The impact of e-cigarette health warnings on motivation to vape and smoke

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FDA requires e-cigarette packages and advertisements to carry a single, text-only warning about nicotine addiction.

1. Does the FDA warning work?

2. Can we do better than the FDA warning?
Methods

Online survey with **adult e-cigarette users or smokers** \((n=2,218)\)

Randomized to view different types of e-cigarette warnings

Control

Please refrain from littering e-cigarette refills.

FDA

This product contains nicotine. Nicotine is an addictive chemical.

Hazard

E-cigarettes can explode.

Hazard + harm

E-cigarettes can explode and cause burns.
Impact of warnings on intentions to quit vaping

Primary outcome, among e-cigarette users

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Primary outcome, among e-cigarette users

None of the warnings increased interest in smoking (all $p>.05$).

UNC Convenience Store Lab

At UNC satellite office
- Accessible location
- Adaptable floor plan

Obesity prevention research
- Pilot study, $n=50$
- RWJF trial, $n=300$

Tobacco control research ideas
Thank you!

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Reference: