

CITY MANAGER'S OFFICE MEMORANDUM
#16-2020

DATE: March 9, 2020
TO: Honorable Mayor Meredith Leighty and City Council Members
FROM: Heather Geyer, City Manager *hmg*
SUBJECT: 2019 Northglenn Vaping Study

PURPOSE

To provide City Council with an update on collaboration with Rocky Mountain Cradle to Career Partnership (RMC2C), formerly the Adams County Youth Initiative (ACYI). Emily Clarendon, Senior Director of Community Engagement, and Kassandra Neiss, Girl Effect Research Coordinator, will present the findings of the Northglenn Vaping Study.

BACKGROUND

On June 17, 2019, City Council provided staff with direction to move forward with three of the four options presented to City Council to include:

1. Consider implementing a licensing process for tobacco retailers that includes compliance checks (draft ordinance included on the March 9 Study Session)
2. Consider raising the purchase age for tobacco products to 21 years of age (draft ordinance included on the March 9 Study Session)
3. Consider prohibiting smoking in outdoor public places. City Council adopted this ordinance in October of 2019. Replacement of parks signage is underway. Signs are being printed in-house. New signs have been installed at Northwest Open Space. The remainder of signs will be installed throughout our parks system over the next 4 to 6 weeks.

The fourth item that City Council did not provide support on moving forward was the consideration of a ballot measure to implement a special sales tax on tobacco products.

The City engaged with RMC2C to assist the City in developing an outreach plan to garner feedback on youth vaping. The work of RMC2C included:

- Providing support to the City with outreach to residents, including youth, for thoughts about youth vaping and the vaping ordinance strategies proposed to the City Council.
- Collaborating with the Youth Commission to engage at some level in these efforts.
- Engaging the City's Healthy Eating Active Living (HEAL) Committee.
- Collaborating with Tri-County Health Department on development of questions.

RMC2C has provided three documents, Attachments 1 – 3 that provide the background information on the Vaping Study.

STAFF RECOMMENDATION

This presentation is informational.

BUDGET/TIME IMPLICATIONS

RMC2C's support of this effort is being provided through our current partnership funding level of \$5,000.

STAFF REFERENCE

If Council member have any questions or comments, they may contact Heather Geyer, City Manager, at hgeyer@northglenn.org or 303.450.8706.

ATTACHMENTS

1. Youth Vaping Report Executive Summary
2. Youth Vaping Study Full Report
3. Youth Vaping Study Appendix
4. RMC2C Presentation



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Image Source: 2019 Northglenn Vaping Study

Vaping Study – Executive Summary

January 2020

Background

This executive summary summarizes research carried out on behalf of the City of Northglenn, with significant support from Northglenn Youth Commission and Northglenn HEAL Committee, to explore the perspectives of youth and parents as it relates to electronic smoking devices (ESDs) and vaping, including potential new regulations being put forth to Northglenn City Council. Using Girl Effect's unique peer-to-peer research tool [TEGA](#), Rocky Mountain Cradle to Career Partnership ([RMC2C](#)) gathered insights to support City of Northglenn in obtaining a greater understanding of youth and parent perspectives around vaping within the community, as well as to substantiate aspects of the particular regulations being put forth to City Council. These regulations included possibly implementing a licensing process for retailers of non-smokable tobacco and raising the purchasing age for tobacco products to 21 – which has since been federally mandated.

Methodology

To do so, TEGA conducted 42 qualitative interviews with 32 youth ages 11 to 21 years old, and 10 parents of youth ages 5-21. Specifically, the research explored the types of electronic smoking devices (ESDs) youth are using and at what frequency, how they're obtaining ESDs, their level of knowledge about the health risks, which outcomes most motivate them, how they feel about potential policy changes, and finally what types of information and resources would best inform their decision making regarding the risks and ramifications of vaping.

Youth Category	Description	
Never Vaped 10	These youth have never tried vaping, no matter the product.	
Tried Vaping 14	These youth have tried vaping but no longer use any products.	
Currently Vape 8	These youth are currently still using vape products.	

Of the youth, **8 currently vape, 14 have tried vaping but no longer do so, and 10 had never vaped.** Parents were predominantly those who **had perspectives of vaping but had assumed their youth did not vape (with the exception of two parents).**

Youth self-identified which ESDs they were currently using or have used. This is labelled in this summary as follows:

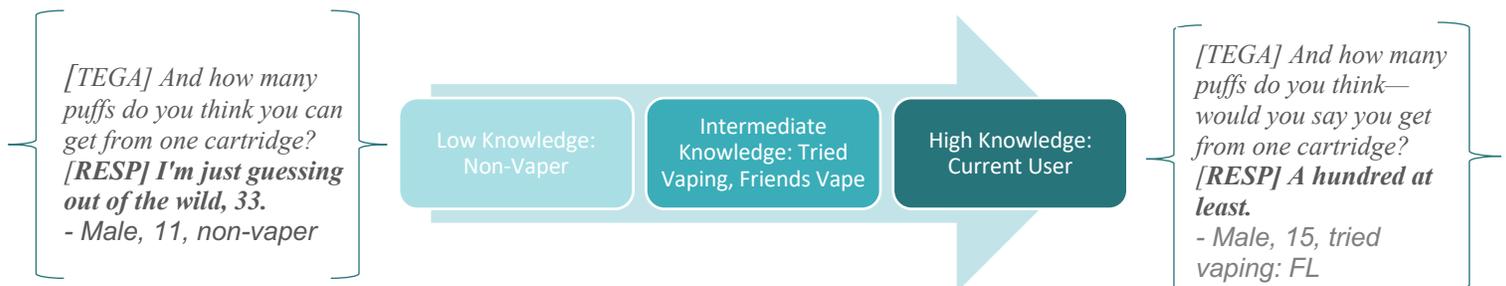
NIC: nicotine concentrate liquid
MJ: marijuana concentrate liquid
FL: flavored vape liquid that does not contain nicotine or marijuana

The key findings from the research are broken down into a primary consumer buying cycle, outline the steps a youth embarks on as they choose to abstain or engage in vaping: awareness, consideration, intent, purchase, and re-purchase.



Insights – Awareness

This study found that youth who *don't* vape maintain low knowledge of the products available due to lack of interaction with devices or conversations about their use, yet they are aware and knowledgeable of the cultural phenomena and some associated terminology (e.g. dragon breath). Youth who *have* tried vaping or *currently* vape tend to be more submerged in the online culture of vaping and maintain a higher awareness of the current messaging present there, as well as knowledge of ESD functions and access.



Awareness of the health implications associated with nicotine are much more widespread amongst all youth, but knowledge of the health repercussions beyond the effects of nicotine remains low, for both youth and parents alike. While many of them were aware of news stories highlighting several traumatic incidences associated with ESDs, **more than half of the youth, and the majority of parents, hold the perception that there is a lack of publicly available research on how vaping impacts one's physical health.**

Insights – Consideration

Social context, mental health, and stress coping each play an instrumental role in motivating youth to engage or abstain from vaping. In fact, social acceptance and coping with stress were the primary drivers for youth who have tried or continue to vape. Health and addiction seem to be more motivating considerations for non-vapers and those who tried vaping, more so than current users. At a minor level treating one's self to owning a vape, trying a flavor, or getting a buzz can motivate some youth, but this is not an overarching driver.

“Not addiction, rejection. Like, when you're around your friends, you kind of want to look cool or you want to try to fit in. So, I feel if you don't do it - do what everybody else is doing, they're gonna, like, think badly of you. And say that, like, you're scared or, like, you're not, like, don't know how to have fun.”
- Female, 15, current vaper: NIC



24 of 32 youth told TEGA they believe youth who vape “want to seem cool” or that “I thought it would make me cool”.

Concern for the mental health of their peers is a common sentiment of youth and was prevalent in multiple narratives.

“Some people I know kind of rely on vape products to feel better instead of actually getting help.”

- Female, 15, current vaper: NIC

When TEGA asked youth which repercussions they worried most about, they ranked addiction and fines at the top of the list, followed by damage to physical health, legal trouble, and school punishment. However, when the data is disaggregated to remove non-users, concern about fines moves to the top of the list of concerns and school punishment jumps ahead of damage to physical health.

Punishment and negative repercussions related to legal recourse, parents and school (including extracurriculars) do seem to hold some weight with all youth. However, punishments of this nature only seem to deter youth who are at lower risk of continued use.

An unexpected spike, as not many youths mentioned this concern in follow-up questions, was regarding the impact of ESDs on the environment, which ranked above losing extra-curricular activities *and* damage to mental health. Also, interestingly, rejection by peers was ranked lowest, even though youth told TEGAs time and again that social availability, encouragement, and peer pressure were highly influential in their use patterns.



Created by UNICORN from Noun Project

Insights – Intent

Some youth believe that vaping is a replacement for cigarettes, others say that ESDs are not a replacement but rather are **the “new cigarette” because youth aren’t smoking traditional cigarettes anymore.** The majority of parents see it as holding the same meaning and fulfilling the same need states (e.g. sociality and coping) as cigarettes, but not as a replacement because youth prefer not to smell and want to avoid stigmas associated with cigarettes. In short, some see ESDs as a substitute for cigarettes and others see ESDs as a cultural replacement.

Similarly, youth who do not vape held a common story about how vaping was unacceptable among their friends. These youth described their ability to surround themselves with friends who share their convictions.



Created by Annette Spithoven from Noun Project

This study found that it is common for youth to seek out ESDs that *don’t* contain nicotine. “Juice only” ESDs are the most common products for a youth to try and buy, followed by ESDs with nicotine. Use and frequency vary depending on the setting in which the youth is vaping.

Where do you or your friends typically vape?	Count	
Parks/Outside/Skate Parks	22	
Bathroom/Locker Room	18	
Home/Backyard/Bedroom	14	
Car	6	
Class	5	
Other Places at School	3	
Hotel	1	
Party	1	
Work	1	

Youth predominantly use or see others use ESDs in outdoor spaces, with the exception of at school, where youth are mainly using in bathrooms and in some cases the classroom.

Youth are primarily focused on securing locations with minimal adult oversight.

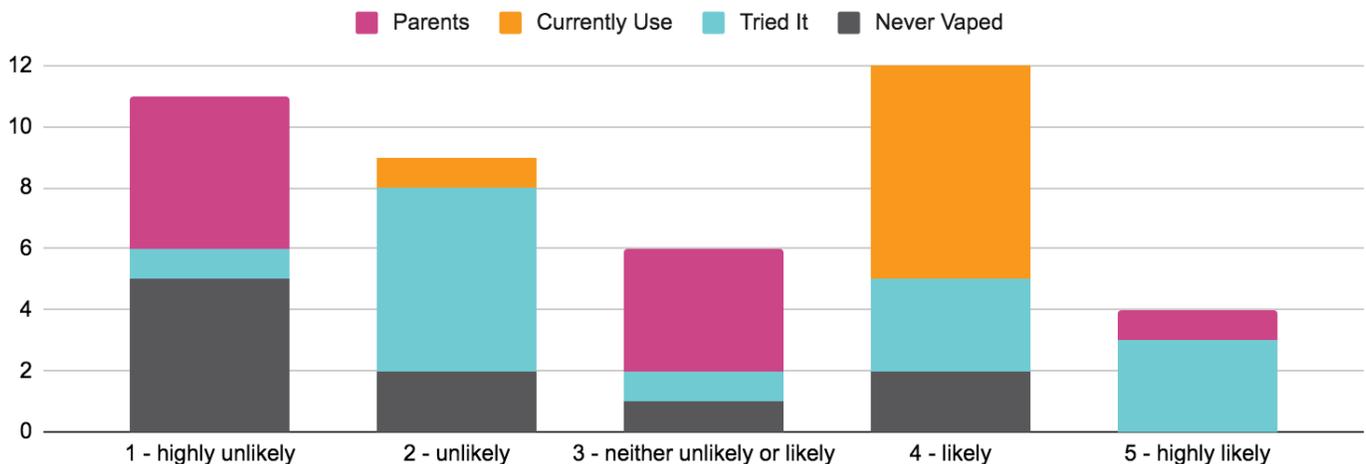
Just kind of like really anywhere moderately secluded ... just in my car sitting out in the parking lot, or like walking around, going to, like, the parks.
 – Male, 17,
 Current: MJ, FL

Youth acknowledge that age is definitely a factor in their access to ESDs. **Changing the legal purchase age to 21 would do two things, according to youth: allow for some maturity in decision making around purchasing for people who are underage and reduce the number of access points and visibility in school** because older students wouldn't have direct access or the ability to re-distribute in schools. However, almost all students say that 'if there is a will there is a way,' meaning

access won't be cut off completely. Parents shared youths' sentiments and felt that an age increase would only *slightly* limit or curb usage amongst youth.

Nearly half of respondents interviewed, 15 of 32 youth respondents, felt that it was either *likely* or *highly likely* that they knew an adult who would purchase products for them. While the majority of parents thought it was highly *unlikely* someone they know over 21 who would buy for a youth, they explained that youth know or will find adults to purchase for them, or they will go online to order ESDs, sighting the same sentiment as youth – ‘where there is a will there is a way,’ particularly for youth who might already be addicted.

Likelihood of knowing someone 21+ who would purchase products for someone underage



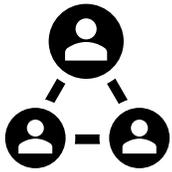
Insights – Purchase

In moving from consideration, to intent, to purchase, youth develop an understanding how vaping impacts their finances. Thus, **many who either currently vape or have tried it talk about the practice of sharing or trading and other ways they access vapes**, which is not always through the exchange of money. It seems that cost and disposability of certain ESD brands, such as JUUL, NJoy, or Novo, are a part of the appeal that turns a youth's consideration into intent and finally a purchase.

50%

of youth respondents who have either tried or currently vape say they get their products from an individual who has legally bought it in a store and resold it to them.





The data found that sometimes the individuals from whom youth acquire ESDs are family members, including parents. Store bought ESDs are frequently purchased by older family members, and sometimes a peer's parent or other family member as these are trusted, legal ways for family and peers to access ESDs. Youth in turn, share, trade, or resell these ESDs in their social networks. This reveals the distribution patterns within the youth community.

Additionally, distance from school did not spark much discussion or consideration from youth, mainly because many youth access ESDs from peers or family members who are legally of age, and not from stores themselves. Therefore, **the distance of a retail outlet from a school is less important than the distance from residences or the stores that are accessible on a student's route to and from home and school.**



Compared to youths, parents had more assuredness that regulating retailer licensing and location would decrease youth access, compared to raising the minimum buying age to 21.

Lastly, **online access is an important consideration as this study reveals that only youth who have tried or youth who currently vape are aware of online access and purchase points.** Furthermore, lying about age online is easy for youth, and two youth also brought up social selling/reselling sites as places to purchase.



Recommendations

When youth and parents were given the opportunity to share what they wanted the City of Northglenn to know and which ways they thought would be best to help them be informed about vaping, both youth and parents came up with a number of different ideas and suggestions; ranging from more research about the health implications, to relevant and applicable legal ramifications, and greater support of youth's ability to cope with mental health and wellness. Readers should refer to the recommendations included at the end of the full report for a complete breakdown or contact RMC2C for more details.

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CITY OF
Northglenn

Vaping Study

January 2020



Image Source: 2019 Northglenn Vaping Study

Report Prepared by:



TEGA | Powered by  Girl Effect

This document is intended to provide in-depth findings from the 2019 Northglenn Vaping Study that was conducted by the Backbone Team for the Rocky Mountain Cradle to Career Partnership (RMC2C) on behalf of the City of Northglenn. In addition to this document, a public facing executive summary will be made available that provides high level insights and graphics in late February 2020. A presentation that includes video and audio testimony from Northglenn constituents will be given to Northglenn City Council and the Northglenn Youth Commission by the Backbone Team in late February 2020.

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Executive Summary

This report documents research carried out on behalf of the City of Northglenn, with significant support from Northglenn Youth Commission and Northglenn HEAL Committee, to explore the perspectives of youth and parents as it relates to vaping, including potential new regulations being put forth to Northglenn City Council. Using Girl Effect's unique peer-to-peer research tool [TEGA](#), [RMC2C](#) gathered insights to support a better understanding of the perspectives around vaping within the community as well as to substantiate aspects of the particular regulations being put forth to City Council. These regulations included possibly implementing a licensing process for retailers of non-smokable tobacco and raising the purchasing age for tobacco products to 21 – which has since been federally mandated.

TEGA conducted 42 qualitative interviews with 32 youth ages 11 to 21 years old, and 10 parents of youth ages 5-21. Of the youth, 8 currently vape, 14 have tried vaping but no longer do so, and 10 had never vaped. Parents were predominantly those who had perspectives of vaping but had assumed their youth did not vape (with the exception of two parents). Specifically, the research explored the types of electronic smoking devices (ESDs) youth are using and at what frequency, how they're obtaining ESDs, their level of knowledge about the health risks, which outcomes most motivate them, how they feel about potential policy changes, and finally what types of information and resources would best inform their decision making regarding the risks and ramifications of vaping. The key findings from the research are broken down into the primary consumer buying cycle steps a youth embarks on as they choose to abstain or engage in vaping: awareness, consideration, intent, purchase, and re-purchase.

Awareness

This study found that youth who *don't* vape maintain low knowledge of the products available due to lack of interaction with devices or conversations about their use, yet they are aware and knowledgeable of the cultural phenomena and some associated terminology (e.g. dragon breath). Youth who *have* tried vaping or *currently* vape tend to be more submerged in the online culture of vaping and maintain a higher awareness of the current messaging present there.

Awareness of ESDs only increases with heightened interaction. While, youth who have little to no experience with ESDs demonstrate very little knowledge of how an ESD works or how to access them, those with higher contact rates not only showed an increased knowledge, but also more accurate knowledge (e.g. about the number of puffs a cartridge contains).

Lastly, awareness of the health implications associated with nicotine are much more widespread amongst all youth, but knowledge of the health repercussions beyond the effects of nicotine remains low, for both youth and parents alike. While many of them were aware of news stories highlighting several traumatic incidences associated with ESDs, more than half of the youth, and the majority of parents, hold the perception that there is a lack of publicly available research on how vaping impacts one's physical health.

Consideration

Social context plays an instrumental role in motivating youth to engage or abstain from vaping. 24 out of the 32 youths in this study told TEGA that they believe youth who vape “want to seem cool” or that “I thought it would make me cool”. Secondarily, mental health and coping with stress are additional primary drivers for youth who have tried or continue to vape. Concern for the mental health of their peers is a common sentiment of youth as they are seeing their friends start to “rely on vape products to feel better instead of actually getting help”. Multiple narratives from youth explain that the ability to take a minute to reset and relax, to escape stress and pressure they are under for a short time, helps them to cope with their realities and stressors in their lives. Health and addiction seem to be more motivating considerations for non-vapers and those who tried than current users. At a minor level treating one’s self to owning a vape, trying a flavor, or getting a buzz can motivate some youth, but this is not an overarching driver.

