

BEHIND THE HAZE

BEHIND THE HAZE BASELINE EVALUATION

Presented to: Idaho Department of Health & Welfare
October 2020



RESEARCH INTRODUCTION



INTRODUCTION

BACKGROUND: Idaho Department of Health & Welfare launched Behind The Haze (BTH) in 2020 to deliver educational content that exposes the truth about vapes and discourages use among teens ages 13-18 years old.

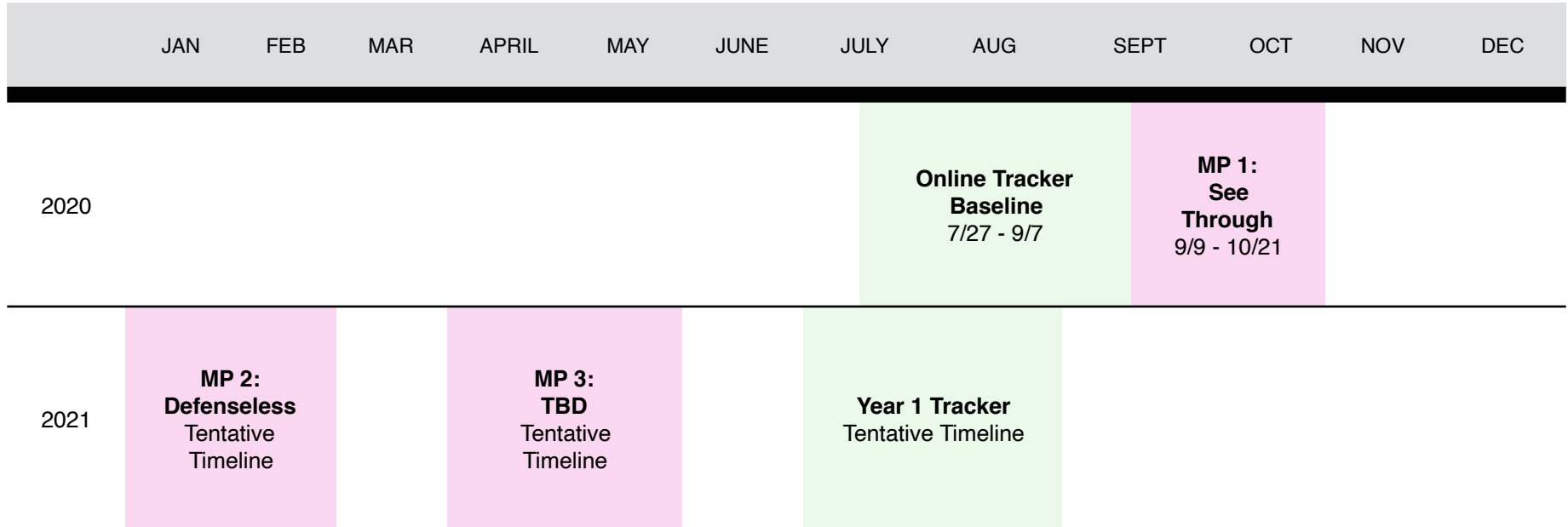
OBJECTIVES

An online survey was conducted for 6 weeks between July and September 2020 to assess baseline:

- 1 Vape-related behaviors among teens in Idaho, including prevalence of use, desire to quit, and susceptibility to use among non-vape users;
- 2 Vape-related trends including preferred products, accessibility, and perceived norms of use;
- 3 Vape-related beliefs about outcomes, perceptions of risk, and knowledge of vape-related facts.

TRACKER & MP TIMELINE

The baseline online tracker ran from July to September 2020 and the first Message Package (MP) “See Through” is currently in market.



RESEARCH APPROACH

Recruitment Method

- Facebook and Instagram advertisements

Screening Criteria

- 13-18 years old
- Idaho residents
- Consent/Assent to participate

Questionnaire Components

- Demographics
- Vape prevalence, susceptibility, and intent to quit
- Vape-related knowledge
- Vape-related attitudes, beliefs, and perceived norms

