

Facts Over Flavor

Preventing e-cig/vape Use Among Youth

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SETTING THE STAGE



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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!”



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Youth Risk Behavioral Survey (YRBS)

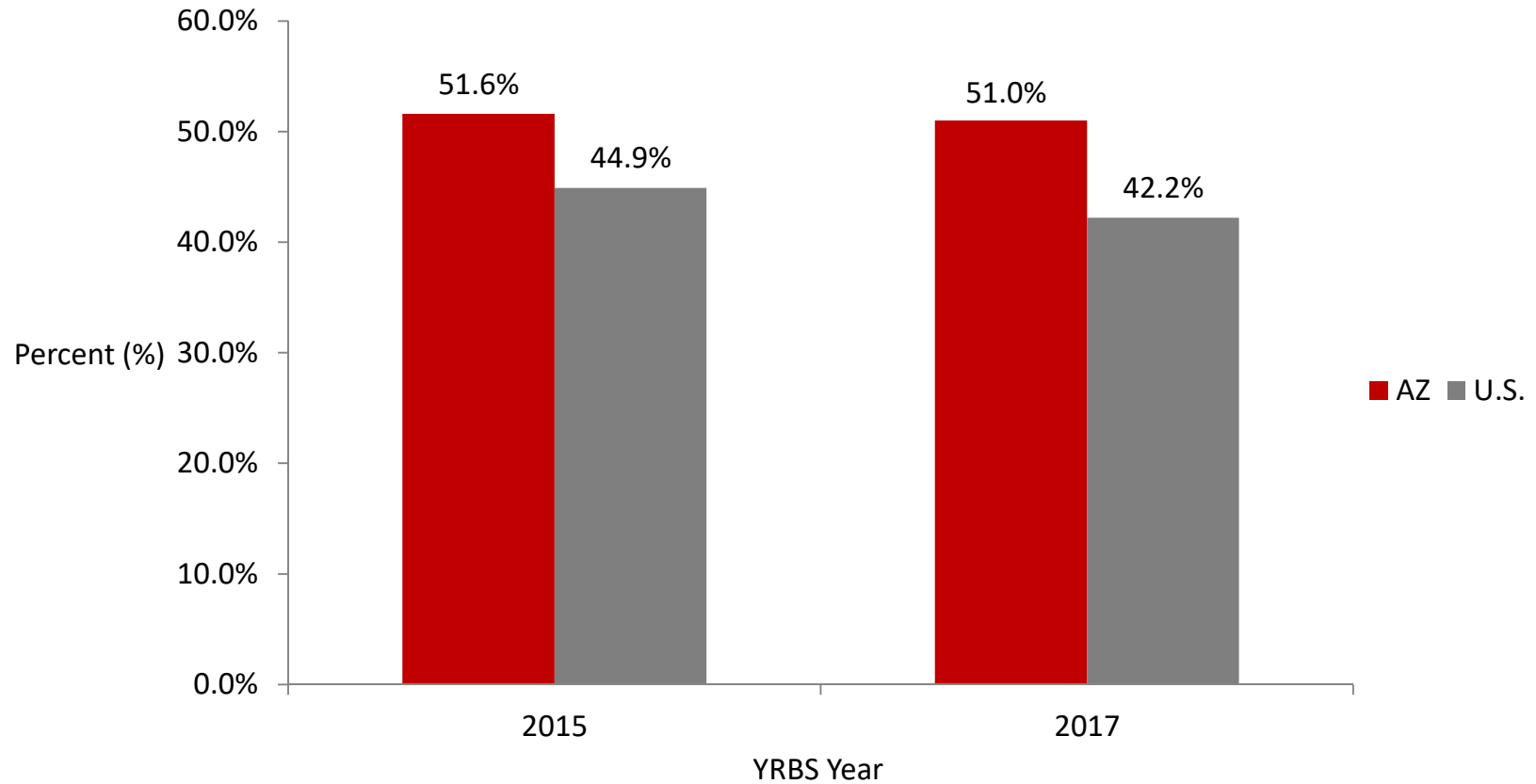
In 2015, questions about the use of electronic vapor products (*i.e. e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens*).....
.....were added to the Arizona YRBS.