When TEGA asked youth which repercussions they worried most about, they ranked addiction and fines at the top of the list, followed by damage to physical health, legal trouble, and school punishment. However, when the data is disaggregated to remove non-users, concern about fines moves to the top of the list of concerns and school punishment jumps ahead of damage to physical health.

Punishment and negative repercussions related to legal recourse, parents and school (including extracurriculars) do seem to hold some weight with all three user-types, however, punishments of this nature only seem to deter youth who are at lower risk of continued use.

An unexpected spike, as not many youths mentioned this concern in follow-up questions, was regarding the impact of ESDs on the environment, which ranked above losing extra-curricular activities *and* damage to mental health. Also, interestingly, rejection by peers was ranked lowest, even though youth told TEGAs time and again that social availability, encouragement, and peer pressure were highly influential in their use patterns.

Intent

Some youth believe that vaping is a replacement for cigarettes, others say that ESDs are not a replacement but rather are the “new cigarette” because youth aren’t smoking traditional cigarettes anymore. The majority of parents see it as holding the same meaning and fulfilling the same need states (e.g. sociality and coping) as cigarettes, but not as a replacement because youth prefer not to smell and want to avoid stigmas associated with cigarettes. In short, some see EDS as a substitute for cigarettes and others see ESDs a cultural replacement.

Similarly, youth who do not vape held a common story about how vaping was unacceptable among their friends. These youth described their ability to surround themselves with friends who share their convictions.

This study found that those youth who have tried vaping or are actively using ESDs are seeking out ESDs that *don’t* contain nicotine. “Juice only” ESDs are the most common products for a youth to try and buy, followed by ESDs with nicotine. Use and frequency vary depending on the setting in which the youth is vaping. Youth predominantly use or see others use ESDs in outdoor spaces, with the exception of at school, where youth are

mainly using in bathrooms and in some cases the classroom. Youth are primarily focused on securing locations with minimal adult oversight.

Youth acknowledge that age is definitely a factor in their access to ESDs. Changing the legal purchase age to 21 would do two things, according to youth: allow for some maturity in decision making around purchasing for people who are underage and reduce the number of access points and visibility in school because older students wouldn't have direct access or the ability to re-distribute in schools. However, almost all students say that if there is a will there is a way, meaning access won't be cut off completely. Parents shared youths' sentiments and felt that an age increase would only *slightly* limit or curb usage amongst youth. 15 of 32 youth respondents, just under half, felt that it was either likely or highly likely that they knew an adult who would purchase products for them. While the majority of parents thought it was highly unlikely someone they know over 21 who would buy for a youth, they explained that youth know or will find adults to purchase for them, or they will go online to order ESDs, sighting the same sentiment as youth – where there is a will there is a way.

Purchase

In moving from consideration, to intent, to purchase, youth develop an understanding how vaping impacts their finances. Thus, many who either currently vape or have tried it talk about the practice of sharing or trading and other ways they access vapes, which is not always through the exchange of money. It seems that cost and disposability of certain ESD brands, such as JUUL, NJoy, or Novo, are a part of the appeal that turns a youth's consideration into intent and finally a purchase. Additionally, 50% of youth who have either tried or currently vape say they get their products from an individual who has bought it in a store and resold it to them.

The data found that sometimes the individuals from whom youth acquire ESDs are family members, including parents. Store bought ESDs are frequently purchased by older family members, and sometimes a peer's parent or other family member. Youth in turn, share, trade, or resell these ESDs in their social networks. This reveals the distribution patterns within the youth community.

When it comes to making purchases in stores and the regulations proposed to circumvent youth access to vaping direct from retailers, youth are split on the issues. Sometimes they simultaneously state that the new regulations will work in some ways and won't work in others. Generally, most feel that changing the legal buying age to 21 will be well received and effective, with the exception of the youth who have already turned 18 and were already legally accessing ESDs. As mentioned previously, youths think that increased maturity of a 21-year-old will be an important thing to consider, especially along the line of criminality. Youth who are 21 and older take more time to consider the repercussions of their actions; both in buying for themselves and for those who are legally underage. Additionally, youth feel that punishing youth under the legal buying age with legal repercussions is misaligned because it does not match the crime.

Additionally, distance from school did not spark much discussion or consideration from youth, mainly because many youth access ESDs from peers or family members who are legally of age, and not from stores. Therefore, the distance of a retail outlet from a school is less important than the distance from residences or the stores that are accessible on a student's route to and from home and school. Compared to youths, parents had more

assuredness that regulating retailer licensing and location would decrease youth access, compared to raising the minimum buying age to 21.

Lastly, online access is an important consideration as this study reveals that only youth who have tried or youth who currently vape are aware of online access and purchase points. Furthermore, lying about age online is easy for youth and two youth also brought up social selling/reselling sites as places to purchase.

Recommendations

When youth and parents were given the opportunity to share what they wanted the City of Northglenn to know and which ways they thought would be best to help them be informed about vaping, both youth and parents came up with a number of different ideas and suggestions; ranging from more research about the health implications, to relevant and applicable legal ramifications, and greater support of youth's ability to cope with mental health and wellness. Readers should refer to the recommendations included at the end of the report for a complete breakdown.

Introduction to RMC2C

About the RMC2C Network

RMC2C is a coalition of [cross-sector partners](#) who are focused on using a rigorous approach to get better results for young people. RMC2C is convened on one simple principle: Those who care about a community's youth — from parents and educators to civic leaders and local employers — can accomplish more by working together than by working apart. RMC2C is part of a [national movement](#) that is breaking down barriers, changing systems, and improving outcomes for youth, their families, and the community as a whole.

National and local research indicates that when our youth are hitting targets in these seven outcome areas (Employment, Post-Secondary Enrolment and Attainment, High School Graduation, Eighth Grade Math, Early Grade Reading, Kindergarten Readiness), their potential for long-term success greatly increases AND success of young people in these areas is synonymous with economic vitality. These [Cradle to Career Outcomes](#) are similar to vital signs used in healthcare, in this case, they tell us about the economic health of our community.

About the Team that Supports the RMC2C Network

RMC2C is supported by a staff, referred to as the Backbone, that is largely behind the scenes, yet serves as a catalyst for achieving community level progress. This includes engaging the community to ensure critical voices are heard, working across sectors to create a shared vision and holding local partners accountable for results. The Backbone consists of a team of strategists, data experts, project managers, continuous improvement experts who are trained on the rigorous outcomes focused approach. This team solely exists to ensure the collective work moves forward and holds an unwavering focus on results.

The Focus of the RMC2C Network

RMC2C collects and shares data annually on the baseline and progress over time towards improving the seven Cradle to Career Outcomes in our region and then utilizes the local data to identify gaps by demographics to understand the needs of our most marginalized and vulnerable youth. The Partnership uses these findings as evidence to make decisions in real time, improve and scale practices and target [policy](#) and [resources](#) to support what works. In short, data gives RMC2C the insight and information to make smarter investments in the success of every child, cradle to career.

Essentially, RMC2C is working to improve the systems that are producing the [current results](#) we are seeing in each of the Cradle to Career Outcomes.

RMC2C utilizes authentic youth and community voice and perspective to inform the work of the Partnership in improving Cradle to Career outcomes. Technology Enabled Girl Ambassadors (TEGA) is a research methodology that provides the Partnership with context around what young people, parents, and the community are experiencing in an in-depth way.

Introduction to TEGA



Through a partnership between RMC2C and Girl Effect, a TEGA network was established in 2018. RMC2C employs young women from Adams and Broomfield County to elevate authentic youth voice and provide rich, qualitative data to inform the RMC2C Partnership as well as their Collaborative Action Networks (CANs).

Technology Enabled Girl Ambassadors (TEGA) is Girl Effect's mobile-based, peer-to-peer research methodology which uses smartphone technology to empower adolescent girls to capture girls', boys' and communities' realities in real time.

Ten TEGAs in Adams and Broomfield County received training and were credentialed as digital interviewers through the Market Research Society (MRS).

Girl Effect is a UK-based creative non-profit that uses media and mobile technology to empower girls to change their lives. Set up by the Nike Foundation in 2004, Girl Effect is active in over 60 countries and has reached and engaged with more than 48 million people through youth brands and mobile platforms. Girl Effect's work helps girls to express themselves, value themselves, and build the relationships they need.

Background

In November of 2019, TEGA obtained youth and parent perspective on the use of ESDs and on several policy options being put forth to Northglenn City Council. This is in part because youth vaping in the United States has seen staggering numbers, particularly in Colorado, which has the highest rates of electronic smoking device (ESD) use among teens in the nation.¹ These numbers are particularly high in areas surrounding Adams County. This research elicited a more clearly defined picture of the current conditions of ESD usage among youth in Northglenn as well as their perspectives on potential local ESD regulation.

Policy options being considered

1. Consider implementing a licensing process for tobacco retailers that include compliance checks - the program is designed to curb youth tobacco use and required non-cigarette tobacco retailers to have a license to sell non-cigarette tobacco products
2. Consider raising the purchase age for tobacco products to 21 years of age
3. Consider prohibiting smoking in outdoor public places
4. Consider a ballot measure to implement a special sales tax on tobacco products

Policy options passed

On September 9, 2019, City Council approved an ordinance, a general smoking restriction, into Section 9-14-4 (3) stating: 'in order to reduce the levels of exposure to environmental tobacco smoke, smoking shall not be permitted, and no person shall smoke on public park property.'²

This new amendment change meant that TEGAs would primarily focus on understanding residents' perceptions around raising the legal age to 21 and mandating retailer licensing restrictions, rather than public consumption.

¹ <https://www.childrenscolorado.org/conditions-and-advice/parenting-articles/teen-vaping>

² "Public park means any owned or controlled by the City of Northglenn, including without limitation, parks, trails, open spaces, playgrounds, and outdoor recreation facilities, but excluding public buildings, streets, sidewalks and alleys. Smoking means the burning of a lighted cigarette, cigar, pipe, electronic smoking device, or any other matter or substance that contains tobacco or marijuana as defined by Section 9-9-2 of the Northglenn Municipal Code. Electronic smoking device means any portable electronically activated device which in operation causes the user to exhale smoke, vapor, or other substance resulting in chemically altered human exhalation. Electronic smoking device includes any device manufactured, distributed, marketed or sold as electronic cigarette, electric cigar, electronic cigarillo, electronic pipe, and electronic hookah, or under any similar product name or descriptor."

https://webdocs.northglenn.org/ordinances/serve_file/1781-2019-09-23.pdf

During the study federal law changed the tobacco purchasing age to 21 years of age

In the midst of the Northglenn Vaping Study, a key regulation TEGAs set out to obtain perspective on (minimum age requirements for purchasing tobacco) was included in the federal year-end legislative review. On December 20, 2019, both houses of Congress passed a regulation to federally change the legal age of purchase to 21 for tobacco products. President Trump signed the bill into law and it immediately took effect. By summer of this year, it will be a violation of federal law to sell any form of tobacco product to a person under the age of 21. This includes ESDs.³

This federal law change was timely considering the TEGA study was asking Northglenn residents to provide their perspectives on raising the age locally to age 21. As readers will learn later in this report, residents had a lot to say about whether raising the legal age to 21 would reduce the number of youths who are vaping.

Policy options omitted

The ballot measure to consider implementing a special sales tax on tobacco products was removed from consideration as the proposal for this TEGA study was being approved. While TEGAs did not talk about any specifics around sales tax, the cost of products to the end user was a considerable talking point during the TEGA interviews. Learn more in Section 4.1 on economy and social networks.

Research Objectives

The Northglenn Vaping Study specifically sought out to inform the following objectives:

- Youth and parent perspectives on youth and their relationship with vaping
 - Garner youths' and parents' perspectives on vaping usage, access, and outcomes (consequences).
 - Obtain youth and parent insights about the potential effectiveness of two policy options Northglenn City Council are considering around youth vaping.

³ <https://time.com/5754266/trump-tobacco-age-21> and <https://www.lung.org/our-initiatives/tobacco/cessation-and-prevention/tobacco-21-laws.html>

Methodology Overview

TEGA gathered voice from school-aged youth and parents in the City of Northglenn; specifically, youth ages 11 to 21, and parents of school-aged children between the ages of 5 to 18, asking about the following questions:

- What types of products are youth using and what is the frequency of use?
- How are youth obtaining the products? Where and from whom?
- Where are youth using vaping and what are their motivations for abstaining or engaging in vaping?
- What knowledge do youth have about the health risks associated with vaping?
- What outcomes (consequences) are most motivating to youth?
- Do youth and parents feel that potential policy changes will be effective?
- What types of information and resources will motivate youth to abstain from using vaping products and what will entice those who use to quit?

For this study, vaping was defined as the act of inhaling and exhaling from various kinds of electronic devices a vaporized liquid (known as “e-juice”), which may contain nicotine, THC, flavoring and other additives (this does not include wax/'dabs'). For this report, the term Electronic Smoking Device, or ESD, is used to refer to electronic cigarettes or other vaping devices. It is important to note that youth do not use the technical term ‘ESD’ when describing these devices. Youth narrative throughout this report includes terms such as vape pen or mod (modified e-cig), pod (the liquid concentrate attachment), or brand names such as Juul or NJoy.

Geographic Scope

Youth and parents spanned across the Northglenn City area. All youth either attended school in Northglenn or lived in Northglenn. And parents either had a child who lived in Northglenn or went to school in Northglenn. TEGA pursued recruitment through several different avenues through the RMC2C Partnership. In particular, existing partnerships through Adams 12 Five Star School District and the City of Northglenn were utilized. Youth recruitment took place through tabling and outreach to Health classes at Northglenn Middle and Northglenn High School. Tabling was also performed at community centers such as the Northglenn Recreation Center and Anythink Library, Huron Branch. Neighborhood outreach through door-to-door canvassing also yielded respondents, as well as youth networking in partnership with the Northglenn Youth Commission. Parent recruitment took place through the Adams 12 Five Star Leadership Academy.

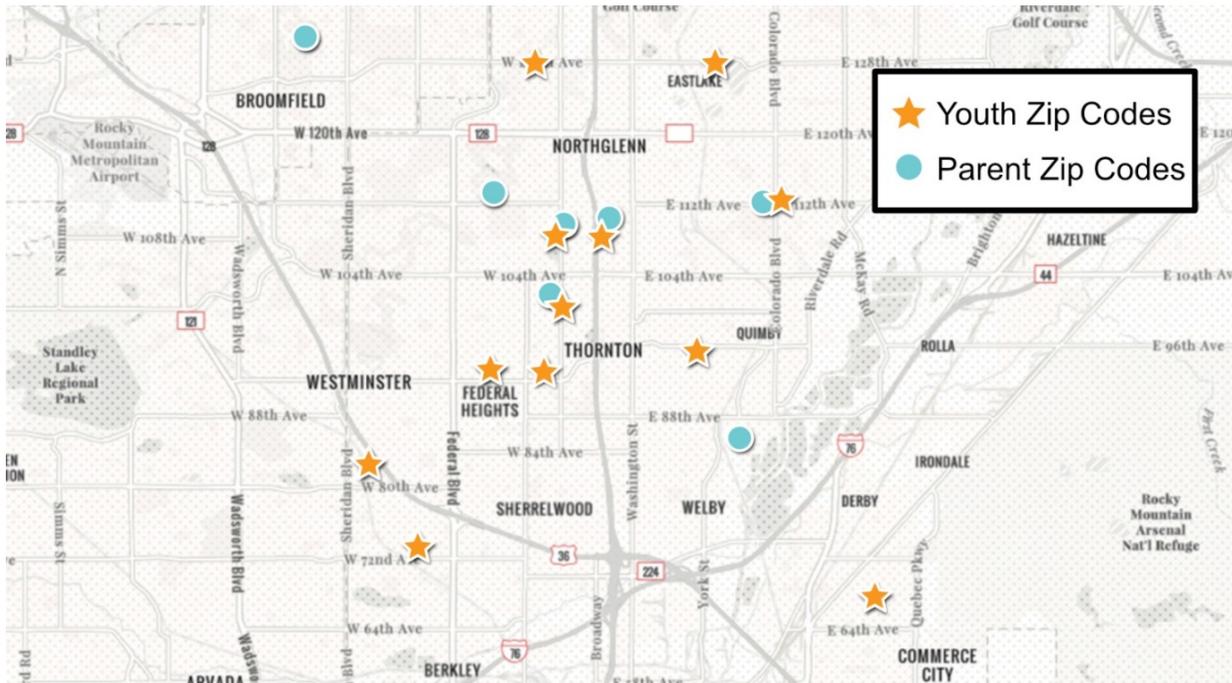


Figure 1: Map of Respondent Zip Codes

In the field, TEGAs collected the opinions and stories of school-aged youth and parents in the City of Northglenn in one-on-one, 30-minute interviews using the TEGA mobile technology. The Girl Effect evidence team then synthesized the data and conducted a thematic analysis of both the qualitative and quantitative data. The resulting findings were collated into this final report to help inform the collective work of the entire RMC2C Partnership.

Respondent Representation

For this study TEGAs interviewed 32 youth, and 10 parents of school-aged youth. This study set out with the quota 24 youths who were currently vaping, however found that many youth TEGAs spoke with didn't succinctly fall into a current user or non-users category. Rather they identified themselves as someone who had tried vaping but does not currently do so. This skewed the original quota, forcing the research team to disaggregate the sample into three categories instead of two. Additionally, the original quota for parents specified that the respondents should be parents who have found their youth vaping, however this proved difficult. This recruitment for this research uncovered that parents don't necessarily know whether their child or ward is vaping, which made it difficult to find parents who fit these stipulations. During the recruitment phase of this study, the research team amended the participation qualifications for parents to include any parent in Northglenn who had knowledge, experience, or insight about vaping they wished to share as part of this study.

Respondent Representation				
Youth Participating in an extracurricular activity	To ensure a mix of respondent types, TEGAs recruited youth engaged in sports, gaming, drama and arts, work, and none.			
Youth Ethnicity (goal: Representative of the City of Northglenn -- 59% non-White)	White*: 16 *includes 3 who identified as White/Hispanic Black, Indigenous, or Person of Color**: 16 **Asian 1, Black 3, Hispanic only 11, Native American 1			
Youth Gender	Female: 12	Male: 18	Nonbinary/Questioning: 2	
	Currently Vapes	Tried Vaping	Never Vaped	TOTAL:
Youth (Ages 11-13)⁴	1	1	3	5
Youth (Ages 14-17)	4	13	5	22
Youth (Ages 18-21)	3	0	2	5
Parents of youth ages 5-18	All identified as mother or female guardian			10
TOTAL:	8	14	10	40

Throughout this report respondents are referred to with non-identifying citations including their gender, followed by their age, and lastly their vaping status. Youth vaping status is disaggregated into three categories: Never Vaped, Tried Vaping, and Currently Vape. All three categories were self-selected by youth.

⁴ To recruit middle school students we approached health classes and had great success getting youth to fill out our pre-survey through this channel. However, our final sample skewed high school students because youth in these middle school health classes were not directly introduced to TEGA and their initial engagement was therefore difficult to carry past pre-survey stage.

User Category	Description	Nomenclature
Never Vaped	These youth have never tried vaping, no matter the product.	Non-user
Tried Vaping	These youth have tried vaping but no longer use any products. Each youth cited in this category will include details of product(s) they have tried.	Tried NIC: nicotine concentrate liquid. MJ: marijuana concentrate liquid. FL: flavored vape liquid that does not contain nicotine or marijuana.
Currently Vape	These youth are currently still using vape products. Each youth cited in this category will include details of product(s) they are currently using.**	Current NIC: nicotine concentrate liquid. MJ: marijuana concentrate liquid. FL: flavored vape liquid that does not contain nicotine or marijuana.

**Note that these youth may have tried more products than what is listed next to their name as they are only included here what they are still currently using.

Navigating this Report

This report is structured to help readers understand youth perspectives on vaping through a consumer cycle around vaping. A traditional consumer buying cycle is the process a customer goes through when purchasing a product or service. This cycle is: awareness, consideration, intent, purchase, and repurchase. The report will specifically explore youth’s knowledge (awareness), motivation (consideration), and access points along a traditional customer buying cycle. Based on the insights shared by youth and parents, the evidence team was able to plot youth perspectives on vaping into this journey map:



Additionally, TEGAs who significantly contributed to the fieldwork have provided their perspectives based on the narratives they heard from respondents. Report readers will glean direct insight from TEGA Digital Interviewers. Thank you to these young women who made this research rigorous, respectful, and relevant. This will be reflected through the following format:

INSIGHTS DIRECTLY FROM TEGA INTERVIEWERS
Comments and insights by TEGA here.

Section 1 – Awareness

This section of the report examines youth awareness of ESDs and the culture surrounding them. Examining the awareness youth have about ESDs, and how they get that knowledge, sets the stage to best understand their lived realities as it comes to engaging in vaping, or not. Specifically, youth have varying degrees of knowledge regarding ESD functionality, the saturation of their media sources, and knowledge of nicotine and health repercussions.

1.1 Knowledge of products

Unsurprisingly, youth who have never vaped display a much lower knowledge of vape products compared to youth who currently vape. While this may seem like an obvious finding, it demonstrates the level of permeation in a youth's world. **A youth who has never vaped cannot explain the parts of an ESD, nor do they feel they know where their peers are accessing ESDs.**

[RESP] I think it's like the juice evaporates in your, like, mouth, and then you blow out smoke, is all I can really think of for identifying it.

[TEGA] And how many puffs do you think you can get from one cartridge?

[RESP] I'm just guessing out of the wild, 33.

– Male, 11, Non-user (22718, Q12)

[RESP] I've never really closely seen one, but it's, like, you got the little stick and in that stick you put the pod. And then it - something happens. And you've got the part of the stick where you put your mouth, and then the part of the stick that holds the pod.

[TEGA] And do you know much about the process of how they get, like, the juice to be a cloud?

[RESP] I'm assuming they heat it up, but I'm not 100 % sure.

[TEGA] And how many puffs do you think you get out of one cartridge of the juice?

[RESP] Twenty-ish, maybe? Again, I don't really know.

– Questioning, 17, Non-user (22693, Q12)

Youth who have tried vaping, but do not currently maintain the habit demonstrate a higher and more accurate level of knowledge about the functionality of the device. **Where non-users guess that the number of puffs one cartridge or pod might deliver is in the twenty to thirty range, youth who have tried vaping guess**

higher, around 100, which is closer to the advertised amount. ESDs such as the Juul brand state you can get around 200 puffs from a .7mL pod.⁵

[RESP] It goes into cotton. And then the cotton is heated to then turn it into a gas that you then inhale. I think that's about it. I mean, there's - my dad used to vape, so there's, like, the battery, the part where the juice is held, and then the part where you inhale.

[TEGA] And is it the same for mods to pens?

[RESP] Um, I would imagine it's different because of the different names, but they function very similarly.

[TEGA] And how many puffs would you say you get from one cartridge?

[RESP] Depends on the size. I'd say a JUUL pod compared to, like, the bigger ones, are different.

– Male, 16, Tried: NIC, FL (22766, Q12)

[RESP] So, I don't really know about the parts, but -- 'cause the one I used is pretty simple. You just push a button and you inhale and exhale, pretty much, and that's the basic. And one part comes off so you can charge it, and another part comes off so you can refill it. And it just pretty simple.

[TEGA] And what kind of parts do you think are in a vape?

[RESP] Just the juice, the charging thingy, and the part where you hit it.

[TEGA] And how many puffs do you think -- would you say you get from one cartridge?

[RESP] A hundred at least.

– Male, 15, Tried: FL (22745, Q12)

Current vapers demonstrate a more intimate level of knowledge about their own devices and explained to TEGA the different parts as well as the occasional issues and malfunctions that they have had to mitigate.

Essentially, like, you have the battery, right? And it connects to essentially a coil and you have a wick that typically are cotton. And so as you pull, it either automatically or you have to push a button in order to have the battery (unintelligible) picks up the e-juice. So as the wick and the coil touch each other, the coil vaporizes the e-juice. And so, when you draw that's when you have the actual vapor will enter the lungs when you pull.

- Male, 17, Current: NIC, FL (22746, Q12)

⁵ Electric Tobacconist (retail website) <https://www.electrictobacconist.com/juul-virginia-tobacco-pods-p828> , NBC (news article) <https://www.nbcnews.com/health/kids-health/why-juuling-has-become-nightmare-school-administrators-n860106>

1.2 Awareness and the media

Knowledge about ESDs remains low amongst non-vapers. However, **vaping has still permeated the social and cultural realities of youth, regardless of whether they have used ESDs.** Youth who don't vape may maintain low knowledge of products due to lack of interaction with devices or conversations about their use. However, they are aware and knowledgeable of the cultural phenomena and some associated terminology. This youth who self-admittedly has sought out information about vaping and has chosen to abstain explains the term "dragon breath".

Once they're, like, done breathing in the juice, they tend to exhale, and it makes it look like a cloud of smoke. And they tend to call it dragon breath, because, like, a lot of times when someone's done vaping they usually breathe it out and it looks like a dragon."

– Male, 18, Non-user (22698, Q12)

This term, 'Dragon Breath' describes a 'vape trick' when the user blows out four streams of vapor, in effect emulating a dragon breathing smoke. The internet provides a number of tutorials on how to accomplish this 'trick', although the videos have an age requirement. To this point, digital environments play a role in spreading cultural knowledge about vaping. More to the point, youth who do not vape are still very aware of the presence and prevalence of vaping on social media.



Figure 2: [YouTube Cover Image for "VAPE TRICK TUTORIAL - How to: Dragon's Breath"]

You see a lot of big Instagrammers and stuff vaping more, like you see, I don't know, maybe your friends post of a picture of them vaping, and you're like, oh, that's cool; I want to try that. I want to be big and stuff.

– Male, 15, Non-user (22691, Q13)

Youth who have tried vaping or currently vape tend to be more submerged in the online culture of vaping and maintain a higher awareness of the current messaging present there. These youth told TEGA about some nuance. They explained that when **vaping first appeared a couple years ago it was much more present on their social media feeds. However, they have noticed a lesser visibility more recently and an increase in messaging that discourages this habit.**

Like, now, not as much in the sense of encouraging it. Now media is kind of like trying to discourage it. But it used to be really big. Like, I know a lot of Youtubers who did it, a lot of Instagram celebrities -- I don't know how else to call them would have pictures of vaping or videos, of like different cool tricks you can do and stuff like that.

- Female, 16, Tried: NIC, FL (22738, Q13)

A couple of parents inferred that the predominance of marketing for vaping, and the lack of cigarette advertising influences youth to consider vaping a less harmful alternative to smoking.

[RESP] I think that if you gave a kids an option, and said, well, here's a cigarette, try that, well it might be easier to say no to a cigarette than vaping these days.

[TEGA] Why do you think that is?

[RESP] I think -- I just -- I do believe that vaping has been kind of a more marketed device these days, and you don't ever see cigarette ads.

– Female Parent, 37, Child does not vape (22742, Q15)

1.3 Awareness of health implications

In contrast to staggered knowledge of the mechanics of the products between the different levels of users/non-users, there is more shared knowledge around the negative effects of nicotine. **Addiction to nicotine is a worry for many youths and therefore, TEGA heard multiple times that youth try to avoid nicotine in their products.** Hence, the majority of youth in this study cite using non-nicotine products. Some youth get this knowledge specifically from their families, learning their parents want them to avoid using it.

I kind of just vape for me. Like I said, I don't have really any nicotine in it, so it's kind of just something - like I like messing with my hands and doing stuff like that, so it basically helps me with my hands and this and that. And what kind of made me start vaping was when like my mom and dad had said that -- like if we wanted to try something, we can. And so my sister, she did it, like she wanted to try vaping, so my mom and dad are, like, OK, well, you guys can both try vaping, and then [inaudible - 00:00:36] dad get down to 0 nicotine, which he did. So, he tried it, and just hasn't stopped since.

– Female, 18, Current: FL (22694, Q13)

Youth express a belief that non-nicotine options are a good alternative and lower risk to their health. As such they incorrectly apply this knowledge to their understanding of vaping. For example, this youth believes that is it nicotine that is harmful to lungs.

I have been seeing like, stuff that said that a Juul pod has like a lot of nicotine, which is like a pack of cigarettes and it could really harm your lungs.

- Male, 15, Tried: FL (22740, Q13)

While he knows that there are health repercussions to nicotine, he mistakenly says nicotine damages lungs, not the carcinogens that are present in both smoke and vapor regardless of nicotine levels. This misunderstanding can possibly reveal why youth hold a preference toward non-nicotine products: they consider the nicotine to be the damaging element and do not demonstrate an awareness of how other aspects can affect them.

Beliefs about Negative Health Effects

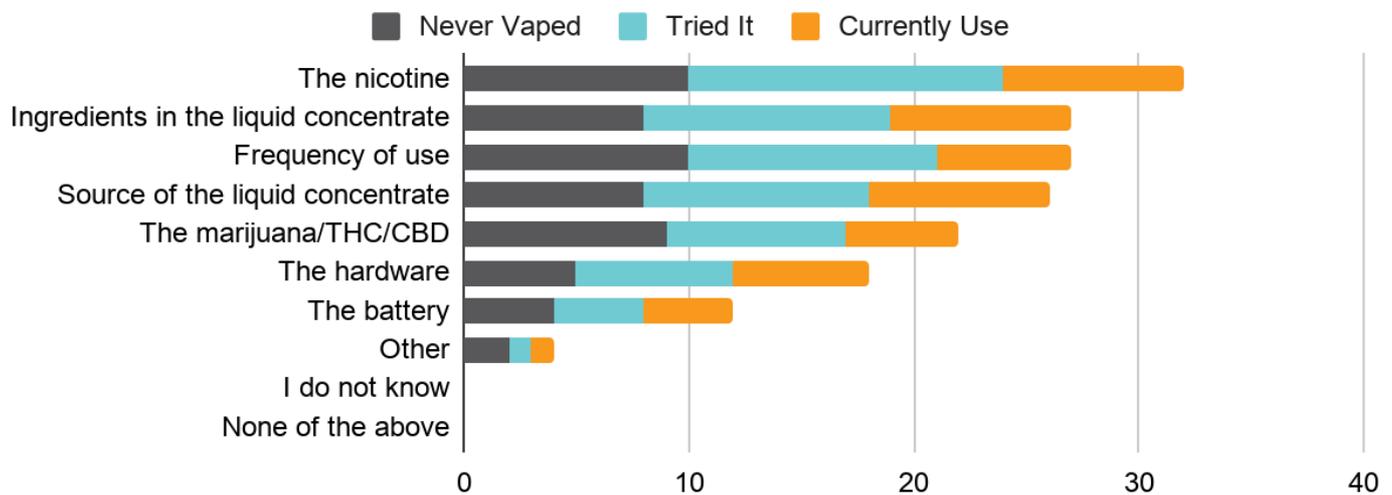


Figure 3: [Q26. Which, if any, of the following do you believe can negatively affect your health?]

As this chart demonstrates, nicotine is the highest concern and less youth are aware how other aspects and parts of an ESD can negatively affect their health.

This next youth explained that she wanted her father to vape because she believes that removing nicotine from the equation lessens the damage caused to the body.

Like I tried to get my dad on that 'cause he, like, smokes weed and cigarettes. And I'm like, "Cigarettes are nasty. Like you need to stop." And he's like, "Well, I do it, because, like, I get hungry. And I'm just like, "Well, you could, like, try, like, vaping or something 'cause, like yeah, it might, like, still destroy your lungs but not as much, because there's no nicotine.

– Female, 14, Current: MJ, FL (22703, Q13)

Beyond the harmful effects of nicotine, youth were also familiar with news stories about ‘popcorn lung’ and exploding batteries, and this was enough of a deterrent for some of them. This youth discusses the risks she and her friends are taking.

[RESP] I'm motivated to stop vaping because I care about my friends and I care about my personal health. I want my friends to, like, be better. I want myself to be better. I don't want to end up seeing them, like, it affecting their lungs and having them be in the hospital to get treatment for, like, their actions on vaping. [...] stuff on the news, I guess, about what's happening to those who are vaping and, like, so it, like, tries to open up their eyes. And, like, have them be more informed on what can happen.

– Female, 15, Current: NIC (22736, Q33)

More than half of the youth perceive that there is a lack of publicly available research on how vaping impacts one's physical health. Youth who fall into this category question the claims being made against vaping because they feel they are operating on assumptions, partial truths, and incomplete data. This youth feels that "we know some of it" but is not convinced by the information he has received and is desiring more information on which to base policy decisions.

There's no point in trying to get rid of vaping right now because we don't - we know some of it. We know that contains nicotine, which is addictive, in certain juices, but we don't - we don't know the extent of what it does to one's health, mentally and physically. So, I think we need to understand that before we try to prosecute it.

– Male, 17, Current: NIC, FL (22746, Q30)

Or, as one youth quipped, "Everybody's a test subject, I guess."

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

Based on the interviews I conducted, it is possible that youth may try, and continue, vaping because they do not currently see any concrete statistical evidence of negative outcomes.

Parents also share this sentiment. Several explained that before decisions are made about policy, more research is needed in order to make an informed decision.

I think it's just a new fad. Just like everything, you always have a new fad that comes through and this is one of them. And until we understand actually how harmful it is, we're just gonna continue doing it.

– Female Parent, 39, Child currently vapes (22761, Q25)

I think that before making a decision on whether or not it's appropriate to raise the limit to 18 - from 18 to 21, there needs to be more information about vaping. How it affects students, adults even, and I think understanding how vaping affects and putting it out to the public would help benefit the research showing why 18 versus 21 is better. That would - that's what I would say, is we need more research, more information before a decision can be made.

– Female Parent, 38, Child does not vape (22759, Q25)

Parents' knowledge is also limited. When TEGAs asked parents 'Are There Any Aspects Of Vaping That You Would Like To Know More About?,' the majority wanted to know how it works, what is in it, the different qualities, side effects and the long term health effects.

Summary

Youth who don't vape maintain low knowledge of the products available due to lack of interaction with devices or conversations about their use, yet they are aware and knowledgeable of the cultural phenomena and some associated terminology (e.g. dragon breath). Youth who have tried vaping or currently vape tend to be more submerged in the online culture of vaping and maintain a higher awareness of the current messaging present there.

Awareness of ESDs only increases with heightened interaction. While, youth who have little to no experience with ESDs also demonstrate very little knowledge of how an ESD works or how to access them, those with higher contact rates not only showed an increased knowledge, but also more accurate knowledge (e.g. about the number of puffs a cartridge contains).

Lastly, awareness of the health implications associated with nicotine are much more widespread amongst all youth, but knowledge of the health repercussions beyond the effects of nicotine remains low, for both youth and parents alike. While many of them were aware of news stories highlighting several traumatic incidences associated with ESDs, more than half of the youth, and the majority of parents, hold the perception that there is a lack of publicly available research on how vaping impacts one's physical health.

Section 2 – Consideration

This section covers the considerations youth make when approaching ESDs. In this section, youth talk about what motivates them to vape, and, in turn, what they don't find motivating. Socio-cultural context, their mental health, having a personal treat, their physical health, and punishments all play a role in a youth's consideration process. During analysis, the evidence team scoured the narratives of youth to understand their motivations for accessing vape products. Using a fundamental human needs framework, the data revealed several need states youths are trying to fulfil through their use of ESDs. These need states are called out in the sub-section headings.

2.1 The Socio-Cultural Reality of Vaping (Need State: Sociality)

Social setting and context are highly relevant in motivating youth to engage in vaping. **24 out of the 32 youths in this study told TEGA that they believe youth who vape “want to seem cool” (Female, 12, Non-user, 22712, Q13) or that “I thought it would make me cool” (Female, 15, Tried: MJ, FL, 22720, Q13).** Parents also shared this sentiment, that kids try ESDs to “fit in” and “be trendy.”

For youth who have either tried vaping or currently vape, **the opportunity to socialize, become part of the popular crowd, or generally have something in common to ease into social situations was the top reason to try vaping.** These youths fear rejection if they abstain.

Not addiction, rejection. Like, when you're around your friends, you kind of want to look cool or you want to try to fit in. So, I feel if you don't do it - do what everybody else is doing, they're gonna, like, think badly of you. And say that, like, you're scared or, like, you're not, like, don't know how to have fun.

– Female, 15, Current: FL (22736, Q28)

Based on youths' testimonies, **ESDs seem to play a role in social status.** One youth who had never vaped said that, to some people, their personal ESD is a “*sacred item... people treat vapes as, like, they're own personal thing and sometimes they don't want to share or sometimes they do.*” (Male, 15, Non-user, 22699 Q21)

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

Youth often state that the device looked cool to them and the flavor a friend had contributed to them wanting to vape. It was mainly for popularity reasons though. They felt that it was easier to make friends, start conversations, and connect with other kids. A lot of them said vaping made them seem cooler to other kids: the “popularity” factor.

The ‘cool factor’ of vaping is the biggest motivator for youth who enter into the world of vaping, also playing a role in maintaining the habit. The social pressure is an enormous influence and even youth who choose to abstain are aware of the social pressure that exists within social circles.