Timeframe

- 6 weeks - July 27 to September 7, 2020

Incentive

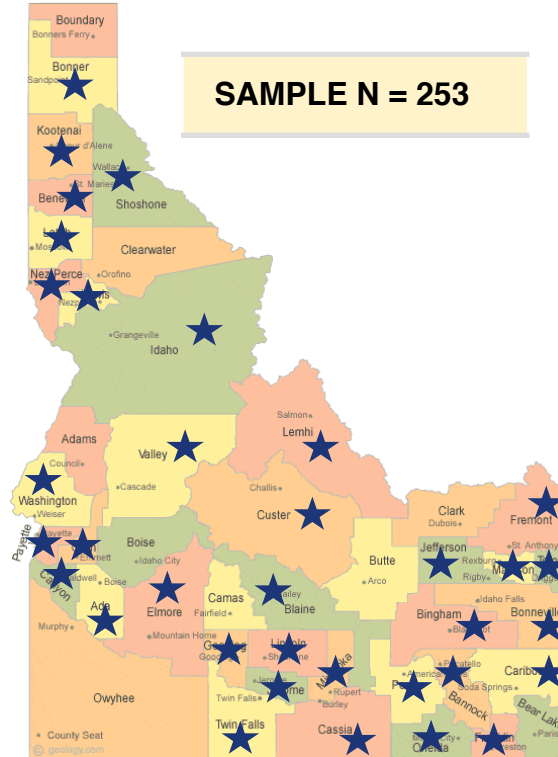
- \$10 Amazon Gift Card
- \$20 Amazon Gift Card

PARTICIPANT PROFILE

AGE (Avg = 16.4 years old)

13 years old	4%
14 years old	8%
15 years old	16%
16 years old	20%
17 years old	23%
18 years old	29%

SAMPLE N = 253



GENDER

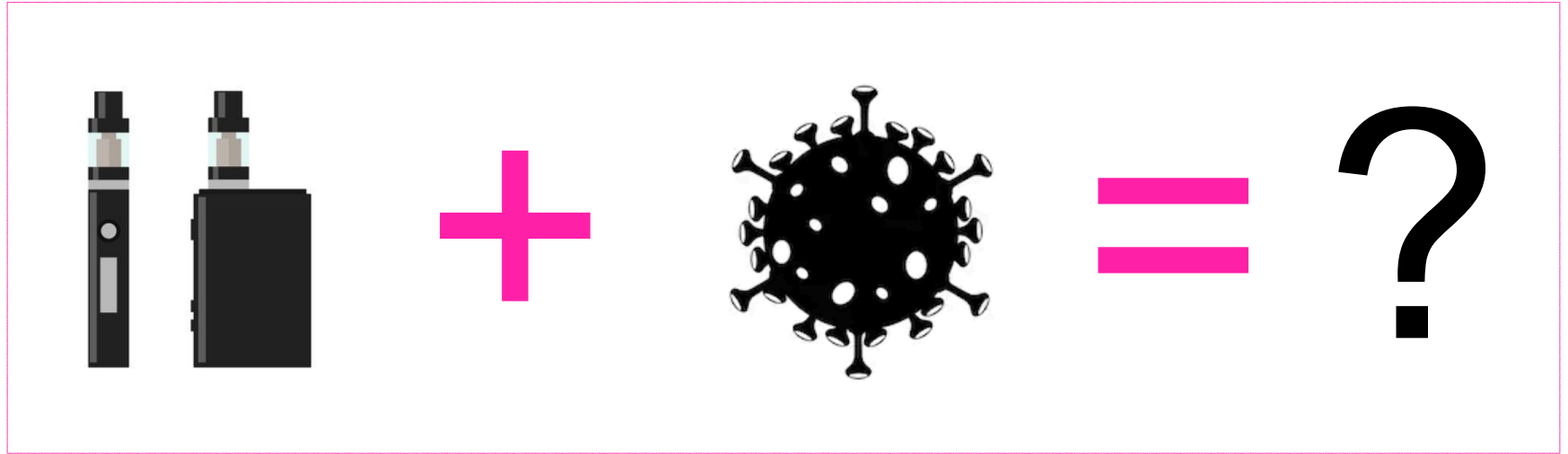
Female	60%
Male	40%

RACE/ETHNICITY

White/Caucasian	74%
Hispanic/Latino	13%
Black/African American	1%
Other	4%
Two or more races (Non-Hispanic)	8%

COVID-19 WARNING

Stay at home orders are causing unknown behaviors that could be affecting usage rates.



SOCIAL MEDIA USE

Social media use was measured by asking participants how many times in the **past 7 days** they consumed content and created content on various social media platforms. Participants reported consuming content most often on Instagram (89%) and YouTube (82%).