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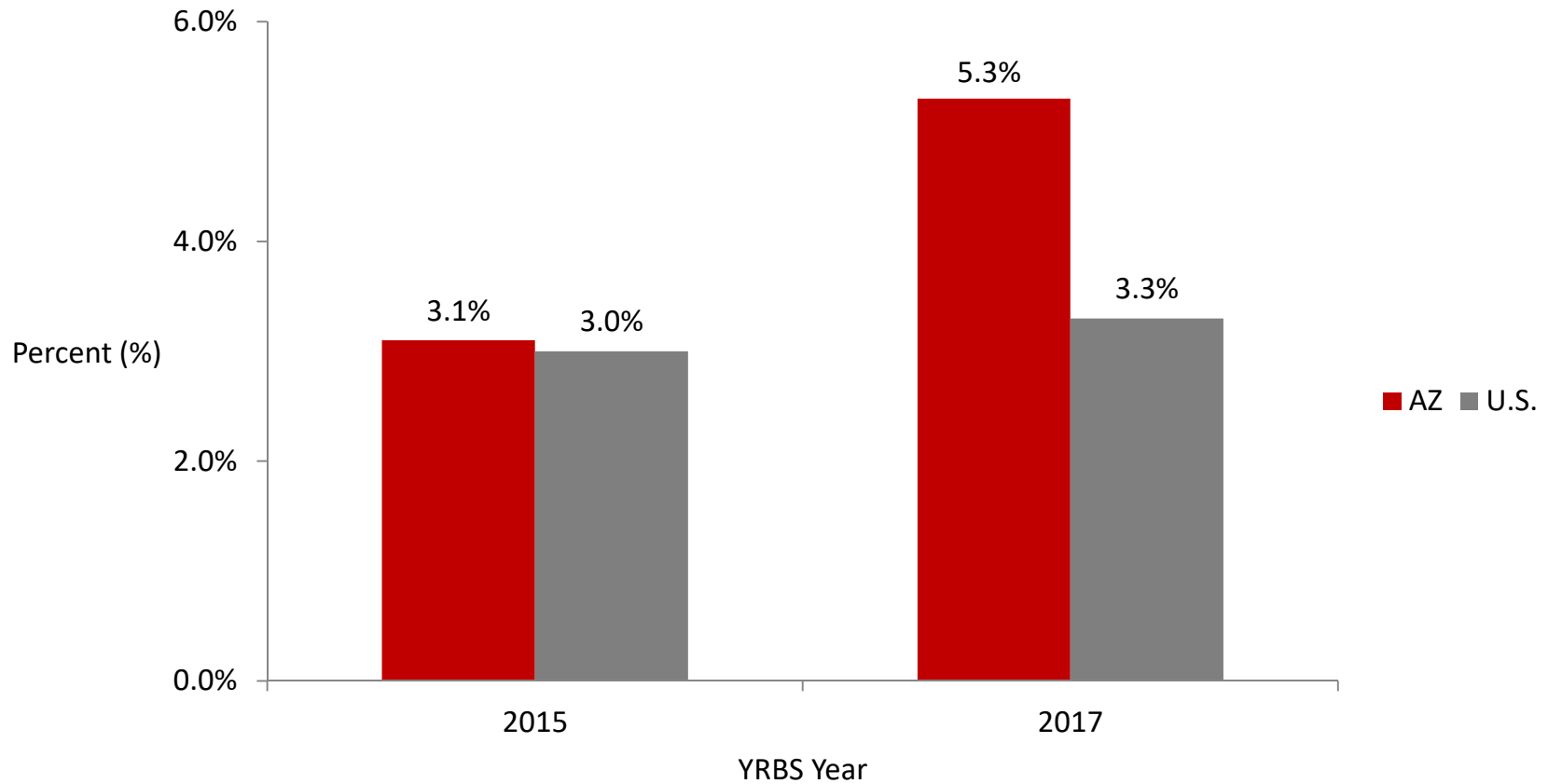
Ever used an electronic vapor product among high school youth, YRBS 2015-2017



