

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

How is vaping status associated with the perceived risks of vaping?

THE BOTTOM LINE

Never-users perceive more risks from vaping than other youth.

QUICK FINDINGS

Using a sample of survey data collected in 2020 from 1,100 youth ages 13 to 17 across the United States, we found that never-users were more likely than other profiles to report higher perceived risks from vaping.

- Regardless of vape profile, youth rated all perceived risks at a minimum of seven on the 11-point scale.
- Most never-users in this study believe there are risks from vaping, particularly poor health, suspension, parent disappointment, and addiction.
- Regular-users were most concerned about suspension, while never-users were worried about addiction.
- There were no significant differences in perceived risks of vaping between non-users and light-users.

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. Steinberg L. A social neuroscience perspective on adolescent risk-taking. *Dev. Rev.* 2008, 28, 78-106

WHY IS THIS IMPORTANT?

Adolescence is generally thought of as a time of increased risk-taking, from comparatively benign risks like curfew breaking to more serious risks like sexual behavior, alcohol, and drugs, the perceived risks associated with vaping among different youth profiles have not yet been explored.

Regular-users may have rated suspension from school as their most common perceived risk because that is a consequence they or their close friends have personally experienced. Never-users believed that the biggest risks of vaping were addiction and health risks, showing that current vape prevention advertisements are currently communicating clear dangers of vaping within this population. Vape prevention messaging should consider incorporating tangible consequences, such as suspension and family strife into their ads.

YOUTH AVERAGE RATING FOR PERCEIVED RISKS OF VAPING

THE GRAPH BELOW SHOWS THE AVERAGE REPORTED RATINGS FROM AN 11-POINT SUBJECTIVE SCALE (0-10) FOR YOUTH PERCEIVED RISKS OF VAPING. GRAPH RESULTS ARE FROM TWO-SAMPLE T-TESTS CONDUCTED BETWEEN EACH PROFILE COMPARISON.