PAST 7 DAY SOCIAL MEDIA USE		
	CONSUMED CONTENT	CREATED CONTENT
Instagram	89%	76%
YouTube	82%	50%
Snapchat	66%	60%
Facebook	64%	57%
TikTok	59%	51%
Twitter	25%	19%

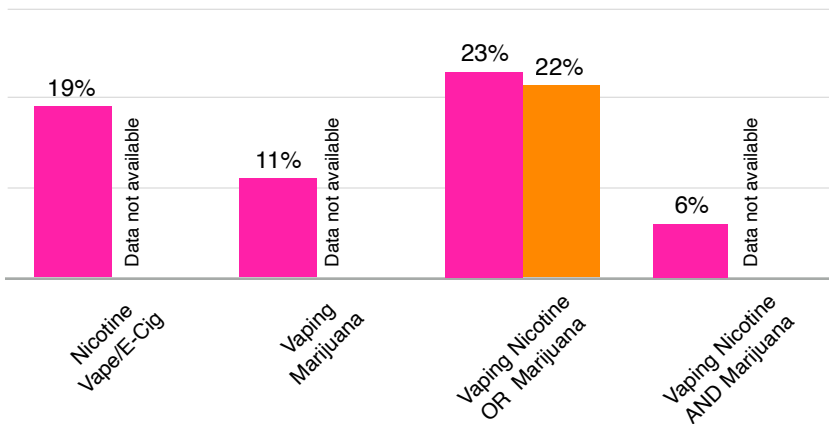
VAPE PREVALENCE, SUSCEPTIBILITY & INTENT TO QUIT



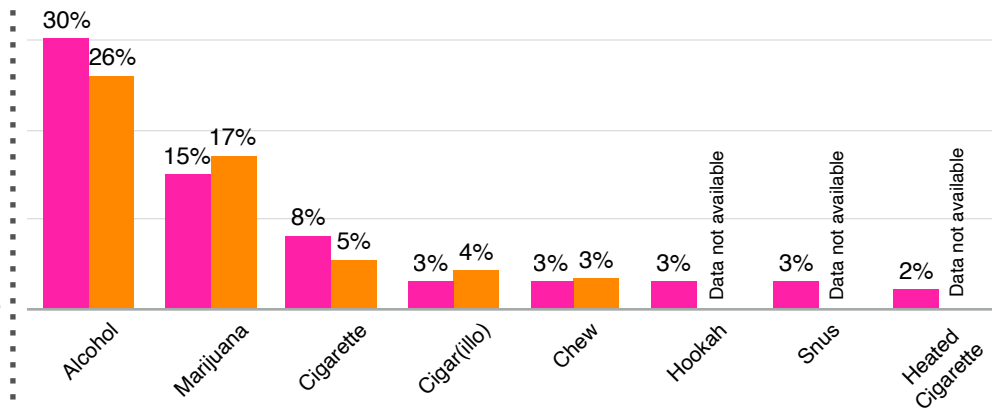
TOBACCO & SUBSTANCE USE

Participants were asked to report whether they had used a variety of tobacco products and substances at least one time and in the past 30 days. Vape ever use was reported by 32% of teens and current past 30 day use was reported by 19%¹ of teens. Reported below is current use with vapes being the most commonly used tobacco product. Vaping nicotine or marijuana was common among teens at 23% which is in line with the 2019 ID YRBS (22%). In the ID YRBS², teens who only vape THC may have responded positively to the vaping question because they do not explicitly exclude THC from the question phrasing.

PAST 30-DAY NICOTINE & MARIJUANA VAPE USE



PAST 30-DAY ALCOHOL, MARIJUANA & TOBACCO USE



■ Online Survey (n=253)

■ ID 2019 YRBS (1,213)