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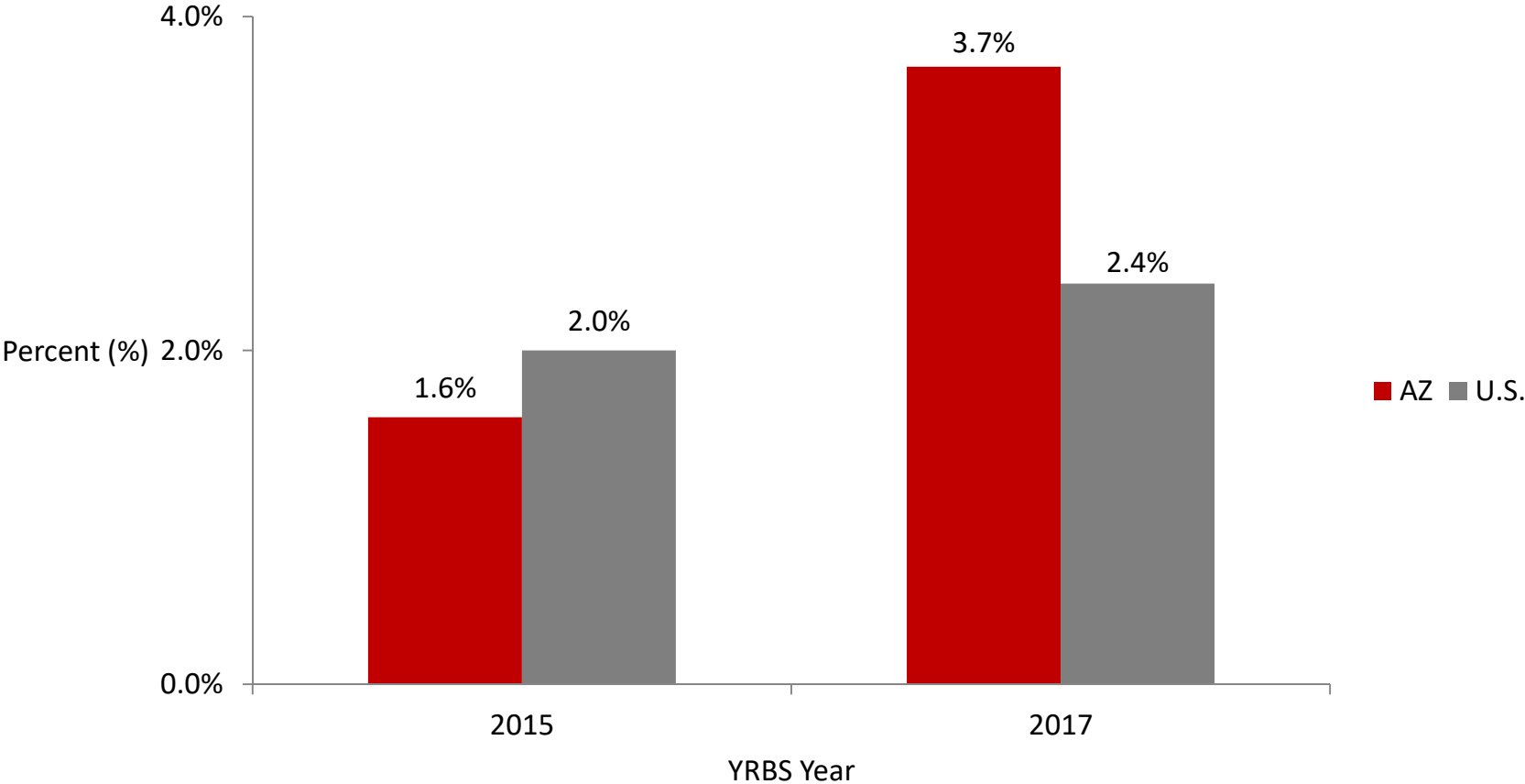
Frequent use of electronic vapor products among high school youth, YRBS 2015-2017



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



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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)



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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?



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



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FACTS OVER FLAVOR

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



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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



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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



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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.**



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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.**



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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

(as of June 2, 2019)



- Over 81 million impressions on digital, social, and cable media platforms
 - Snapchat (60%)
 - YouTube (18%)
 - Instagram (14%)
- 75% are performed on a mobile device
- Average time on factsoverflavor.com is nearly 6 minutes!



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FactsOverFlavor.com

ASDHS.gov/vape



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Thank You!

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