What is usually around high school is, like, a lot of times, like, people are using vaping to, like fit in, and, like, using it as, like, the social doorway. So, like, say, like, for example, in their friend group, it's like, oh, my friends are vaping, it's like, oh, then I should do it too, 'cause like they like doing it to fit in or they're just, like, doing it to stand out. Like, they're friends are like, oh, look what I'm doing, and you should do it too, and, like, just influencing themselves around other people, so.

– Male, 18, Non-user (22698, Q5)

So, obviously, there's still cliques in high school and, like, groups of people. I would say it tends to be more popular in the popular cliques, like, football players and not really so much in the nerds.

– Male, 16, Tried: NIC, FL (22766, Q5)

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

From the youth I interviewed, the overall pattern for engaging was coolness, stemming from their own perceptions, or being presented the opportunity to try vaping in a social setting.

The device itself attracts people because it is **electronic, discreet, and, as one youth joked, “you don't always smell like piss after you vape”** (Male, 17, Current: NIC, FL, 22746 Q13). This sensory experience of odor is also a large part of the attractiveness of ESDs, especially for youth who use ESDs for nicotine. **Specifically, 8 of the 22 youth who have either tried or currently uses ESDs mentioned smell as a reason the habit is more attractive than smoking cigarettes.** Parents cited this same reason youth prefer vaping over cigarettes.

I think it's a trend. I think it's cool. I think it's cooler than cigarettes because it doesn't smell. Because that's, like, a huge thing with the kids, they want to smell good. You know, back when we smoked cigarettes in high school, we didn't really care. We just wanted to smoke cigarettes. So, I think that's a big attraction is if the parent, even if they wanted to do it behind the parent's back, they wouldn't - we wouldn't really know because you can't smell it.

– Female Parent, 43, Child does not vape (22719, Q15)

2.2 Mental Health as motivation (Need State: Coping)

Mental health was the second most cited motivation for youth vaping. Across the board, but specifically with youth who have tried or currently vape, coping with stress and being able to relieve some mental or emotional burden, even for a short time, were frequently mentioned as reasons to vape.

Today's youth are hyper aware of the state of mental health among their peers. Previous TEGA studies conducted throughout 2018 and 2019 in Adams County, CO have supported this claim with data and findings.

In this study, **youth expressed concern for the mental health of their peers as they see their friends start to “rely on vape products to feel better instead of actually getting help” (Female, 15, Current: NIC, 22736 Q28).** Youth who have never vaped tell TEGA that mental health can play a role in a peer’s motivation to vape.

[TEGA] And can you tell me why others might vape?

[RESP] Because they got family problems, and they're kind of depressed.

[TEGA] OK. And why do you think that?

[RESP] Because my friend says it, because she's always depressed and smoking.

– Female, 16, Non-user (22734, Q13)

This youth’s narrative shows that friends talk to each other about their mental states and relay to each other that vaping has seemed to provide relief to some.

Youth told TEGA that they believe a benefit to vaping is that it provides a **“Better state of mind. Like, it can clear your thoughts,” (Male, 15, Tried: FL, 22748 Q25),** that it **“makes you feel calmer and once you hit it, it makes you feel less stressful,”(Male, 15, Tried: FL, 22740 Q25)** and **“personally, it helps me get out of my head for a minute and like calm down.” (Male, 17, Current: NIC, FL. 22746 Q25).** Youth explain that while the nicotine might play a role in this calming effect, there is also another side. Multiple narratives from youth explain that the ability to take a minute to reset and relax, to set out of your pressure for a minute, helps them to cope with their realities and stressors in their lives.

As of late, I've kind of just had like a lot of stress in my personal life. And it's just something to kind of relax me. It's -- of course, nicotine is an addictive substance, but I'm not inherently addicted to it, but it's like it's just the comfort and ease of being able to relax for a minute.

– Male, 17, Current: NIC, FL (22746, Q13)

I guess there's a feeling when I did try it where you felt like really light. And like let's say you're going through a lot. Just like being, like, emotional comfort, you feel light for a little bit.

– Female, 16, Tried: NIC, FL (22738, Q25)

Youth are not the only ones who recognize that these products are often used as stress relievers. Several **parents mentioned that youth probably use vape products as a coping mechanism.**

I think probably fit in with peers. Yeah, you know, peer pressure, but also probably for the feel of it. And, you know, to help reduce stress. And probably use it, like, as a coping mechanism for stress and things like that.

- Female Parent, 42, Child does not vape (22756, Q15)

2.3 Vaping as a Personal Treat (Need State: Treat)

There is a certain amount of self-efficacy and individuality that plays a role in youth's choice to pick up vaping. There is a **minor theme of self-gratification through self-efficacy and treating oneself to something they want**. For example, this youth views her ESD as something to occupy her hands: something with which to fidget. To her the vape is a toy.

I kind of just vape for me. Like I said, I don't have really any nicotine in it, so it's kind of just something - like I like messing with my hands and doing stuff like that, so it basically helps me with my hands and this and that.

– Female, 18, Current: FL (22694, Q13)

In the same vein, some youth told TEGAs about **the color of their vape and the different shapes and designs available on the market**. Their comments were underpinned with an appreciation for the **customizable and personalized options**.

While a very minor point for youth, the **opportunity to feel buzzed or enjoy a flavor surfaced as a minor motivator in the data**. As will be demonstrated later, flavored vape liquid that does not contain nicotine or marijuana concentrate was the most commonly used product. Interestingly, the data did not show a specific or pronounced affinity to the flavors themselves. Rather, the role of flavors contributed to trading between friends (discussed in Section 3). Flavors are part of the sensory experience, but according to the data collected in this study, was not a driving motivator for youth.

2.4 Physical Health (Need State: Addiction and Habit)

Youth are very aware of and concerned about addiction and how vaping habits can be detrimental to health. Both those who see addiction in their friends' use habits and those who self-admit to being addicted told TEGA about what they have witnessed and their perceptions of addiction amongst their peers. This youth explained the reality of addiction and the habits teenagers form with ESDs.

So, like, when someone has vaped for a really long time, they're addicted, and so it can be hard to stop even if they want to, because they get really bad withdrawals. Like, I knew someone who threw up for three days, because of how much nicotine they had consumed. Like, it was really hard for them to quit. The withdrawals were really, really bad.

– Female, 16, Tried: NIC, FL (22738, Q30)

Her narrative illustrates that even with these extreme symptoms, the addiction won out over the negative experience. As extreme as this case is, it should be considered within context. **While youth are concerned about addiction and health-related repercussions, it was most motivating to youth who chose to abstain completely and held less importance for those who continue to use**. Some youth told TEGA that concerns for their own health and safety played a role in their cessation, but health repercussions were much lower on

their list compared to social pressure to engage or abstain. The social reality of vaping, covered in the start of this section, was the number one motivation to pick up vaping, to abstain, and, in some cases, to continue their habit of use.

The three youth who told TEGA they use nicotine vape products acknowledge that it is not good for them, that they never intended to start smoking, and that they are now dealing with an addiction. One youth's perception is that her use of nicotine is more acceptable when consumed through a vape rather than a cigarette.

I think that most people would rather have people vape than smoke a cigarette. Because I know that a lot of people now call cigarettes cancer sticks because they're really bad for you. So, I guess, vaping would be considered more acceptable than smoking.

– Female, 15, Current: NIC (22736, Q13)

Some youth have had negative experiences with nicotine vape products that caused noticeable reactions. One youth told TEGA about a time she got “nic sick”⁶ or nicotine sick from vaping too much nicotine at once. She no longer uses any nicotine-based products or vape products in general.

Asthmatic youths told TEGA that they noticed that vaping exasperated their condition. One youth told us about the time he tried vaping and experienced a severe coughing fit.

[RESP] Well, part of it was that I'm an asthmatic, so when I did try, I like coughed for, like, 30 minutes. Like, it was really bad.

[TEGA] Did anything else motivate you to stop vaping?

[RESP] Well, also I didn't want to become addicted. Like, I knew how much my friends struggled when they tried to quit, and I didn't want to have to go through that.

– Female, 16, Tried: NIC, FL (22738, Q33)

Another youth, who is a current user, explained that she notices her breathing is different, but she feels addicted and therefore has not cut the habit.

I don't think I really had any positive things from vaping. Like, I thought that I was cooler when I first started, but now that I'm addicted to it, it's like I already had asthma before, and so like I've noticed that it's gotten worse. And I really enjoy singing and being in choir, and it's just made it a lot harder to start

⁶ Female, 15, Tried: MJ, FL (22720, Q33)

breathing. I really don't see any benefit from it. Like, I've spent a lot of money on it, and it's -- yeah, there's no good things to come out of it to be honest.

So, vaping, like I already had asthma before I started. It wasn't severe asthma; it was exercise induced asthma, but ever since I started, I've noticed that it seriously hurt like my breathing as a whole. When I tried to play sports again, it was hard for me. When I tried to join choir again it was hard for me, because we need the breathing. And it's just -- it's a huge -- I guess I would say it's a commitment that I'm willing to give up, because it was my choice to get in with it at the start, and I committed to it, and it [inaudible - 00:00:41] -- to be committed to it. So, yeah.

– Female, 18, Current: NIC (22739, Q25, Q33)

Negative experiences with coughing were common among respondents. This youth recognized the side effect as potentially dangerous to her future.

