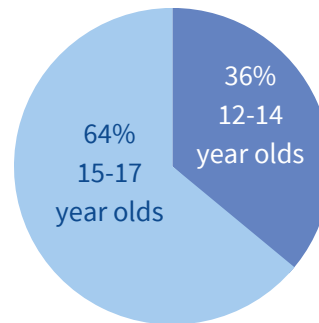
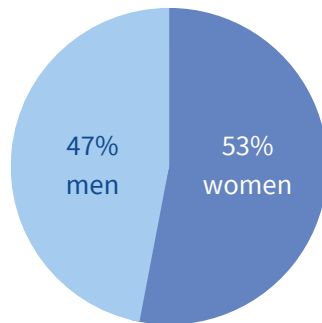


VAPING SUSCEPTIBILITY IN AUSTRALIAN ADOLESCENTS

We surveyed 973 **adolescents** who had **never** smoked and **never** vaped:



We asked them to report:



how **curious** they were about using e-cigarettes



how **willing** they were to try e-cigarettes

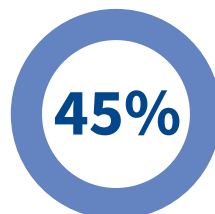


whether they **intended** to try e-cigarettes in the next 6 months

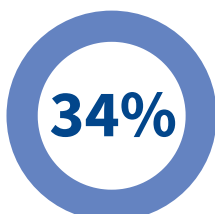
We also asked them to report on :

- their attitudes toward e-cigarettes
- their perceptions of e-cigarettes
- their school-related well-being
- sensation seeking traits
- a variety of social factors
- a variety of environmental factors

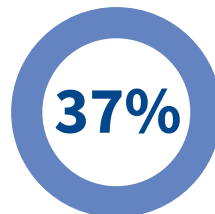
This is what we found:



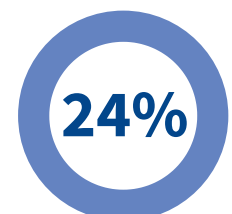
were **susceptible** to future vaping



were **curious** about using e-cigarettes



were **willing to try** an e-cigarette



lacked a firm intention **not** to vape

FACTORS ASSOCIATED WITH SUSCEPTIBILITY

The most **important factors** found to **increase susceptibility** to vaping were:



having a positive attitude toward e-cigarettes



having a positive opinion of e-cigarettes



holding the belief that vaping assists with affect regulation



descriptive norms
that is, believing that use is okay for people their age



having at least 1 family member or close friend who vapes

CONCLUSIONS

Given susceptibility to e-cigarette use is a strong predictor of vaping uptake, **efforts are urgently needed to reduce susceptibility among young Australians.**

Findings from the present study highlight the importance of **shifting attitudes and norms around e-cigarette use.**

Addressing perceptions relating to the benefits of vaping on affect regulation appears important. Communications could highlight that **sustained e-cigarette use has been found to worsen depressive symptoms among adolescents.**

Efforts to **improve the emotional regulation skills of adolescents** are also recommended, particularly if e-cigarette use is being used to cope with unpleasant emotional states.

Given positive portrayals of e-cigarettes in social media content result in more favourable attitudes toward e-cigarettes, **attitudinal change may be facilitated by the introduction of stricter regulations on the online marketing of e-cigarettes.**

A prohibition on online sales and the use of positive language to describe e-cigarettes is needed if we are to shift positive attitudes toward these products, with online retailers currently describing e-liquids using terms such as 'delicious' and 'refreshing'. They are also making claims that vaping 'makes you feel calm', 'relaxes the mind and body', and 'is mood-boosting'.