By contrast, the internet (e.g., social media) was the most popular response among the youth group (36%).

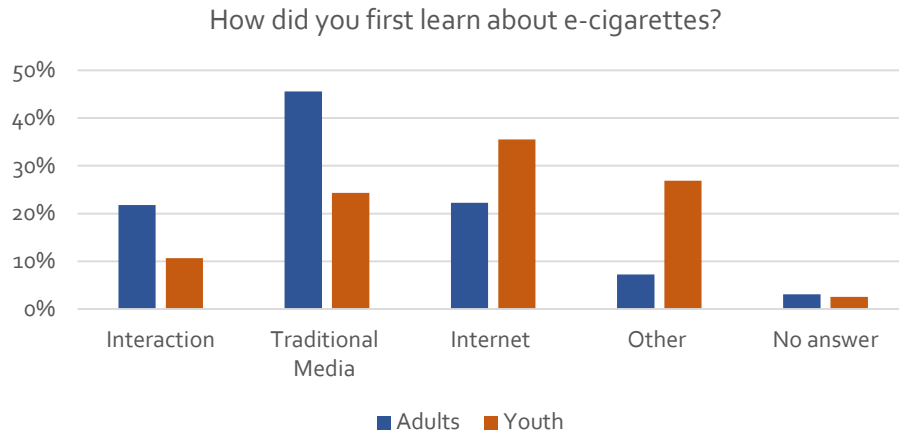


Figure 11

Participants were asked if they were aware of common e-cigarette names. 69% of adults and 89% of youth answered yes. Furthermore, participants were asked to select from an option list the most common names of e-cigarettes they were aware of. Vapes and Juul (together) were the most popular responses by both groups.

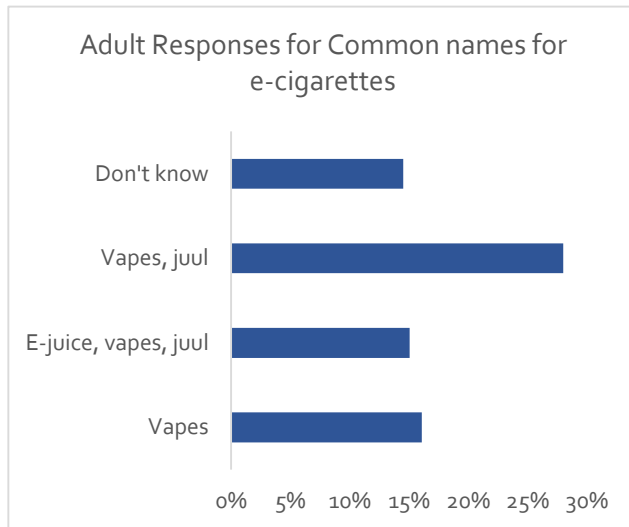


Figure 12

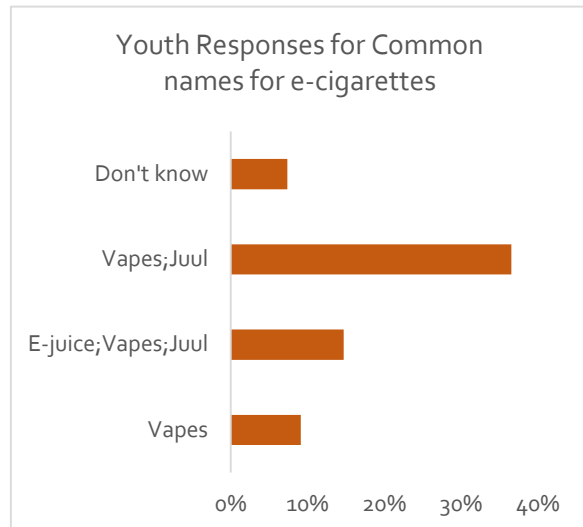


Figure 13

Perceived Relative Harm of e-cigarettes/vaping

One factor that can influence whether individuals will use an e-cigarette is the extent to which they believe the substance might cause them harm. Over all, respondents from both groups consider that using an e-cigarette/vaping is harmful. 87% of adult respondents strongly agree with the statement “e-cigarettes can be harmful to the health of others” compared to 57% of youth. Similarly, 69% of adults compared to 39% of youth, strongly agree that e-cigarettes can be harmful to the health of those who are passively exposed.

