

Examining Social ENDS Use Among Texas College Students

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- The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH or the Food and Drug Administration.

Introduction

- Social cigarette smoking is common among college students.
- This pattern may also be relevant for college students electronic nicotine delivery systems (ENDS) users.
- No studies have examined social ENDS use in young adults or college students.

Purpose

Examine differences between 2 groups of TX college students:

1. Current (past 30-day) social ENDS users
2. Current (past 30-day) non-social ENDS users

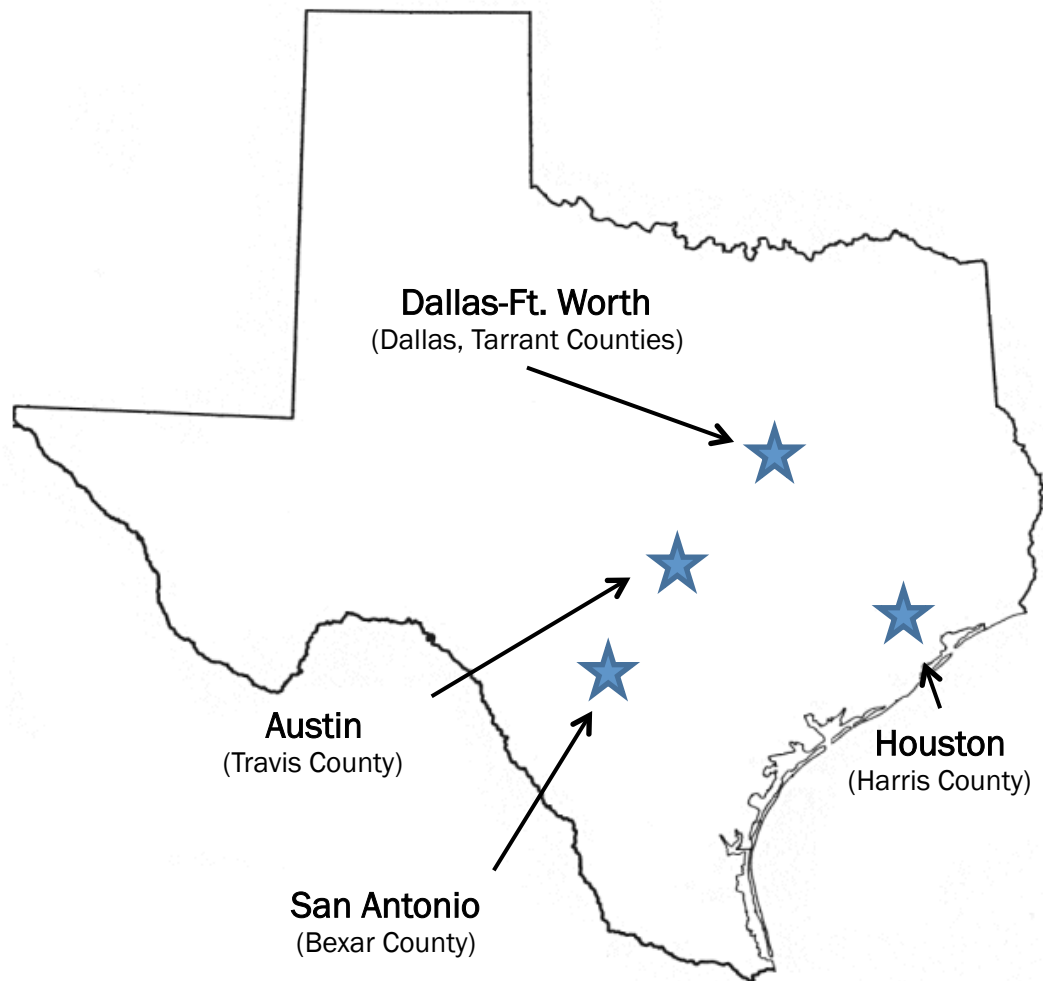
Variables

- Socio-demographics
- Frequency of ENDS use
- ENDS device type
- Current other tobacco use

Method

- *Participants*
 - Project M-PACT (Marketing and Promotions across Colleges in Texas)
 - 476 Texas college students
 - Current (past 30-day) ENDS users
 - 19-31 years old (M age=22.2; SD =2.3)
 - 53.7% female
 - 35.5% non-Hispanic white, 34.7% Hispanic, 14.3% Asian, 5.5% African American/black and 10.0% other or multiple race/ethnicities
 - Attending one of 24 colleges in 4 cities (Austin, Dallas/Ft. Worth, Houston, & San Antonio)
 - Students completed an online tobacco survey in spring 2016.