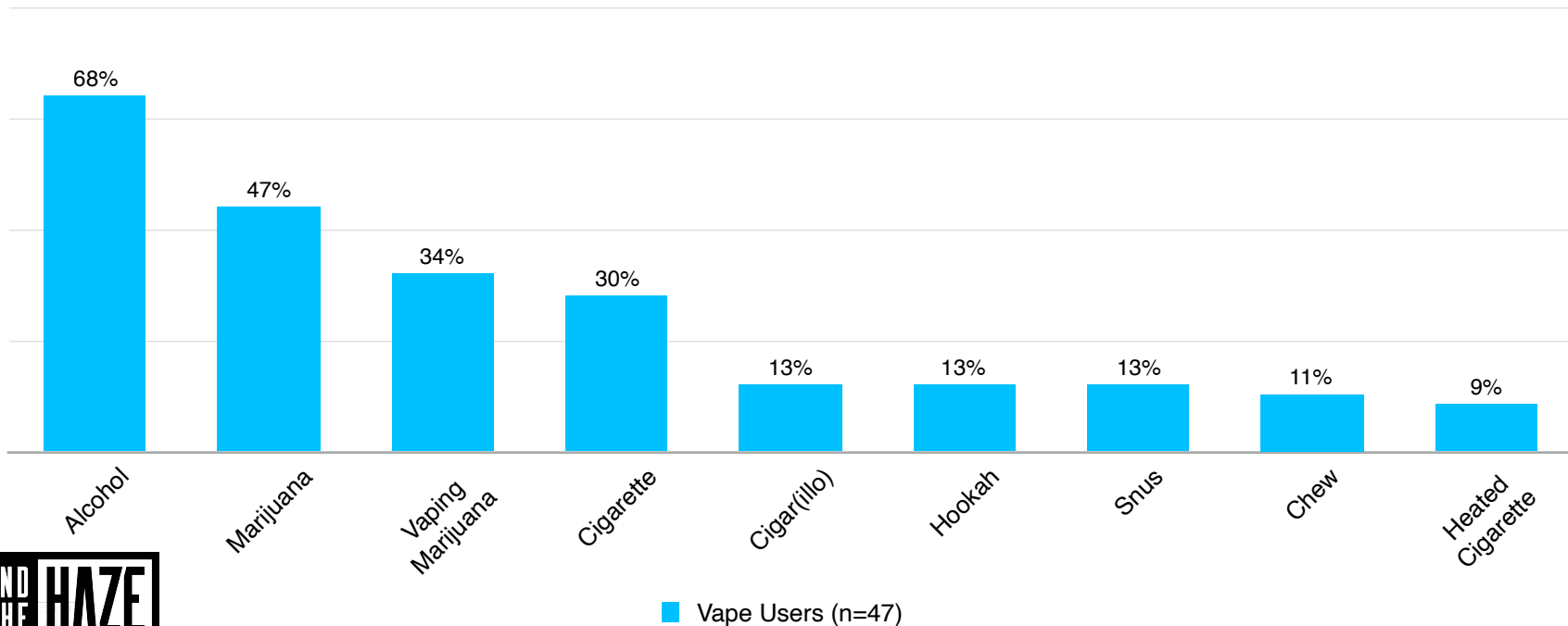
¹ Past 30-day reported prevalence might have been under-reported due to stay at home orders, resulting in reduced access and increased parental supervision.

² Used an e-cigarette or electronic vapor product on one or more of the past 30 days

VAPE CO-USE

Vape users* were asked to report whether they had used any other tobacco products or substances in the past 30 days, in addition to vapes. The most common tobacco product used were cigarettes (30%). Compared to the overall sample, vape users were more likely to report drinking alcohol (30% vs 68%, respectively).

TOBACCO & SUBSTANCE CO-USE AMONG CURRENT VAPE USERS



* Self-reported use of vapes or e-cigarettes in the past 30 days.

VAPING TRENDS

Vape users were asked to report which tobacco product they used first and the age they first tried vapes. They were also asked how they typically get vapes and the reasons they use vapes.

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AVERAGE AGE OF FIRST VAPE USE

VAPE ACCESS

Borrowed from someone else	52%
Gave someone else money to buy it	30%
Someone else gave it to me	26%
Bought them in a store	20%
Got them online	11%
Took them from a store/person	2%
Got them another way	4%

74%

TRIED VAPE AS FIRST TOBACCO PRODUCT

REASONS FOR USE

To relax or relieve tension	57%
To experiment	43%
To have a good time with my friends	39%
Boredom, nothing else to do	30%
Tastes good	30%
To feel good or get high	26%
It looks cool	13%

VAPING TRENDS CONT.

Vape users were asked to report the vape brands they usually use and the flavors they have used in the past 30 days.

VAPE FLAVORS

Fruit or candy 81%

Menthol or mint 32%

Tobacco 6%

Unflavored or flavorless 6%

Don't know 13%



VAPE BRANDS

Smok 63%

Puff Bar 59%

JUUL 43%

Suorin 28%

Vuse 17%

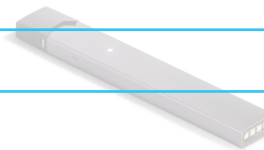
Njoy 13%

Blu 4%

Pop 4%

Don't know 7%

Other 13%



"Other" vape brands:
Hyde, Helix

* Percent selected option. Multiple options could be selected

SUSCEPTIBILITY INDEX

A 4-item index¹ was used to assess vape and cigarette use susceptibility among participants who do not currently use these products. Participants who answered “Definitely yes”, “Probably yes” or “Probably not” to at least one of the four susceptibility questions were considered susceptible, while participants who answered “Definitely not” to all questions were considered non-susceptible.

Do you think you will [use the product] **soon**?

Do you think you will [use the product] at any time **in the next year**?

If one of your **best friends** were to offer you [the product] would you [use] it?

Have you ever **been curious** about [using the product]?

SUSCEPTIBILITY

Susceptibility to vapes and smoking cigarettes was assessed among those who had never used the respective product. Of participants who had never vaped, 53% were susceptible to vaping whereas 31% of those who had never smoked were susceptible to cigarettes. Additionally, 43% of vape users that have never smoked are susceptible to smoking cigarettes.



**SUSCEPTIBLE TO
VAPING**

Susceptible

53%



**SUSCEPTIBLE TO
CIGARETTES**

Susceptible

31%



**VAPE USER SUSCEPTIBLE TO
CIGARETTES**

Susceptible

43%

INTENT TO QUIT

Vape users were asked to report their desire to quit or reduce use of vapes. A majority of participants reporting a desire to reduce use and quit at some point in the future.

DESIRE TO REDUCE USE OF VAPES		DESIRE TO QUIT VAPING	
Definitely yes	39%	Want to quit in the future	41%
Probably yes	35%	Within the next 30 days	24%
Probably not	20%	Within the next 6 months	14%
Definitely not	7%	Don't want to quit	22%

INTENT TO QUIT CONT.

Vape users were also asked how many times they have tried to stop vaping for one day or longer and about ways they have attempted to quit.

STOPPED VAPING FOR 1 DAY OR LONGER

1 time	11%
2 times	11%
3 to 5 times	9%
6 to 9 times	2%
10 or more times	66%

ATTEMPTED WAYS TO QUIT VAPING

Took a break	75%
Cut back how much I vaped	34%
Stopped buying vapes	27%
Threw out or gave away my vapes	25%
Relaxed or managed stress	11%
Picked a quit date	11%
Avoided certain people/places	7%

** Percent selected option. Multiple options could be selected*

VAPE-RELATED KNOWLEDGE



HEALTH STATEMENTS

Participants were shown various vape-related statements regarding health consequences, nicotine, and the vape industry. These statements were used to assess participants previous knowledge and the extent each statement would motivate them to stop or avoid using vapes. A 'Yes' or 'No' scale was used to assess previous knowledge and a scale of 1 (does not motivate me at all) to 5 (motivates me a lot) was used to assess motivation. For analysis purposes, selections of "4" and "5" were collapsed to indicate high motivation. Vape users reported low rates of previous knowledge of statements about how vaping can lead to infections indicating an opportunity to increase knowledge.

	MOTIVATING		HEARD BEFORE	
	VAPE USER	VAPE NON-USER	VAPE USER	VAPE NON-USER
Like smoking, vape use significantly increases a person's risk of developing chronic lung diseases like asthma, bronchitis, and emphysema.	34%	83%*	87%	81%
E-cigarette and vape aerosols contain lead, a neurotoxin that can cause damage to the brain.	34%	80%*	68%	71%
Common vaping ingredients like propylene glycol and glycerin damage the protective lining in your lungs. Without it, viruses and toxins can cause serious infections.	30%	74%*	53%	55%
Vaping decreases the body's ability to fight off infections such as the flu, a leading cause of pneumonia.	28%	76%*	57%	65%
Inhaling formaldehyde, found in vapor, can damage your tissue on a molecular level, and even change your DNA.	21%	71%*	45%	39%

NICOTINE STATEMENTS

Vape users found the statement about the negative effects nicotine has on brain development and learning the most motivating. Just over half of users reported previous knowledge of that statement again, illustrating the opportunity to increase knowledge.