Most respondents said that e-cigarettes/vaping have negative effects on a person’s health (95% adults and 93% youth). When asked to describe the negative effects of vaping, both groups mentioned respiratory illnesses such as lung cancer to be a common negative effect. 10% of both adults and youth also described that vaping has negative effects on a person’s overall health. However, they never mentioned effects on respiratory illnesses, they only highlighted that vaping negatively affects a person’s health by damaging the throat, heart and cause cancer). Moreover, majority of adult respondents (83%) believe that it is unsafe for a minor to use an e-cigarette and only 55% of youth believe it is “very dangerous”.

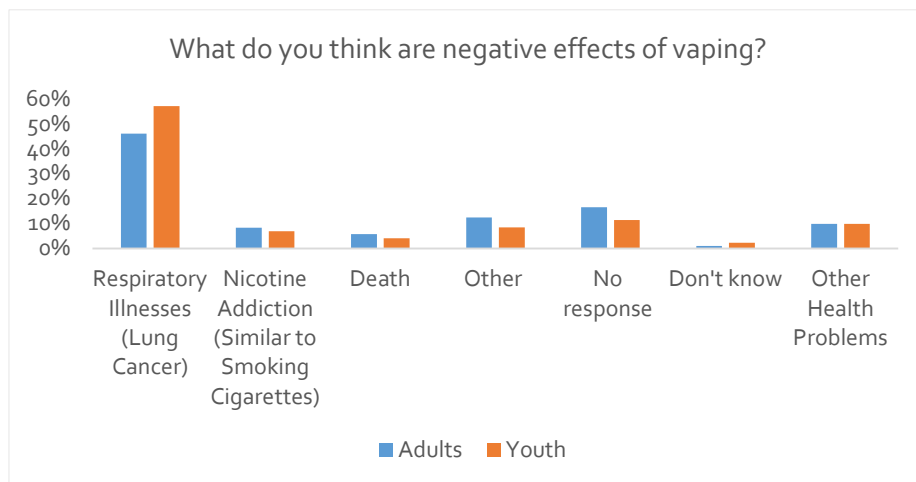


Figure 14

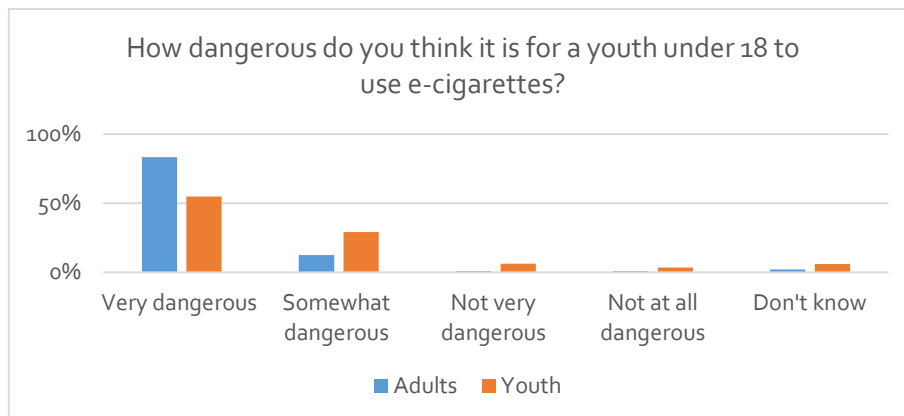


Figure 15

Accessibility of E-cigarettes/Vaping

To gather feedback regarding how accessible an e-cigarette can be to a minor, the following question was asked "How difficult do you think it would be for your child to get an e-cigarette if they wanted some". 40% of adults said they considered it is "very easy" and 36% said it was somewhat easy. A similar question was asked for the youth group "How difficult would it be to get an e-cigarette if you wanted some". Figure 16 shows the responses provided by youth where only 28% of youth think it is very easy and 30% think is somewhat easy to get an e-cigarette. From the 28% that said is "very easy" a majority were 10th graders (30%). By contrast, from the 11% that said is "very difficult, majority were 6th graders (29%).

