

Evaluating Youth Receptivity to a Vaping Prevention Program in Kentucky

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Background

- Electronic cigarettes are the most prevalent form of tobacco product use among youth in the U.S.¹ 5.9% of middle and high school students reported current use of e-cigarettes.¹
- School-based vaping prevention programs are widely used to address youth e-cigarette use.²
- Youth receptivity and engagement are important indicators of prevention program effectiveness.³



More than 1 in 4 of current youth e-cigarette users use an e-cigarette product daily

Purpose

To examine youth receptivity to the #iCANendthetrend vaping prevention program and assess whether program receptivity differed across demographic subgroups.

Methods

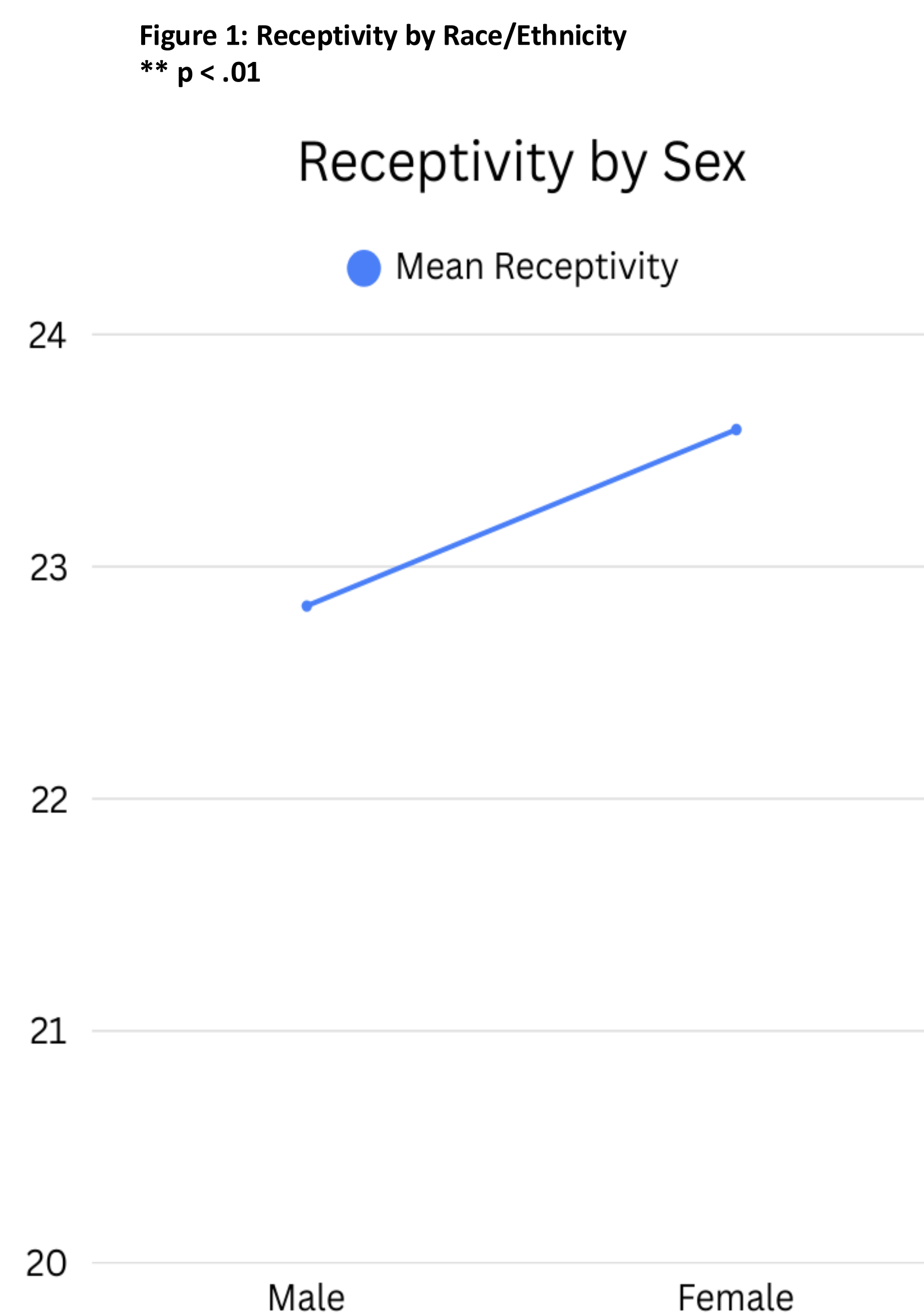
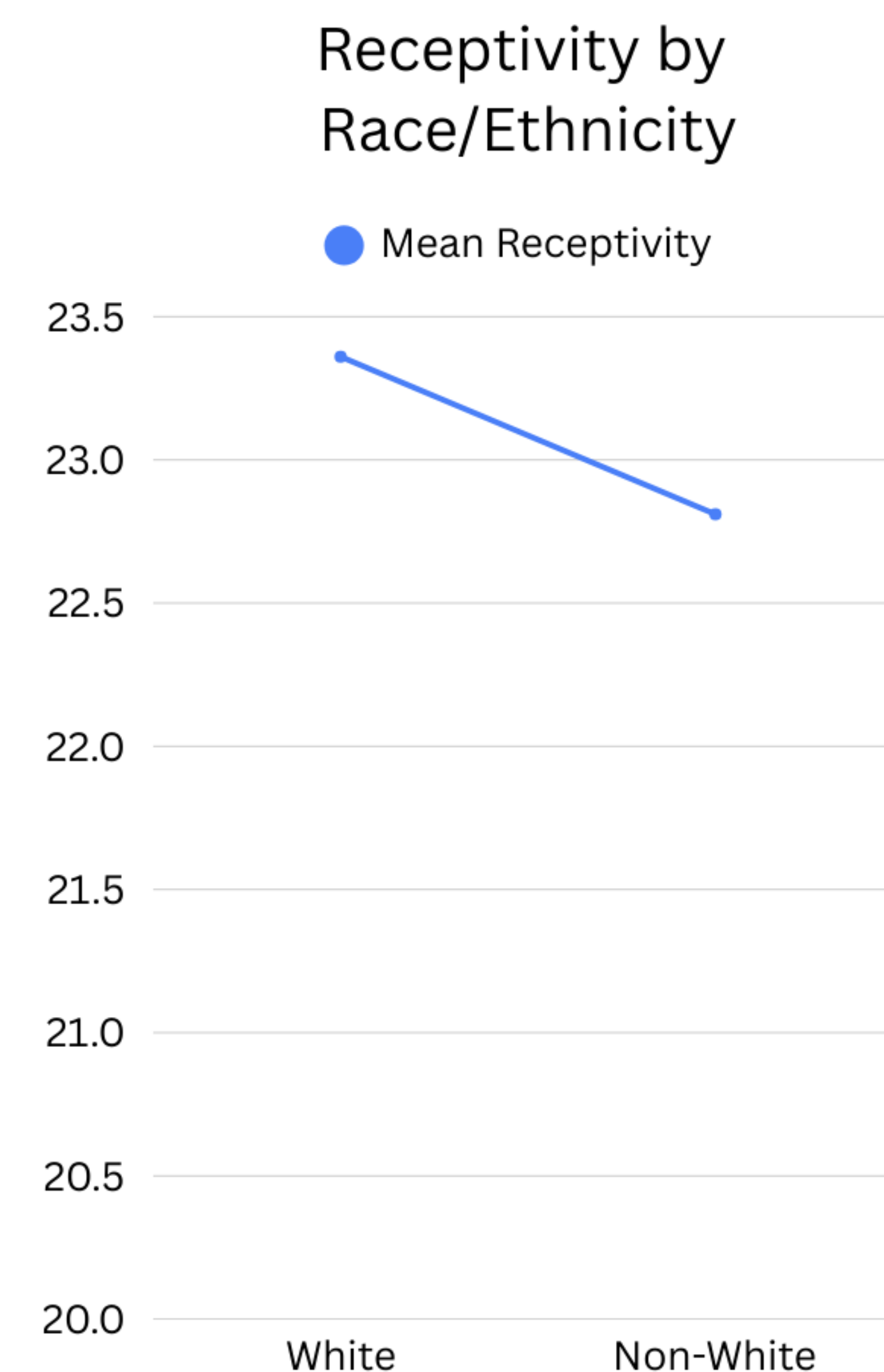
- Design:** Cross-sectional study
- Participants:** In 2024-2025, total sample size of 3,009 students aged 11-18 completed the feedback survey.
Table 1
- Measure:** Program receptivity. Scale has Cronbach's $\alpha = .893$
- Variables:** Race/ethnicity, grade level, and sex
- Analysis:** Independent-samples *t*-tests and one-way ANOVA examined differences in receptivity across subgroups.

