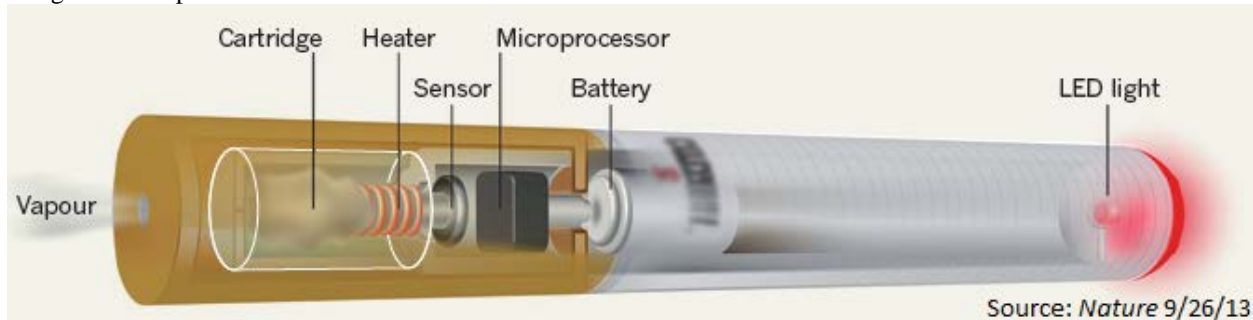


College Students & E-cigarettes

Electronic cigarettes (e-cigarettes) and vapor pens are battery powered devices that deliver vaporized liquid—often containing nicotine^[1]. They commonly resemble a cigarette but come in many different shapes and sizes. The liquid used to produce the vapor from e-cigarettes is commonly referred to as “juice” and can come in a variety of flavors (e.g., bubble gum, strawberry, and piña colada)^[2]. The act of puffing an e-cigarette is referred to as “vaping.” Despite controversy about their health effects^[1], e-cigarette use is on the rise^[3]. How does this affect college students and what are some important facts to know?

E-cigarette components:



The following is a summary of the limited research findings to date on e-cigarette use among college students.

What are the prevalence rates?

- One large sample of college students found that 4.9% had ever used an e-cigarette in their lifetime and 1.5% had used an e-cigarette in the past month^[1].
- The same study found that most college students (88%) who reported ever using an e-cigarette also reported smoking a conventional cigarette in the past^[1].

Are e-cigarettes safe?

- E-cigarettes do not produce smoke like conventional cigarettes^[4]. Although the long-term effects of e-cigarette use are not known, current research indicates that e-cigarettes are likely safer than conventional cigarettes^[1].
- Some toxins (e.g., nitrosamines, formaldehyde, and diethylene glycol) have been found in e-cigarettes indicating they may not be harmless^[4-6].
- Some research indicates that e-cigarettes can help individuals cut down or quit smoking conventional cigarettes^[7-9].
- Other studies have found a correlation between convention cigarette use and e-cigarette use^[10, 11]. This suggests that some may not use e-cigarettes to quit conventional cigarette use.

What is Big Tobacco's role in e-cigarettes?

- Potential consumers may want to know who is selling a given product. All three major tobacco corporations in the US have developed e-cigarettes:
 - o Phillip Morris USA Inc. owns MarkTen e-cigarettes.
 - o Reynolds America Inc. launched Vuse.
 - o Lorillard, Inc. acquired Blu e-cigarettes.
- E-cigarette companies are using advertising techniques used for conventional cigarettes^[12]:
 - o Using celebrities in ads.
 - o Using different types of flavors.
 - o Using cartoons.
 - o Telling users not to quit, but to switch.

Attitudes among College Students

- College students who have used e-cigarettes have different perceptions about them than individuals who do not use e-cigarettes. Students who have ever used e-cigarettes are more likely to view them as less harmful than conventional cigarettes^[11].
- In a sample of college students, there was higher acceptance of vaping in public than acceptance of conventional smoking in public^[13].
- Acceptance of e-cigarette smoking was also higher among those who intended to use or try e-cigarettes^[13].
- College students who smoke tobacco are more likely to believe that using e-cigarettes will result in social enhancement (e.g., fit in better with friends), will be a positive sensory experience, and less likely to believe that e-cigarettes will have negative health consequences^[14].

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