	MOTIVATING		HEARD BEFORE	
	VAPE USER	VAPE NON-USER	VAPE USER	VAPE NON-USER
Nicotine can harm the parts of the brain that control attention and learning, because it changes the way synapses are formed.	40%	80%*	55%	74%*
Using nicotine can prime the brain and increase the risk of addiction to other drugs such as cocaine.	36%	75%*	64%	77%
Vapes and e-cigarettes usually contain nicotine, an addictive chemical. The nicotine in a single JUUL cartridge or Puff Bar is roughly equal to a pack of cigarettes.	34%	76%*	81%	80%
Vape users are at high risk of becoming cigarette smokers, especially if they start during adolescence.	34%	78%*	79%	90%
Nicotine can change your personality, affect your mood, and cause anxiety.	32%	77%*	68%	85%*





MARKETING STATEMENTS

Vape users reported low awareness of statements that illustrate the deceptive nature of the vaping industry.

	MOTIVATING		HEARD BEFORE	
	VAPE USER	VAPE NON-USER	VAPE USER	VAPE NON-USER
The FDA has found that JUUL illegally marketed e-cigarettes as safer than cigarettes.	34%	67%*	55%	56%
Many e-liquid ingredients and flavorings have only been tested using ingestion in rats.	34%	69%*	30%	41%
Vape or e-cigarette companies marketed their products as a tool to help smokers quit cigarettes, but vapes or e-cigarettes were never approved by the FDA as a product to help people quit using tobacco.	26%	68%*	51%	65%
The vape industry paid schools and summer camps so their representatives could visit and tell students that JUUL was completely safe to use, which is not true.	21%	65%*	21%	31%

KNOWLEDGE OF VAPE STATEMENTS

Participants were presented with statements related to specific Behind The Haze 0:30 second spots. A 'Yes' or 'No' scale was used to assess previous knowledge with participants selecting 'Yes' reported on below.

		VAPE USER	VAPE NON-USER
	Vape clouds contain dangerous chemicals, like formaldehyde. Formaldehyde is used to preserve dead bodies.	57%	59%
	The chemicals in vapes break down the defenses in your lungs, making you more vulnerable to viruses.	53%	73%*
	Even if you are strong, young, and healthy, the chemicals in vapes weaken you.	77%	82%
	E-cigarette and vape aerosols contain lead, a neurotoxin that can cause brain damage.	66%	68%



* Significant difference between Vape User and Vape Non-User Categories ($p < .05$)

VAPE-RELATED ATTITUDES, BELIEFS, & PERCEIVED NORMS



PERCEIVED RELATIVE RISK

More than half of teens who currently vape believe that using vapes is less harmful compared to conventional cigarettes. Frequency of use seems to be an important factor in perceived risk: Only 11% of teens who vape believe that vaping once in a while is very harmful, compared to 66% who believe vaping daily is very harmful.

VAPES VS CIGARETTES

VAPE USERS	LESS HARMFUL	EQUALLY HARMFUL	MORE HARMFUL
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Compared to smoking regular cigarettes, using vapes or e-cigarettes...

...is _____ to my health	57%	34%	9%
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VAPES FREQUENCY

VAPES USERS	NOT HARMFUL	SOMEWHAT HARMFUL	VERY HARMFUL
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Using vapes or e-cigarettes...

... daily is _____ to my health	11%	23%	66%
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... once in a while is _____ to my health	74%	15%	11%
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PERCEIVED BENEFITS

Participants were presented with several statements and asked to rank each perceived benefit statement on a scale of 1 (definitely would not) to 5 (definitely would). For analysis purposes, selections of “4” and “5” were collapsed and reported below. Vape users were significantly more likely to report they agree with a majority of the below perceived benefits as a result of using vapes compared to vape non-users. The top perceived benefits of vaping among vape users were to feel relaxed and enjoy the taste.

PERCEIVED BENEFITS	VAPE USER	VAPE NON-USER
If I were to use a vape or e-cigarette, I would ...		
Feel more relaxed	55%*	7%
Enjoy the taste	49%*	10%
Have fun doing vape tricks	47%*	15%
Have fun using it with friends	45%*	9%
Feel cool	21%*	5%
Be more social	15%	5%

PERCEIVED RISK

Participants were presented with several statements and asked to rank each perceived risk statement on a scale of 1 (definitely would not) to 5 (definitely would). For analysis purposes, selections of “4” and “5” were collapsed and reported below. Vape non-users were significantly more likely to report they agree with a majority of the below perceived risks from using vapes compared to vape users. However, vape users were most likely to report agreement with “harm my lungs” then other risks.

