

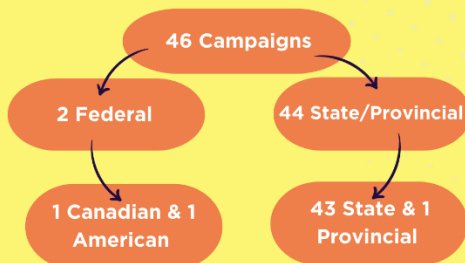
# BEHAVIOR CHANGE TECHNIQUES IN VAPING PREVENTION

## WHAT WE KNOW ABOUT VAPING

- Vaping is a widespread issue among school-aged youth in North America
- Many adolescents aged 15-17 are vaping daily or nearly every day
- Vaping poses health risks like pulmonary inflammation, nicotine addiction, and harm to brain development
- Public health campaigns aim to motivate individuals to make healthier lifestyle choices by not vaping

## RESEARCH QUESTION

What kinds of messaging strategies (behavior change techniques) do vaping prevention campaigns utilize to stop youth from vaping?



## METHODS

### Data Collection

Google searches conducted in January 2022

Campaign websites & social media pages were accessed to gather materials, including posters, videos and other forms of media

### Campaign Criteria

United States or Canada

Government funded at provincial/state or federal level

Not-for-profit organization campaigns were included if they were government-funded

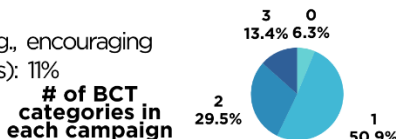
## DATA ANALYSIS

- Deductive content analysis using the Behavior Change Technique (BCT) taxonomy (Michie et al., 2015)
- Taxonomy includes 16 BCT categories and 93 BCTs
- The analysis identified underlying behaviour change techniques used in campaigns

## RESULTS

Out of 16 BCT categories, only 4 were represented in the campaigns:

- Natural consequences (e.g., relaying the health harms): 89% representation in campaigns
- Comparison of behaviour (e.g., emphasizing other's disapproval): 22% representation
- Identity (e.g., promoting identifying as a role model): 20% representation
- Social support (e.g., encouraging talking with others): 11% representation

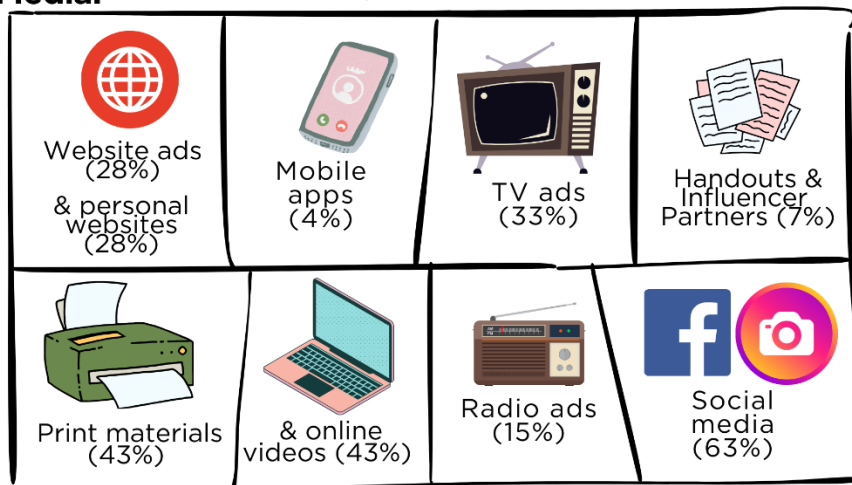


## DISCUSSION

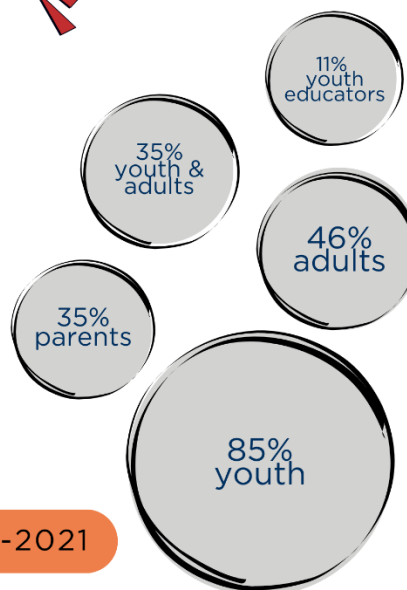
- Limited BCTs are used in North American vaping prevention campaigns
- Campaigns tend to heavily rely on emphasizing physical health consequences, but mental health and social factors are important too
- There are significantly more U.S. campaigns than Canadian campaigns. Social media platforms are key for effective dissemination of prevention messages to youth

## Messaging Media:

## CAMPAIGN FEATURES



## Target Populations:



Year campaigns launched ranged from 2015-2021