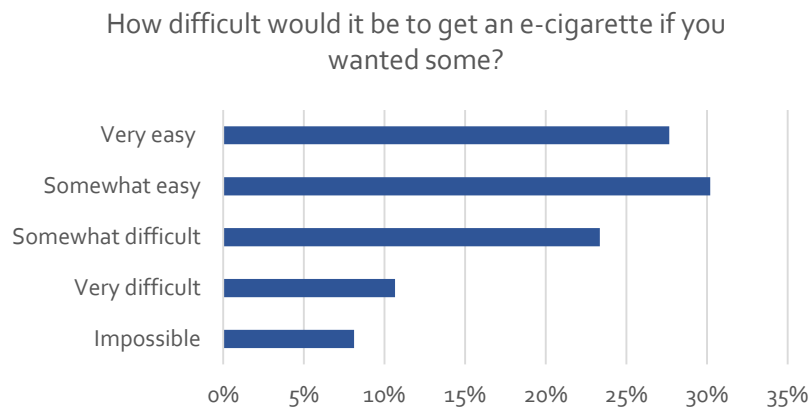


Figure 16

Participants were also asked to share where they thought youth were getting vaping devices. Figure 17 shows that 52% of adults and 49% of youth believe that friends are the main source where youth are obtaining vaping devices.

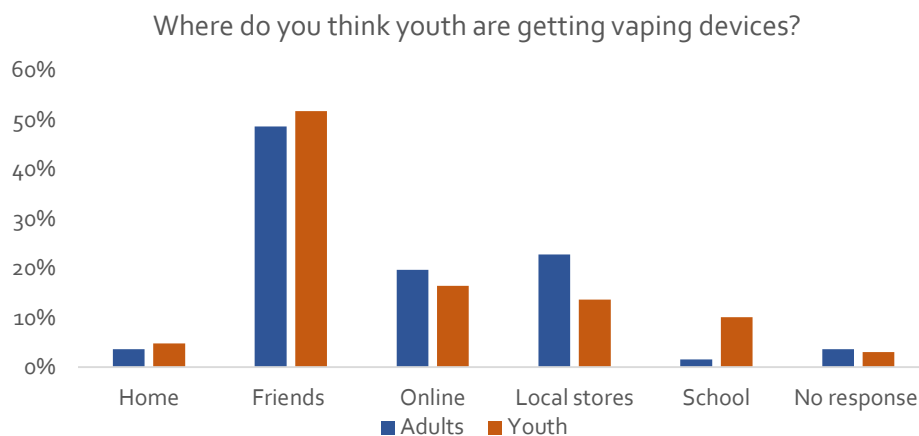


Figure 17

Common Misconceptions about E-cigarettes/Vaping

There are common misconceptions when it comes to vaping. 17% of adults and 26% of youth believe that e-cigarettes can be useful for quitting smoking. In addition, 12% of adults and 27% of youth consider e-cigarettes to be safer than regular cigarettes. However, there was a higher percent of responses for both groups regarding the belief that e-cigarettes can be useful for reducing cigarette consumption. Figure 18 below shows the results. If we combine both, “strongly agree” and “agree” responses, we can say that 33% of adults and 47% of youth consider e-cigarettes useful for reducing cigarette consumption. Having these misconceptions could potentially increase the chances for a person to use an e-cigarette.

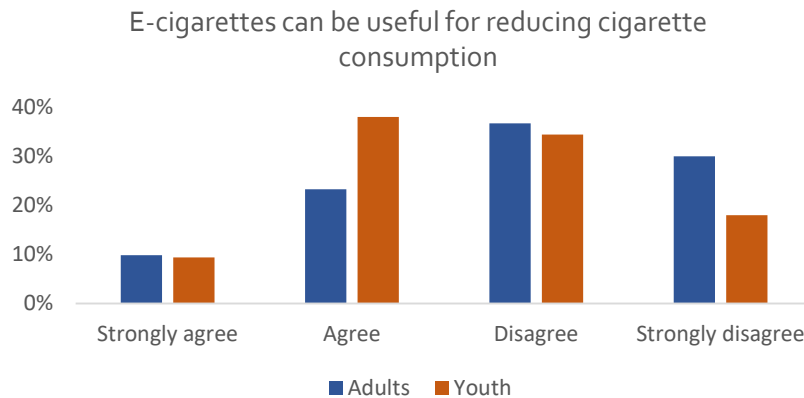


Figure 18

Knowing about laws and policies regarding vaping is a protective factor that helps parents and youth to prevent the use of e-cigarettes. Nonetheless, being unaware of laws and policies can also increase the chances that a person uses an e-cigarette. Participants were asked the following question “Did you know that vaping is illegal for anyone under the age of 21”. 63% of adults and 69% of youth said they knew about the law.

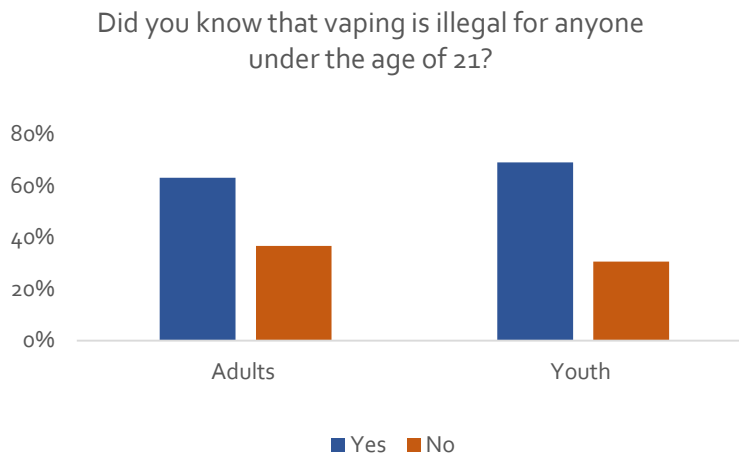


Figure 19

Views on E-cigarettes/Vaping

To gain feedback on attitudes and beliefs about e-cigarettes we asked participants to respond to a set of statements that would help us understand their level of agreement or disagreement on issues pertaining e-cigarettes/vaping. 60% of adults strongly agree that the use of e-cigarette is a public concern compared to only 29% of youth. Furthermore, 82% of adults strongly agree that schools should have a policy on e-cigarettes. In the same manner, 80% of adults strongly agree that schools should also offer prevention education to parents on e-cigarettes/vaping.

Responses from youth were slightly different. Although majority of youth agree with the statements mentioned above, the percentage for “strongly agree” was lower compared to the adult group. In the same way, when asked about e-cigarettes been regulated like other tobacco products, 79% of adults strongly agree with the statement whereas only 34% of youth did.

Last, participants were asked to select an option that would best describe why they thought “youth vape”. A majority of respondents from both groups (57% adults and 42% youth) said that youth vape because “friends are doing it”. The second most popular answer from the youth group was “For fun” with 27% of responses compared to 19% of responses from adults saying that youth vape because it is an “alternative to smoking”.

