

INSIGHTS IN YOUR INBOX

Thought-provoking findings from KDHRC's analysis of original data with new reports shared bi-weekly. Today's findings are from the VAYPS (Vaping Attitudes Youth Perspectives Survey) dataset.



QUESTION

Which youth are most confident in avoiding vapes?

THE BOTTOM LINE

Never-users were the most confident in their ability to avoid vaping.

QUICK FINDINGS

Using a sample of survey data collected in May 2020 from 1,100 youth, aged 13 to 17, across the United States, we found that never-users had the most confidence in both vape avoidance and asking someone around them to stop vaping. For example:

- Confidence in avoiding vaping decreases significantly with each increasing degree of vape use.
- Never-users (9.2) self-reported that they felt confident that they could avoid vaping compared to non-users (7.9), light-users (7.6), and regular-users (5.6).
- Across all groups, respondents felt less confident in asking someone around them to stop vaping than refraining from vaping themselves.
- Never-users (6.1) felt most confident in asking someone to stop vaping compared to non-users (5.6), light-users (5.9), and regular-users (5.5).

ABOUT KDHR RESEARCH & COMMUNICATION

KDH Research & Communication provides timely dissemination of new research in public health and social services fields. Our mission is to produce and disseminate creative, science-based programs that improve the health and well-being of the nation's youth, family, and communities.

To learn more about the methodology behind the VAYPS project, please review the title page found [here](#). For more information about methodology or findings, contact our data analyst Andrew Simkus at asimkus@kdhrc.com. To read other findings, go to <https://www.kdhrc.com/news>.

REFERENCES

1. Yuan M, Cross SJ, Loughlin SE, Leslie FM. Nicotine and the adolescent brain. *J Physiol*. 2015;593(16):3397-3412. doi:10.1113/JP270492

WHY IS THIS IMPORTANT?

Never-users have the highest confidence in vape avoidance and the highest reported views of self-control (*IIYI Vol. 10*); however, they are not as confident at asking those around them to stop vaping. Confidence to avoid vapes and the ability to ask someone else to stop vaping can be illustrative of youth peer groups. Understanding how youth apply influence (directly or indirectly) to those in their peer groups and acknowledging that peer pressure may initiate youth into vaping is a critical underpinning for youth prevention programs.

Regular-users were least likely to feel that they could avoid vaping, which may be because nicotine addiction is common among youth who start vaping earlier.¹ Another theory could be that peer groups of regular-users are often comprised of other ENDS users (*IIYI Vol. 4*). This presents a unique intersection between physiological issues like addiction and social themes like reinforcing group norms. Regular-users were also least likely to feel confident in asking others to stop vaping, which may also be due to their peer group norms. Finding ways to instill strategies to combat peer pressure and better understand nicotine addiction at a young age may disrupt the addiction/peer pressure cycle for youth.

CONFIDENCE IN VAPE AVOIDANCE

THE GRAPH BELOW SHOWS THE AVERAGE REPORTED RATINGS FROM AN 11-POINT SUBJECTIVE SCALE (0-10) FOR CONFIDENCE IN AVOIDING VAPES AND CONFIDENCE IN ASKING OTHERS TO STOP VAPING. GRAPH RESULTS ARE FROM TWO-SAMPLE T-TESTS CONDUCTED BETWEEN EACH PROFILE COMPARISON.

