Using Big Data and a Reasoned-Action Approach to Map Intervention Opportunities for E-cigarettes

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- Combustible tobacco use number one cause of preventable death (CDC, 2015)
  - >480,000 deaths per year in U.S. including 42,000 from secondhand smoker (HHS, 2014)
- 40 million current smokers
  - ~17% of U.S. population
  - ~70% want to quit (HHS, 2014)
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- Youth and young adults vulnerable populations
  - >3,000 minors initiate each day
  - >2,000 youth and young adults transition from occasional to daily smoking
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- Industry influence vs. tobacco prevention and control (FTC, 2015)
  - Tobacco industry spends >9 billion on cigarette advertising and promotion
  - State-level funding tobacco prevention and control efforts at CDC-recommended levels nearly non-existent

Include electronic cigarettes/e-cigarettes, electronic hookahs, electronic cigars, vape-pens
ENDS

- How are ENDS shaping tobacco use patterns?
  - Cessation among current smokers?
  - Initiation among youth?
  - Role of industry influence?
Laws on ENDS Sales to Minors

http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6349a1.htm
Laws on Use of ENDS

http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6349a1.htm
Reasoned-Action Approach

(adjusted from Fishbein & Yzer, 2003)
Methods

- Keywords
  - E-cigarettes and vaporizers
  - Atmos (and other popular brands)
  - “safe”, “enjoyable”, “popular”, “quit”

- Procedure
  - HDMA Dashboard

- Analysis
Significance

- Identification of novel targets for individual-level and community-level interventions
- Evaluate effectiveness of current tobacco control policies
Thank You!
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