Method



Measures

Social ENDS use

- *“Do you only use ENDS products (i.e. e-cigarettes, vape pens, e-hookah, or mods) as intended (i.e. with nicotine e-liquid/e-juice) when you are with you friends or in a social situation?”*
 - Dichotomized into a social ENDS user (yes) or a non-social ENDS user (no).

Frequency of ENDS use

- *“How many of the past 30 days have you used any ENDS product (i.e. an e-cigarette, vape pen, e-hookah, or mod), even one or two puffs, as intended (i.e. with nicotine cartridges and/or e-liquid/e-juice)?”*
 - Continuous 1-30 days
 - Frequent ENDS user (≥ 6 days in the past month)

Measures: ENDS device types



Measures

Other current tobacco use

- *Cigarette*
- *Cigar/cigarillos/little filtered cigar*
- *Hookah*
- *Smokeless tobacco*
 - Dichotomized into a current or non-current user.

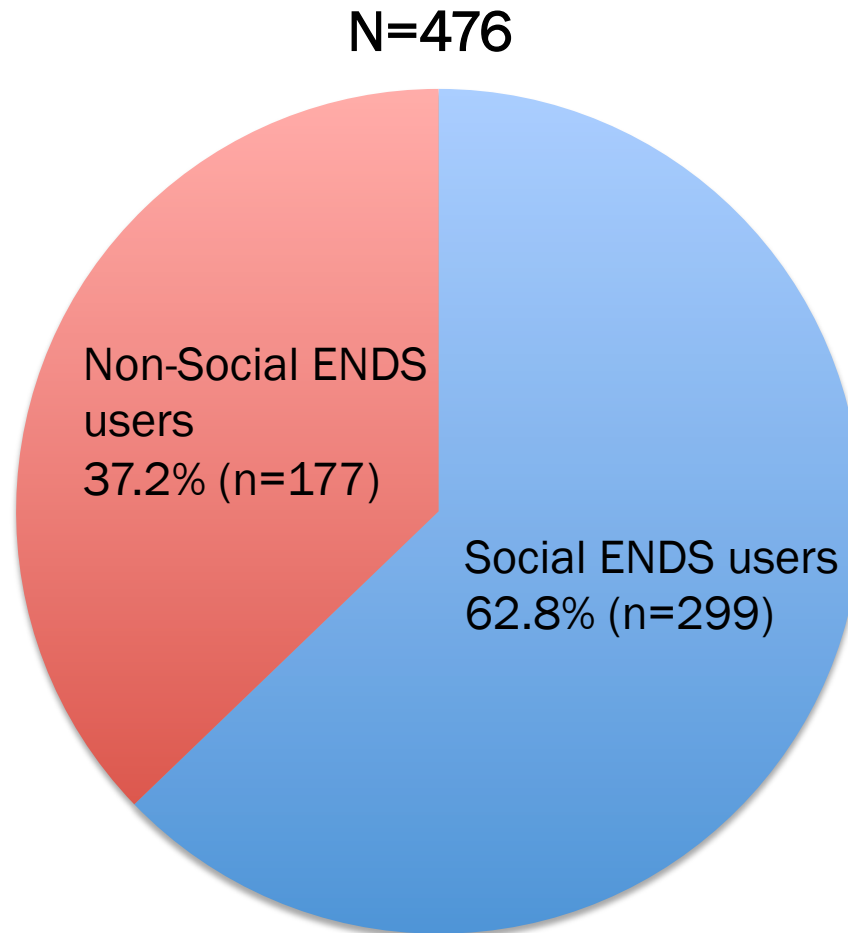
Current number of products used

- Continuous 1-5

Analysis

- T-tests were conducted to examine mean differences in ENDS frequency and number of current tobacco products used between social and non-social users.
- Chi-square tests were conducted to examine differences in socio-demographics, ENDS device type, and current other tobacco use between social and non-social users.