PERCEIVED RISK	VAPE USER	VAPE NON-USER
If I were to use a vape or e-cigarette, I would ...		
Harm my lungs	47%	86%*
Wonder what I was inhaling	32%	74%*
Start craving nicotine	30%	52%*
Worry about my health	28%	76%*
Get addicted	21%	45%*
Get sick	6%	59%*

VAPE ATTITUDES/BELIEFS

Participants were presented with several statements about vapes and asked to rate **degree of agreement** on a scale of 1 (strongly disagree) to 5 (strongly agree). For analysis purposes, selections of “4” and “5” were collapsed and reported below to indicate **high agreement**. Over half of vape users agree with the statement “It is tough to quit using vapes or e-cigarettes.” Vape users (21%) were significantly more likely to agree that vapes are safe when sold in a store compared to vape non-users (3%).

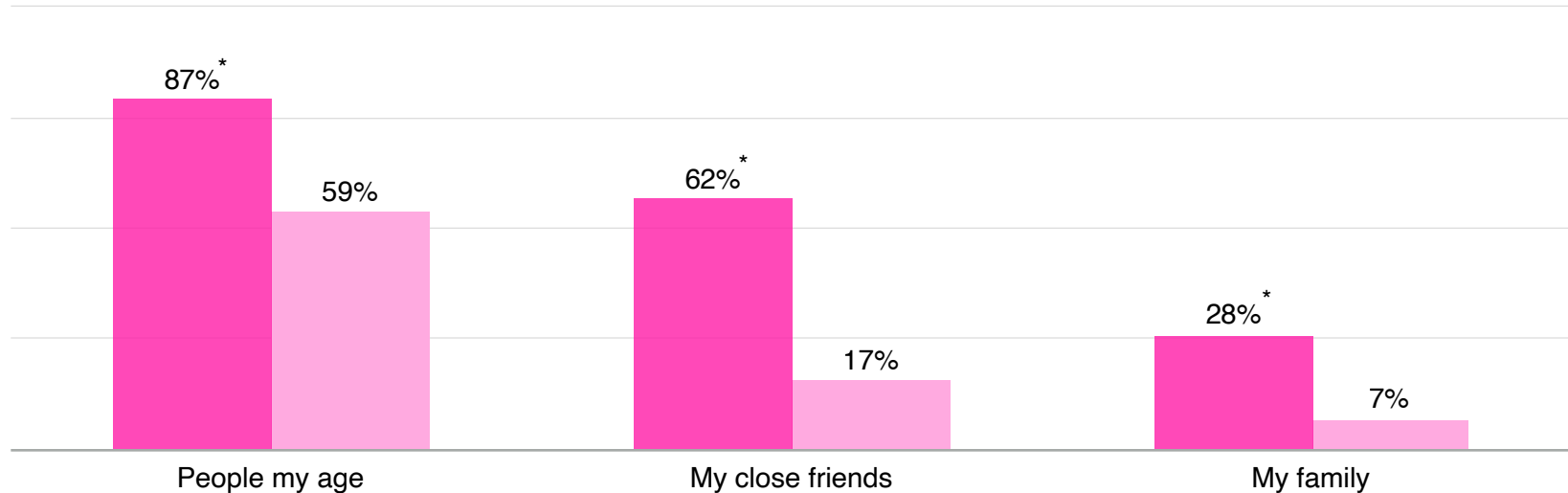
VAPE BELIEFS

	VAPE USER	VAPE NON-USER
It is tough to quit using vapes or e-cigarettes	51%	80%*
The vape or e-cigarette industry wants to get people my age addicted to nicotine	49%	83%*
People my age know where and how to get help to stop or take a break from using e-cigarettes or vapes.	23%	14%
Vapes or e-cigarettes sold at stores are safe to use	21%*	3%
People who use vapes or e-cigarettes are more social	19%	12%
People my age want to stop or take a break from using vapes and e-cigarettes.	11%	15%
People my age are trying to find help to stop or take a break from vapes and e-cigarettes.	9%	17%
The aerosol from vapes or e-cigarettes are harmless	4%	6%

PERCEIVED NORMS


Participants were asked to rate how many of their peers and family members use vapes. For analysis purposes, participants reporting that “about half”, “most” or “all” of their peers and family members used the product were combined into one category. Vape users were significantly more likely to report their peers and family members are using vapes compared to vape non-users.

PERCEIVED NORMS OF VAPING




KEY FINDINGS & IMPLICATIONS





CAMPAIGN REACH, VAPE PREVALENCE, SUSCEPTIBILITY & INTENT TO QUIT



CAMPAIGN REACH

- ▶ 19% of the sample were current vape users, 32% were ever vape users and 53% are susceptible non-users. Overall 68% of the sample were either ever users, current users or susceptible, representing the target audience of the BTH campaign.

