

2022 National Conference on Tobacco or Health

Paper Number: 170

Date Submitted: 10/11/2021

Status: Submitted

Primary Presenter

Registrant ID: 7072074

First Name: Alan

Last Name: Blum

Credentials/Degrees: MD, DSc [Hon]

Organization: University of Alabama School of Medicine

Title: Professor, Family Medicine; Director, Center for the Study of Tobacco and Society

Address1: 26 Pinehurst Dr

Address2:

City: Tuscaloosa

State: AL

Zip Code: 35401

Country: United States

Phone: 2057999478

Fax: 2053482889

E-mail: ablum@ua.edu

Biography Since founding the first physicians' anti-smoking activist organization Doctors Ought to Care (DOC) in 1977, Dr. Blum has given over 2000 invited presentations on tobacco and has published over 100 peer-reviewed articles. As editor of the Medical Journal of Australia and the New York State Journal of Medicine, he produced the first theme issues on the world tobacco pandemic at any journal. In 1988 he received the Surgeon General's Medallion from Dr. C. Everett Koop, who wrote, "Dr. Blum has done more against smoking than anyone." In 2006 Amherst College awarded him an honorary Doctor of Science for his career-long effort to combat the tobacco industry. Since 1998, he has served as Professor of Family Medicine and Director of the Center for the Study of Tobacco and Society (csts.ua.edu), the most comprehensive archive of original documents and ephemera of the tobacco industry and the anti-smoking movement throughout the past century.

Have you ever been employed by or received any funding from the tobacco industry (including manufacturers of tobacco products, the Tobacco Institute, law firms, or other interests representing tobacco companies to conduct research or provide consultation), the pharmaceutical industry (including producers of smoking cessation products), or another for-profit healthcare company that sells products or conducts research relevant to tobacco control policies (including e-cigarette manufacturers or marketing companies)?: I have not received any funding from these entities.

Please provide additional detail explaining the funding received and your relationship with the entity. If your abstract is accepted, you will be required to complete and sign a disclosure of conflicts of interest form providing this detail and more of these relationships.:

Co-Presenter 1

Registrant ID 7077206

First Name: Sabrina

Last Name: Jung

Credentials/Degrees: High school diploma

Organization: University of Alabama

Title: Catherine J. Randall Research Scholar

Address1: 1831 University Station MSC 187941

Address2:

City: Tuscaloosa

State: AL

Zip Code: 35487

Country: United States

Phone: 3149529487

E-mail: sjung9@crimson.ua.edu

Bio Sabrina Jung is in her junior year at the University of Alabama, where she is a member of the Catherin J. Randall Research Scholars program.

Have you ever been employed by or received any funding from the tobacco industry (including manufacturers of tobacco products, the Tobacco Institute, law firms, or other interests representing tobacco companies to conduct research or provide consultation), the pharmaceutical industry (including producers of smoking cessation products), or another for-profit healthcare company that sells products or conducts research relevant to tobacco control policies (including e-cigarette manufacturers or marketing companies)?: I have not received any funding from these entities.

Please provide additional detail explaining the funding received and your relationship with the entity. If your abstract is accepted, you will be required to complete and sign a disclosure of conflicts of interest form providing this detail and more of these relationships.:

Session Information

Poster Session:

Panel Presentation (75 minutes): Yes

Individual Presentation (20 minutes): Yes

Session Title: Exploring the interface between JUUL use and digital media addiction

Session Abstract: please provide a brief (500 words or less) description of this proposed session. Please note that if your abstract is accepted this description may be published in meeting materials as is, or may be edited for clarity or brevity.:

OVERVIEW: In 2000 the British Medical Journal reported that the decline in teen smoking in the United Kingdom was partly attributed to spending greater disposable income on cell phones instead of cigarettes. Few predicted that adolescents might be trading one addiction for another. In 2007, Apple released the iPhone, which rapidly became a ubiquitous consumer product. Today 78% of teens check digital media devices every hour, and teens spend an average of nine hours per day on digital devices. E-cigarettes were also introduced in 2007. Their use soared in 2015 after the introduction of JUUL, an e-cigarette that resembles a USB flash drive. The brand captured 75% of the e-cigarette market, and the rapid rise in the use of JUUL (and its disposable imitator Puff Bar) by high school and college students has caused grave concern among health professionals, educators, and parents alike. This presentation illustrates ways in which digital media addiction and e-cigarette addiction reinforce each other. **BACKGROUND:** The term digital media encompasses electronic devices, including television, computers, and cell phones. For this presentation, we focused primarily on cell phone use and the use of social media, which refers to websites and applications (apps) that allow users to produce and share information. Facebook, Instagram, and Twitter are the most popular social networking sites in the U.S. based on active monthly users. Instagram and Snapchat are the most popular among college-age users. Social media platforms are an indirect way to promote e-cigarette use. 43% of social media users report viewing a peer post about e-cigarettes through at least one social media platform in the last 6 months. Of these, 31% viewed posts on Facebook, 16% on Twitter, and 28% on Instagram. Commentary on these platforms is often accompanied by hashtags such as "#ecigs", "#vape", or "#juul", creating a collection of posts that can develop into a community of users. Even posts that make fun of JUUL are a way to maintain its visibility and popularity. This can be especially problematic for teens who are trying to find a group of people they can connect with. The sharing of experiences on social media has the potential to reinforce social acceptability of JUUL use. **METHODS:** The authors reviewed the medical, public health, and psychology literature regarding high school and college-age use of social media and use of e-cigarettes. **DISCUSSION/CONCLUSION:** Just as reducing teen smoking means going after the leading brand, Marlboro, so efforts to counteract electronic cigarette initiation and habituation should be directed at undermining JUUL, the leading brand of e-cigarettes among college students and teens. In addition, e-cigarette addiction appears to be just as related to dependence on digital media devices as it is to cigarette smoking. Thus, efforts by public health agencies, universities, parent teacher associations, and the business community must also be aimed at reducing the enormous amount of time that high school and college students are spending on digital media. Yet how does one reduce digital device use without communicating via electronic digital devices and social media platforms?

Supporting session documentation (OPTIONAL): If you have additional documentation that you believe is critical for reviewers to have in order to evaluate your submission (i.e. journal article, poster design), you may choose to upload that document here. (Word, PDF, .jpeg, or Excel files may be uploaded.:

305025-2-80782-72dd2ea9-09f5-4411-ab31-53d7ffb7397a.docx

Learning Objective #1: As a result of this session, participants will be able to cite reinforcing factors for adolescent e-cigarette use.

Learning Objective #2:: Participants will be more alert to subtle marketing of e-cigarettes on social media.

Learning Objective #3:: Participants will be able to list sources on social media that counteract misinformation about e-cigarettes.