ELECTRONIC CIGARETTES

NICOTINE AND ADVERTISING STRATEGIES

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Grade 8 High school Students
*Targeted audience for presentation as 8th graders are starting a new stage in their live
*Youth may be exposed to peer pressure to engage in electronic cigarette use
*8th graders are the audience of aggressive advertising strategies
*Research shows an increase in the rate electronic cigarette youth

Objective
*Engage with youth about electronic cigarette beliefs
*Discuss advertising strategies and increase of youth vapers
*Address beliefs about nicotine concentration of electronic cigarettes
*Demonstrate potential nicotine amounts ingested by product users
*To discuss normalizing of the use of electronic cigarettes

Expected Youth Outcomes
*Awareness of how they are being targeted by advertising
*Identification of product information that may not reflect true health impact
*Increased awareness of nicotine volume ingested during use
*Increased capacity to make informed decisions about these products

http://www.123rf.com/stock-photo/e_cigarette.html?mediapopup=28399709

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TOBACCO INDUSTRY

https://plus.google.com/+VaporShopFindervapeshopnearme

Health Promotion
*Educate students on how they are being targeted by advertising
*Inform youth on nicotine concentrations in e-cig fluid
*Create an environment where students can ask questions
*Develop critical thinking skills
*Create the potential for informed decision making

Stamler, L. L., & Yiu, L. (2012). Community health nursing: A Canadian perspective (3rd ed.). Toronto: Pearson.

Presentation Design
*Discussion with students
*Survey questions to assess learning
*Simple math questions to demonstrate potential nicotine content
*Visual representation of nicotine concentration in electronic cigarette fluid

Sustainability
*3rd year nursing students care provide education sessions in area highs schools, based on this project work