Results: Current social ENDS and non-social ENDS users



Results:

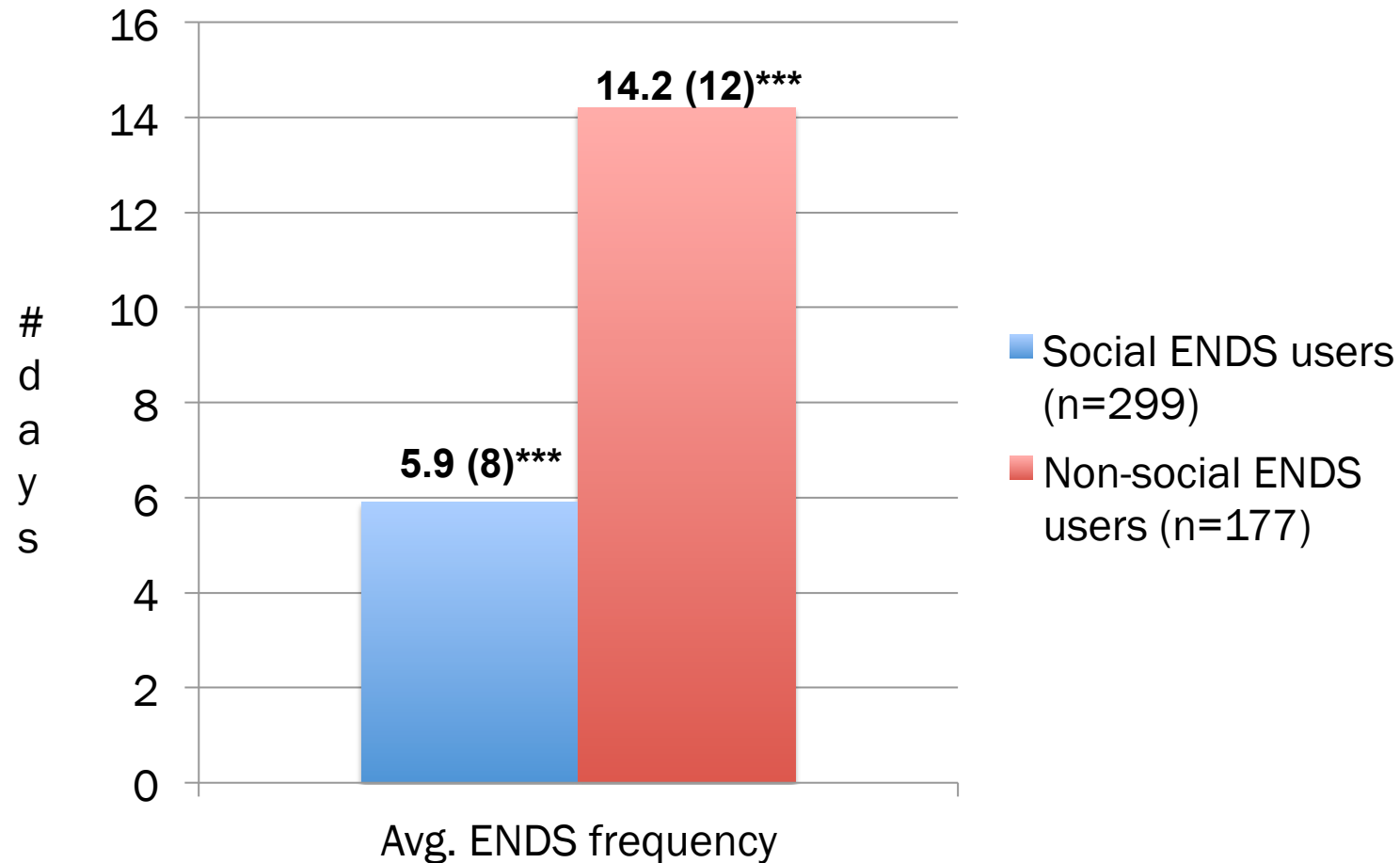
Table 1. Socio-demographic differences between social and non-social ENDS users (N=476).

	Social ENDS users (n=299)	Non-Social ENDS users (n=177)	Chi-square
<i>Gender (female)</i>	57.4%	47.5%	4.40*
<i>Age (18-24)</i>	87.0%	80.0%	4.46*
<i>Race/ Ethnicity</i>			
Non-Hispanic White	31.1%	42.9%	6.80**
Hispanic	38.1%	28.8%	4.26*
Asian	16.1%	11.3%	2.05
Black	4.7%	6.8%	0.95
Other	10.0%	10.2%	.002

* $p < .05$. ** $p < .01$

Results:

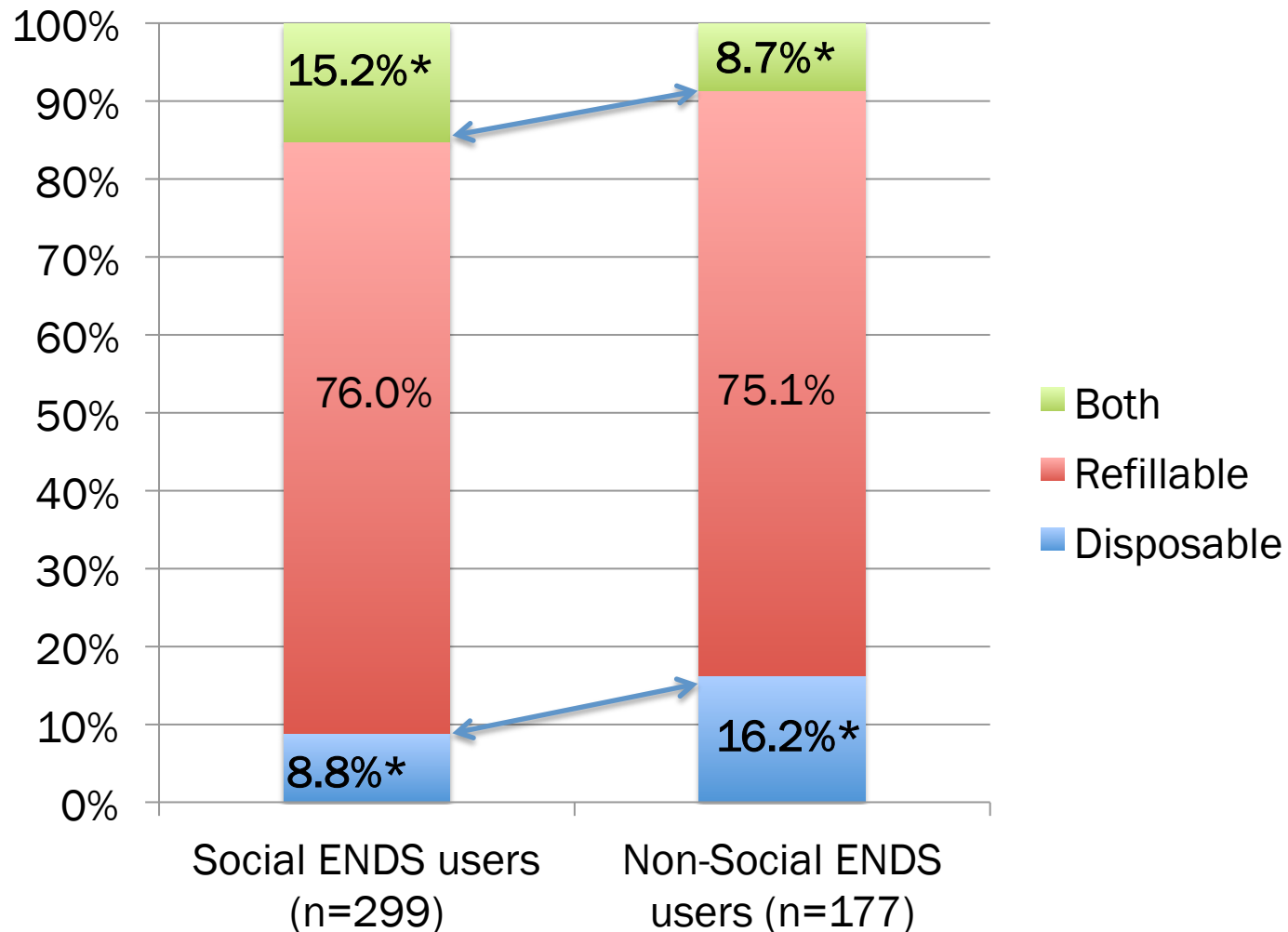
Figure 1. ENDS use differences between social and non-social ENDS users (N=476).



*** $p < .001$.

Results:

Figure 2. ENDS device type differences between social and non-social ENDS users (N=476).



* $p < .05$.

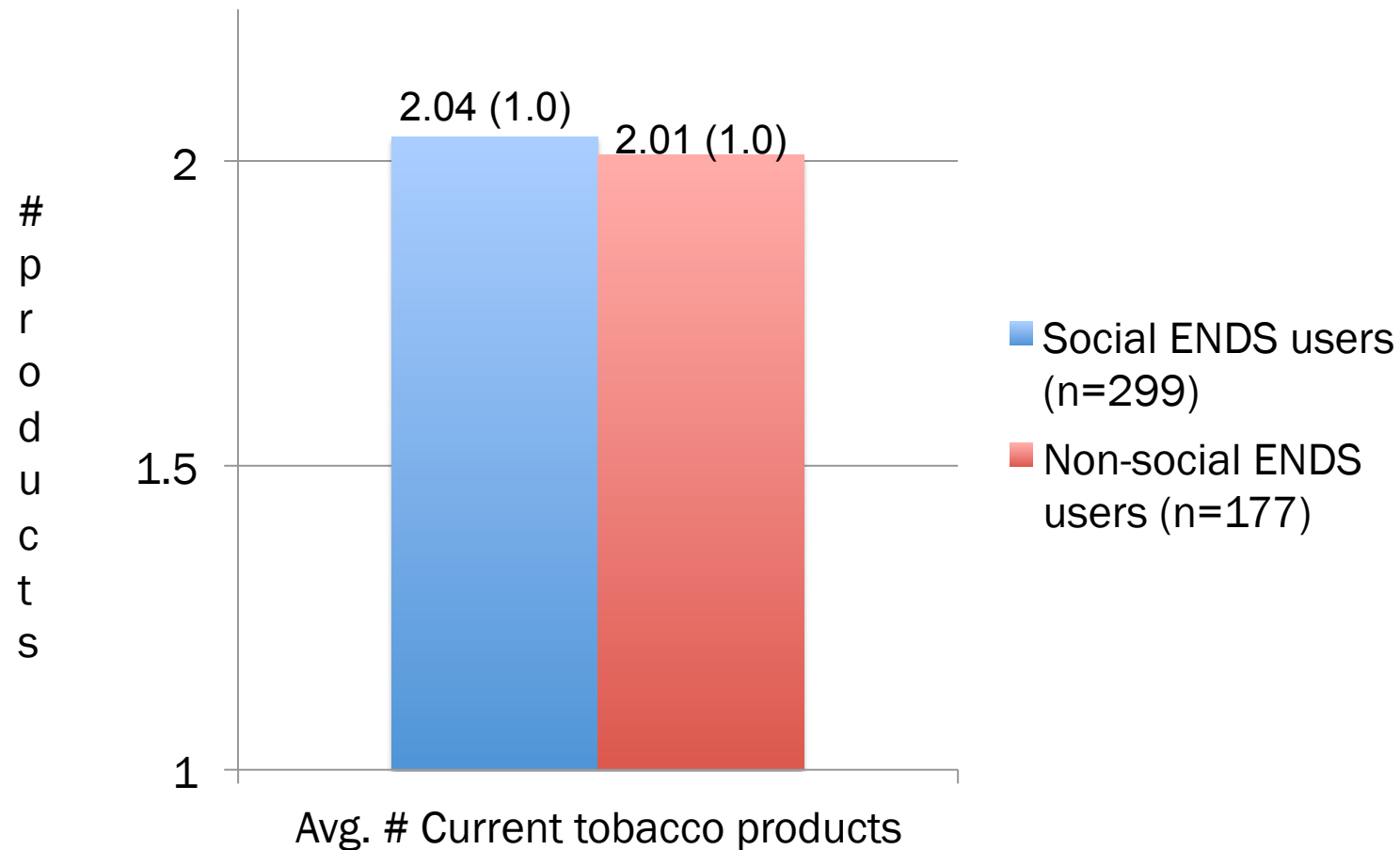
Results:

Table 2. Other tobacco use differences between social and non-social ENDS users (N=476).

	Social ENDS users (n=299)	Non-Social ENDS users (n=177)	Chi-square
<i>Current user</i>			
Cigarette	45.6%	51.1%	1.34
Cigar	16.8%	15.9%	.07
Hookah	35.7%	29.1%	2.13
Smokeless tobacco	6.1%	4.1%	0.89

Results:

Figure 3. Average # of current tobacco product differences between social and non-social ENDS users (N=476).



Conclusions

- Social ENDS users engage in less ENDS use compared to non-social ENDS users.
- No difference in other current tobacco use or number of total tobacco products used.
- Additional research is needed to determine if social ENDS users transition into non-social use in the future.

Conclusions

- Using ENDS socially should not be viewed a safer alternative to non-social use.
- College tobacco prevention programs could adapt social smoking prevention strategies to social ENDS use.



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Questions?