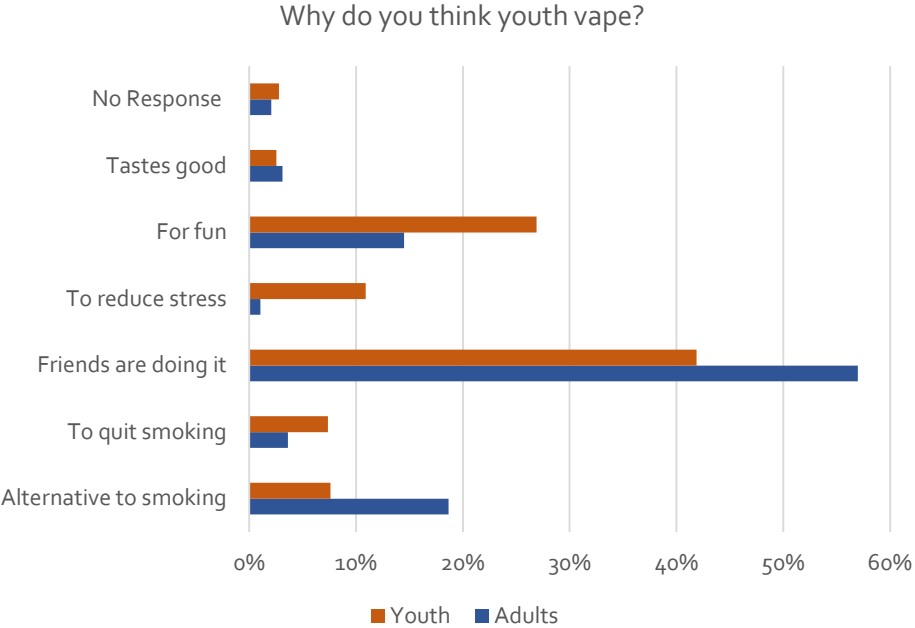


Figure 20

Vaping Prevention and Information Resources

Prevention at home

Undoubtedly, it is important that parents are informed of the potential dangers that can result from vaping. In like manner, as parents expressing a disapproval of vaping could potentially reduce the chances for youth to use e-cigarettes. For example, majority of parents (89%) reported that they strongly disapprove their son/daughters to use an e-cigarette. When asked the same question to the youth group, 63% youth responded that their parents strongly disapprove the use of e-cigarettes.

Correspondingly, parents were asked if they would talk about vaping prevention with their kids. 75% of parents answered yes. Notwithstanding, when we asked youth if their parents would talk to them about vaping prevention only 24% said yes, 29% said no, and 47% said sometimes.

Do your parents talk to you about e-cigarettes/vaping prevention?

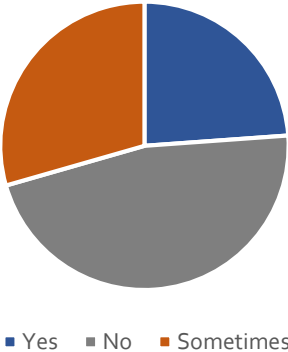


Figure 21

Moreover, only 31% of parents and 48% of youth reported that they have attended a presentation on e-cigarettes/vaping in the past six months.

In the past 6 months, have you attended a presentation on e-cigarettes/vaping prevention?

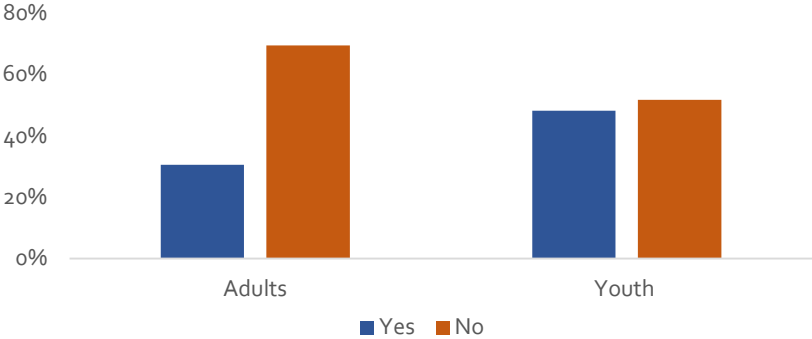


Figure 22

63% of adults and 65% of youth reported they were interested in learning more about e-cigarettes/vaping. Figure 23 below shows the percentage of responses for both youth and adults.