Program Overview

- Year:** 2019 at the University of Kentucky
- Goals:** To provide tobacco and vaping prevention education to youth, families, and community members across Kentucky
- Program Delivery:** Near-peer college facilitators
- Key Topics:** Builds awareness about the dangers of tobacco and e-cigarette use, the costs of nicotine dependence, mental health impacts, and how youth are targeted by tobacco marketing
- Program Reach:** Over 30,000 youth across 75+ counties and 171 schools in Kentucky

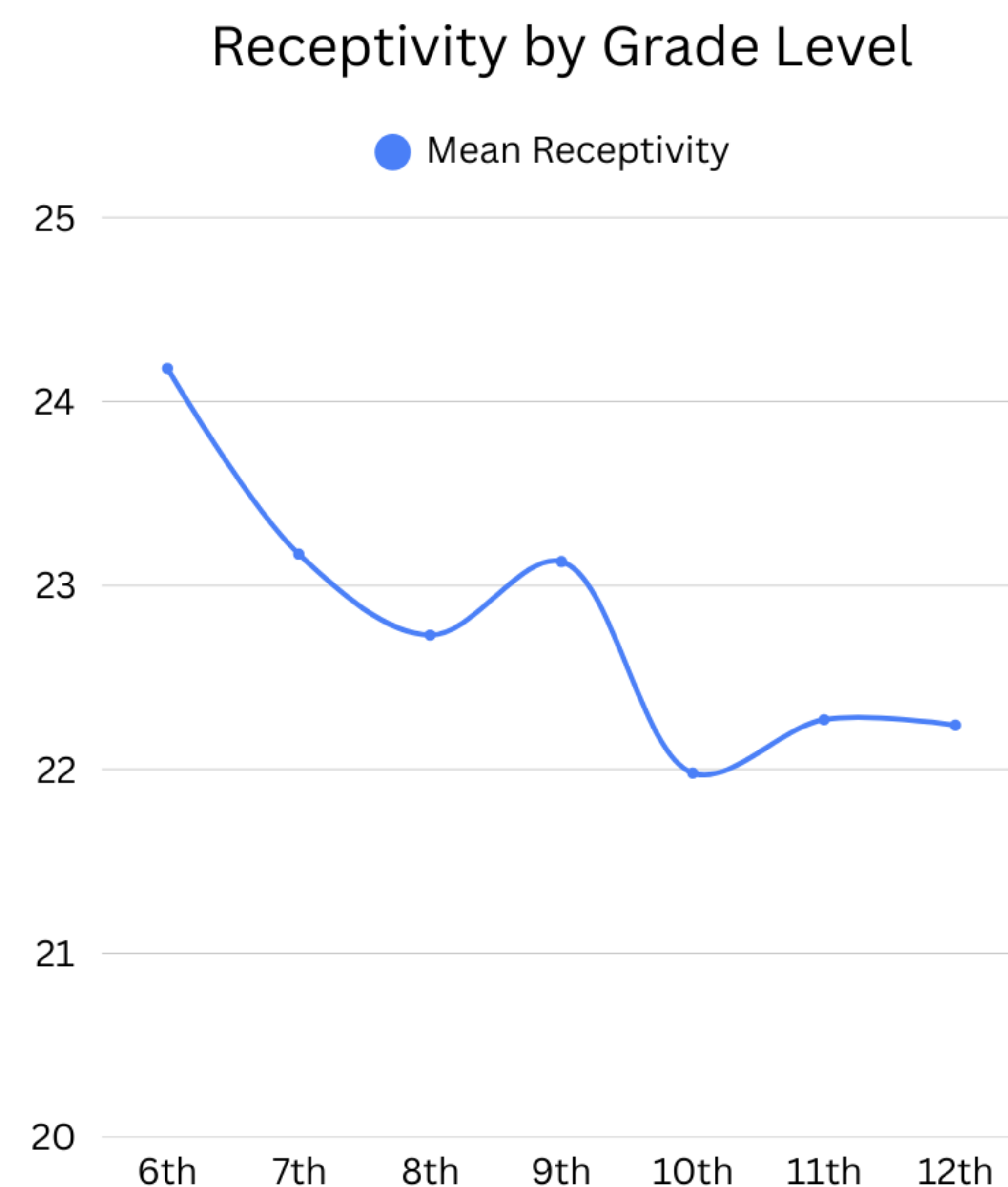
Results

- High Overall Program Receptivity ($M = 23.15$ out of 28)
- Females ($M = 23.59$) had significantly higher receptivity than males ($M = 22.83$) $p < .001$ Fig 3
- White participants ($M = 23.36$) reported higher receptivity than Non-White (22.81) $p < .01$ Fig 1
- Grade 6 ($M = 24.18$) had the highest program receptivity $p < .001$ Fig 2



Sample Characteristics (N = 3009)			
Variable	Category	n	%
Sex	Male	1135	48.4%
	Female	1212	51.6%
Race/Ethnicity	White	1,659	69.4%
	Non-White	731	30.6%
Grade Level	Middle School	1632	68.4%
	High School	755	31.6%

Percentages calculated using valid responses.
Table 1 – Sample



Discussion

- Findings suggests that youth responded positively to iCANendthetrend programs, in line with previous studies suggesting that adolescents find vaping-prevention messages more acceptable.⁴
- In this study, females showed higher program receptivity than males, however research showed that female may have stronger vaping intentions.^{5,6}
- Middle school students (particularly 6th graders) had the highest receptivity. Early prevention efforts may be especially impactful before vaping behaviors become more established among youth.⁷

Implications

- Near-peer prevention models may be a promising strategy for engaging youth in vaping prevention.⁸
- Prevention programs may benefit from introducing vaping education earlier in middle school, when students appear most receptive to prevention messages.^{9, 10}
- Tailoring program delivery and messaging may help increase engagement among different demographic groups, including older students and male students.
- Future studies should examine mechanisms behind demographic differences in receptivity.

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Reference

