

Exposure to advertising tied to teen E-cigarette use

October 5 2022



Both electronic cigarette advertising and peer influence are significantly

associated with e-cigarette initiation among U.S. teens, according to a study published online Sept. 29 in *JAMA Network Open*.

Yu Wang, Ph.D., from the School of Public Health at Georgia State University in Atlanta, and colleagues examined how e-cigarette advertising exposure and parental and peer use are associated with e-cigarette use among U.S. [adolescents](#). The analysis included data from waves 4 (8,548 adolescents; December 2016 to January 2018), 4.5 (10,073 adolescents; December 2017 to December 2018), and 5 (11,641 adolescents; December 2018 to November 2019) of the Population Assessment of Tobacco and Health study.

The researchers found that more than 60 percent of adolescents reported past 30-day e-cigarette advertising exposure at each survey. Among adolescents who had never used [e-cigarettes](#), e-cigarette advertising exposure was associated with a greater likelihood of feeling curious about using e-cigarettes (adjusted odds ratio [aOR], 1.56) and greater likelihood of becoming an ever e-cigarette user (aOR, 1.21) and current e-cigarette user (aOR, 1.42) at follow-up. Similarly, adolescents who reported having best friends using e-cigarettes were more likely to feel curious about using e-cigarettes (aOR, 4.13) and initiate [e-cigarette use](#) at follow-up (aORs, 4.08 and 5.42 for risk for ever use and risk for current use, respectively) versus adolescents who reported having no best friends using e-cigarettes.

"Efforts to address [youth](#) vaping need to consider [peer influence](#) and incorporate measures reducing e-cigarette advertising exposure," the authors write.

More information: Yu Wang et al, Association of e-Cigarette Advertising, Parental Influence, and Peer Influence With US Adolescent e-Cigarette Use, *JAMA Network Open* (2022). [DOI: 10.1001/jamanetworkopen.2022.33938](#)

Copyright © 2022 [HealthDay](#). All rights reserved.

Citation: Exposure to advertising tied to teen E-cigarette use (2022, October 5) retrieved 10 May 2024 from <https://medicalxpress.com/news/2022-10-exposure-advertising-tied-teen-e-cigarette.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.