

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.



THE BOTTOM LINE

Most youth view vaping as an increasing problem among their school, grade level, and five closest friends.

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 youth in this study viewed vaping as a bigger problem in 2020 than it was in 2019. Specifically:

- In general, youth in this study viewed vaping in their school and grade level as a significantly bigger problem compared to 2019.
- In both 2020 and 2019, never-users were more likely to view vaping as less of a problem in their school, grade level, and among closest friends than other youth.
- Regular-users were the most likely to report vaping as an increasing problem among their five closest friends.
- Older youth were significantly more likely to see vaping as a problem among school and grade-level peers than younger youth.

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

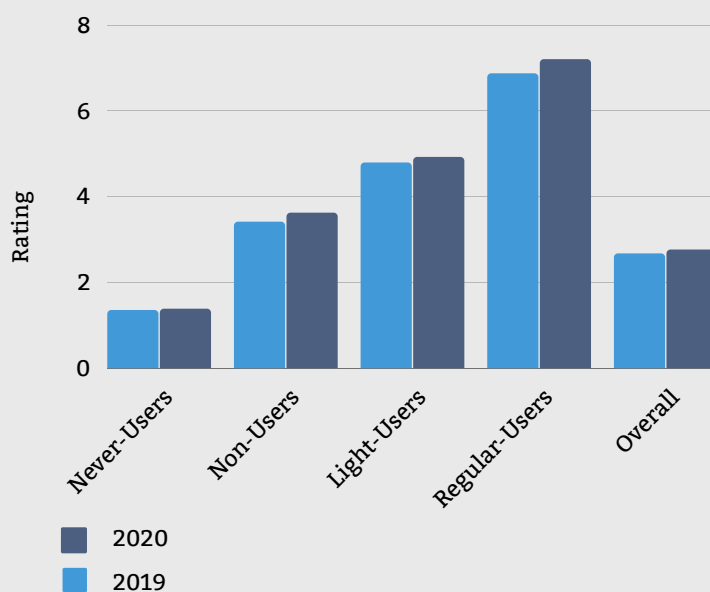
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WHY IS THIS IMPORTANT?

Over the past several years, national surveillance studies have shown a significant increase in the prevalence of vaping among youth.¹ Interestingly, our study found that teens also perceive this increase in vaping across all levels—closest friends, their grade, and their school. On a scale from 0 (lowest rating) to 10 (highest rating), never-users rated current vaping among their closest friends (1.38) as only slightly higher than the previous year (1.35) while regular-users showed a greater difference from the previous year (6.87) to the current year (7.20).

These findings suggest that prevention messages can assume youth know about and see vaping around them and can "cut to the chase" with direct information on the harms of vaping. Communication that discusses peer connections and pressure may also be an effective strategy to discourage teens from vaping.

YOUTH AVERAGE REPORTED RATING OF VAPING AS A PROBLEM AMONG FIVE CLOSEST FRIENDS ACROSS PROFILES



THE GRAPH ABOVE SHOWS THE AVERAGE REPORTED RATINGS FROM AN 11-POINT SUBJECTIVE SCALE (0-10) FOR YOUTH PERCEPTION OF VAPING AS A PROBLEM AMONG FIVE CLOSEST FRIENDS. GRAPH RESULTS ARE FROM TWO-SAMPLE T-TESTS CONDUCTED BETWEEN EACH PROFILE COMPARISON.