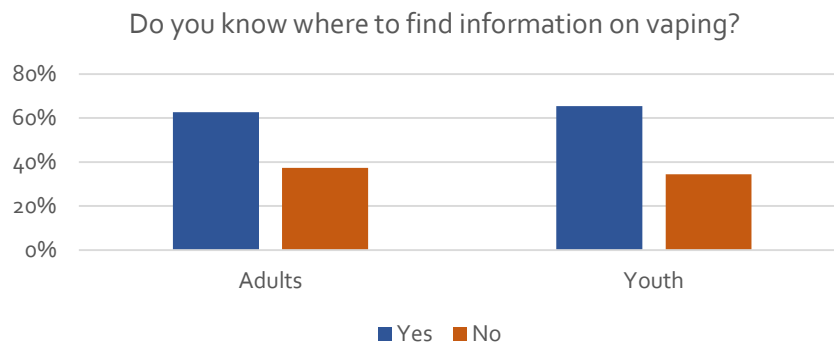


Figure 23

Community Resources and Prevention Efforts

For the last section of the survey, we were interested in learning about the awareness of participants about community resources and prevention efforts in regards to vaping. First, participants were asked if they knew where to find information on e-cigarettes/vaping. Only 63% of adults and 65% of youth said yes. Only adults were asked to share where did they get that information from. 37% of respondents reported they obtained information online, mostly from (e.g., CDC website) and only 7% said they obtained information from community organizations/coalitions. Last, adult participants were asked to list any prevention efforts they were aware of that address the use of e-cigarettes/vaping. Below are the most common responses.

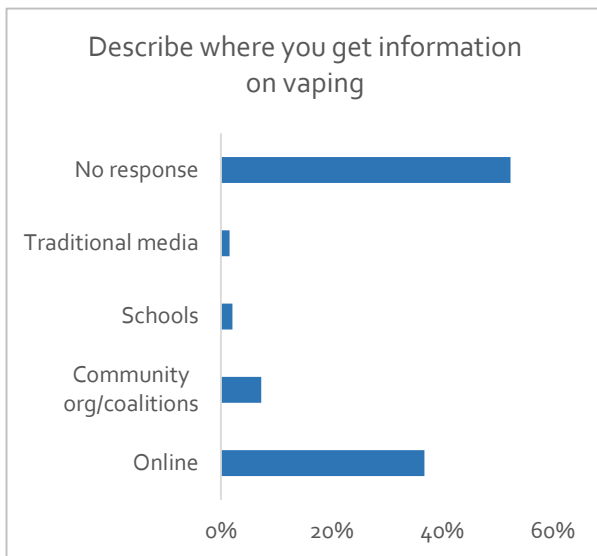


Figure 24

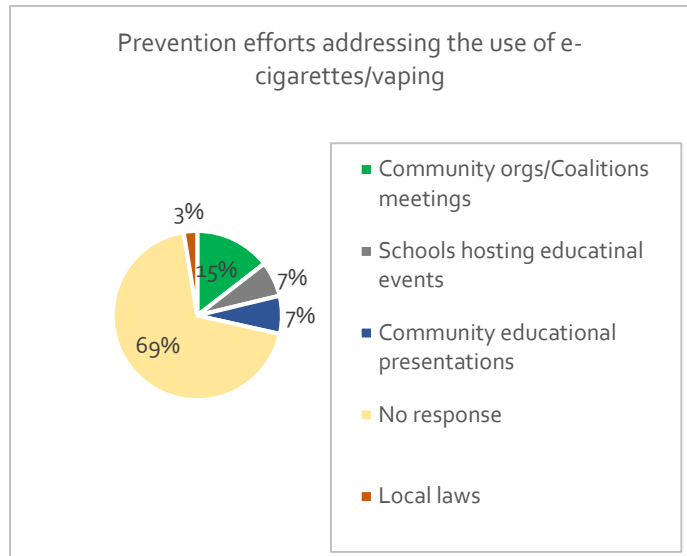


Figure 25