VAPE PREVALENCE


- ▶ Among the overall sample, vapes were the **most commonly used** tobacco product (19%).
- ▶ Vape users were more likely to report drinking alcohol (68%) in the past 30 days compared to the overall sample (30%).
- ▶ The most common way to access vapes was to borrow it from someone else (52%) and the most reported reasons for vaping were to relax (57%) and experiment (43%).
- ▶ The preferred vape brands was **Smok** (63%) and **Puff Bar** (59%) followed by JUUL (43%). Fruit or candy were the most common vape flavors to use (81%).

SUSCEPTIBILITY


- ▶ Among participants that have never tried vapes, 53% are susceptible.
- ▶ Among vape users, 43% are susceptible to smoking cigarettes.

INTENT TO QUIT

- ▶ 66% of vape users reported they have tried to **stop vaping 10+ times** in the past.
- ▶ Among vape users that have tried to quit, the most common ways they tried to quit were by **taking a break** from vaping (75%) and by **reducing** the amount they vape (34%).



VAPE-RELATED KNOWLEDGE, PERCEIVED RISK, BELIEFS & PERCEIVED NORMS



VAPE-RELATED KNOWLEDGE

- ▶ Vape users were motivated by statements focused on the **specific negative effects** of vaping on the brain and lungs.

PERCEIVED RISK

- ▶ 57% of vape users believe that vapes are **less harmful** to their health than smoking regular cigarettes.
- ▶ Only 11% of vape users believe that vaping “once in a while” is very harmful, compared to 66% **for vaping daily**.
- ▶ The top perceived benefits of vaping among vape users were to feel relaxed (55%) and enjoy the taste (49%).
- ▶ Vape users are significantly less likely to wonder what they are inhaling compared to non-vape users.
- ▶ The overall sample, regardless of vape use status, have **low perceived risk** of getting addicted if they were to vape.

BELIEFS

- ▶ Vape users (21%) were significantly more likely to agree that **vapes are safe** as long as they are purchased at a store compared to vape non-users (3%).
- ▶ 51% of vape users believe that it is **tough to quit** vapes or e-cigarettes.

PERCEIVED NORMS

- ▶ Vape users were significantly more likely to report their **peers and family members are using vapes** compared to vape non-users.



KEY FINDINGS, IMPLICATIONS & LIMITATIONS

KEY FINDINGS AND IMPLICATIONS

- ▶ Disposable vapes such as Puff Bar are gaining popularity. The trackers will continue to monitor emerging brands closely.
- ▶ 74% of vape users reported vapes as the first tobacco product that they used. Additionally, 43% of vape users are susceptible to using cigarettes, highlighting the dangerous potential of product escalation.
- ▶ The most motivating messages were related to health consequences focused on the lungs and brain, and these were generally facts participants had not heard before indicating an opportunity to increase knowledge. These should be integrated in the campaign's overall message strategy.
- ▶ All teens, regardless of vape use status, reported low perceived risk of getting addicted if they were to use vapes. This topic presents a potential messaging opportunity.
- ▶ Among vape users that have attempted to quit vaping, 11% tried at least 1 time and 66% tried 10+ times, implying they may benefit from additional support and resources to help them quit.

LIMITATIONS

- ▶ Stay-at-home orders due to COVID-19 might result in under-reporting of prevalence of risk behaviors in the past 30 days due to access restrictions and increased parental supervision.

YEAR 1 FOLLOW-UP EVALUATION FOCUS AREAS

FOLLOW-UP

- ▶ The year 1 follow-up evaluation will focus on assessing Behind The Haze **campaign awareness and appeal** among teens in Idaho as well as **perceived effectiveness** of each ad.

YEAR 1 MPS

See Through MP 1

- ▶ Big Idea: Once you see through the hype, you realize vapes, and the dangerous chemicals found inside them, aren't harmless.

Defenseless MP 2 (Recommendation)

- ▶ Big Idea: The chemicals in vape aerosol break down the defenses in your lungs, making you even more vulnerable to viruses.

Hidden Weakness MP 3 (Recommendation)

- ▶ Big Idea: Vaping can weaken even the strongest amongst us.

OR

Test Your Luck MP 3 (Recommendation)

- ▶ Big Idea: Every time you vape you're tempting fate.

THANK YOU!

FOR MORE INFORMATION PLEASE CONTACT:

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