The first -- the only time I did it, in fourth grade, I didn't really like like it. Like, I started coughing a lot, and I got really scared, so I decided not to do anything, like, drugs or anything, 'cause I feel like it would, like, ruin your body or something, 'cause I had like a doctor's appointment the next day, and so I don't want to -- like I don't want to get in trouble by my parents anything, so I just choose not to do it.

– Female, 14, Tried: NIC (22737, Q13)

Parents expressed specific worry about nicotine and health. All 10 parents interviewed selected nicotine as something they believe could negatively affect a youth's health. They also all selected ingredients, the source of liquid concentrate, marijuana/THC/CBD, and frequency of use.

I would really just like to know what is actually in -- you know -- because, like, cigarettes they put -- they don't tell you what the chemicals are that they -- you know? I think it would be nice if they had disclosed that on the packaging, 'cause that would be like the end goal, I would think -- so that people know what they're -- just like our food, we have to have all that -- you know, all the ingredients on that -- so why not vaping or cigarettes?

– Female Parent, 43, Child does not vape (22719, Q12)

2.5 Punishment and Negative outcomes

Parental oversight and punishment are considerations for youth who choose not to vape and for youth who have tried vaping. One youth told us he stopped because he knew “it wouldn't go over well with my parents” (22766, Tried Vaping) and many others told TEGA they were scared of how their parents may react if they were to find out. **Youth who have been caught by their parents describe feeling ashamed of their actions.** Youth explain that, if their parent does not approve of them vaping, they get grounded, and their tech, both phones and EDSs, are taken from them.

[RESP] I was in 7th grade. So, obviously, they were really concerned, but they just threw all my stuff away and then I got grounded for, like, three months, I think.

[TEGA] And how is your relationship with your parents after that?

[RESP] Like, during that, we were kind of, like, always going through it, you know? So, I guess, like, it wasn't as good, obviously. And there was, like, less trust there with me.

[TEGA] How about now?

[RESP] It's better. 'Cause, like, I, like, I saw the view in it of, I just, like, we're just in a better place, me and my parents. And, like, they trust me more not to do it and, like, I don't do it anymore.

– Female, 15, Tried: MJ, FL (22720, Q28)

While, **not all parents punish youth for vaping, some are passive and don't intervene at all. In fact, the youth data suggests that parents in the community seem to enable it.** Interestingly though, parents who were interviewed by TEGA stated that banning or forbidding certain behavior or telling their youth 'not to do it' would result in them experimenting anyway. They explain that they're careful to, and desire to share information to help their youth make informed decisions.

I personally as a parent believe when you start telling your kids you can't do something it makes them want to do it more. So, I think what I would do more is say fine, if you're gonna do this, you're also gonna be educated about it. And so, I would say, you know, get in classes, read materials, you know look at these videos, read these news articles, so they're making an informed decision, but I truly believe as parents when something happens -- I mean, I was a teenager too, and anytime that my parents said don't do that, I'd be like, why? I want to do it.

– Female Parent, 53, Child does not vape (22744, Q8)

It tends to be my opinion things that are forbidden become then things that are - become sneaky. They become covert. They become underground. And then there's no way to have conversations. So, there was not - there was not a punishment, but more about reflection.

– Female Parent, 42, Child tried vaping (22753, Q8)

For the one parent TEGAs spoke to, whose youth is currently vaping, she tried to discuss the health concerns, and punished her youth, and it resulted in resentment and sneaky behavior, thereby affirming this previous parent's beliefs.

[RESP] Disappointment, but there's nothing I could really do because they can hide it, so discreet. So he says and promises that he's not vaping, but when I find devices and it proves him wrong, then it's just a losing battle.

[TEGA] Did you have a conversation with them?

[RESP] Yes.

[TEGA] What - how did that conversation go?

[RESP] Not so good because he's very argumentative. He thinks that vaping is good for him. It's not harming him. That there's nothing that - there's no reason for him to stop, basically.

[TEGA] Did you have any concerns?

[RESP] Yes.

[TEGA] Which ones?

[RESP] Well, being first, addictive, being harmful to his lungs, and then, especially with all the deaths that I've been hearing about from vaping, that also concerns me. But now possible seizures, I'm even more concerned.

[TEGA] Was there any kind of punishment?

[RESP] Well, we took away his phone and we stopped giving lunch money. Because I figured he was using his lunch money for exchange of vape products and made him start taking his lunch. And, of course, confiscated any vape pens we did find.

[TEGA] Do you think your child acted any differently after you guys found out that he was vaping?

[RESP] Yes. He's more secretive. He stays away longer. Try not to come home as much. Trying to stay the night at his friend's house more, stuff like that. Definitely.

– Female Parent, 39, Child currently vapes (22761, Q8)

As was mentioned, the role of families in a youth's access and intent to purchase is explored more in the following section on purchase and access.

School punishment related to suspension and loss of extracurriculars was motivating to some youth, some going so far to say that 'vape detectors' in school were one of the most effective deterrents. Youth know that using in school is prohibited and some described schemes to sneak vapes past vape detectors. As readers will learn in more detail in Section 3, youth prefer to vape in places where there is no, or limited, adult oversight. This is complemented by the various stories youth shared about peers who were suspended or how they received detention (in one case more than once) because a teacher caught them vaping. These stories seem to get passed from student to student, creating a grapevine of both how people get caught and what happens when they do. This youth who has tried vaping can draw a clear line between school, their future, and the repercussions of vaping, while relaying a story of an acquaintance who got in trouble.

[RESP] I'm very much thinking about my future. So, things like addiction and physical health detriment would affect my future physically. And that it would make my life less enjoyable and more difficult to live. And also, things like legal repercussions and things like that would definitely affect my ability to go to, you know, colleges and careers of my choice.

[TEGA] And have you ever had any of these things happen to your friends with regard to vaping?

[RESP] I think there've been none of my close friends, but considering acquaintances, people I know from various, like, activities at school, I think the only one I'm personally aware of is - there have been instances at this school punishing students with things like, I think, suspension is the most severe punishment that has happened in my memory.

[TEGA] And how do you feel about the repercussions related to, like, school?

[RESP] I think that - I would say I'm definitely concerned about those. Because I do think that I have, you know, sort of a place in the academic com of the school and sort of expectations from, not only myself, but also my classmates and my teachers to, you know, put in my best effort and really be dedicated to school. And I think a mark on my record like that would definitely tarnish that standing.

- Male, 16, Non-user (22743, Q28)⁷

This youth takes it a step further, talking about **peers who have gotten in trouble with parents or their school, but emphasizes that while those repercussions are not ideal, legal trouble has a greater effect on one's future.**

At school, yeah. They were caught with a vape in class. They were currently using it, so they were -- it was taken away, and they had to go to the office, where they were suspended. I don't know how long though.

[TEGA] And you said the legal repercussions worry you the most. Do you think that's the common view?

[RESP] Yeah, probably.

[TEGA] Why?

[RESP] Well, I guess most of the time people, if they get in trouble with their parents or if they get in trouble at school, it doesn't bother them so much, but once you start thinking about, like, legal or like police are involved, it kind of scares people, where it's like -- it's kind of how people think about it, and how we were taught when we were little. We were always taught, like, avoid at all cost the police and getting in trouble with the law, so.

- Female, 16, Tried: NIC, FL (22738, Q28)

Criminal records and fines struck a chord with youth, many simultaneously saying that it was highly motivating and also seemed a little over the top; that the punishment didn't match the crime.

I mean, it really doesn't do anything except will punish them and I don't -- I don't think [vaping is] inherently worthy of [punishment].

- Male, 17, Current: NIC, FL (22746, Q28) 17, Male, FL, NIC

Most of the youth who have never vaped, or only tried vaping, are motivated by the desire to avoid any trouble that would have negative repercussions for their future. **In contrast, youth who were current users are more likely to speak out against perceived injustice in the law rather than be motivated to quit.** While youth may disagree with legally penalizing youth who vape, receiving a fine of up to \$500 was of high concern for youth across the board.

⁷ The 'bad kid label' was frequently mentioned by youth and SROs in the School to Prison Pipeline Juvenile Justice Study (December 2018) as a barrier to youths' success academically, some youth stating that school staff give up on you once you have that mark.

5 of the 8 youth who are currently vaping brought up specific concerns with changing regulations relating to legal penalization and fines, pointing out that there is little verifiable data to back up claims and asking for a more informed approach to regulation.

I'm worried about, like, if the law stays at 21, and it doesn't change and there's all these innocent people getting caught that had already started like me when I was 18, or when I turned 18. Like, it was already legal when I started, so why should I have to stop just to please other people and then get punished for it. Like say if I have to go to jail for 10 days, because it's a misdemeanor or whatever the punishment is, why should I have to obey a law that's been changed just for my generation? You know?

– Female, 18, Current: NIC (22739, Q28)

This youth argues that legal recourse for youth who illegally vape would just get people in trouble rather than deter the action. The rebellious attitude was not limited to this singular youth as other current vapers felt similarly.

2.6 Divergent Considerations

An unexpected spike, as not many youths mentioned this concern in follow up questions, was regarding the **impact of ESDs on the environment. For youth, this ranked above losing extracurriculars and damage to mental health.** Considerations of how their actions are impacting the environment and future could indicate a potential hook to draw youth in and discuss real and lasting repercussions. Also interestingly, **rejection by peers was ranked lowest, even though youth told TEGA time and time again that social availability, encouragement, and pressure were highly influential in their use patterns.** This might demonstrate a cognitive disconnect between their social reality and their willingness to admit to peer pressure or social acceptance.

Which do you worry about the most//would have the most importance in your household?

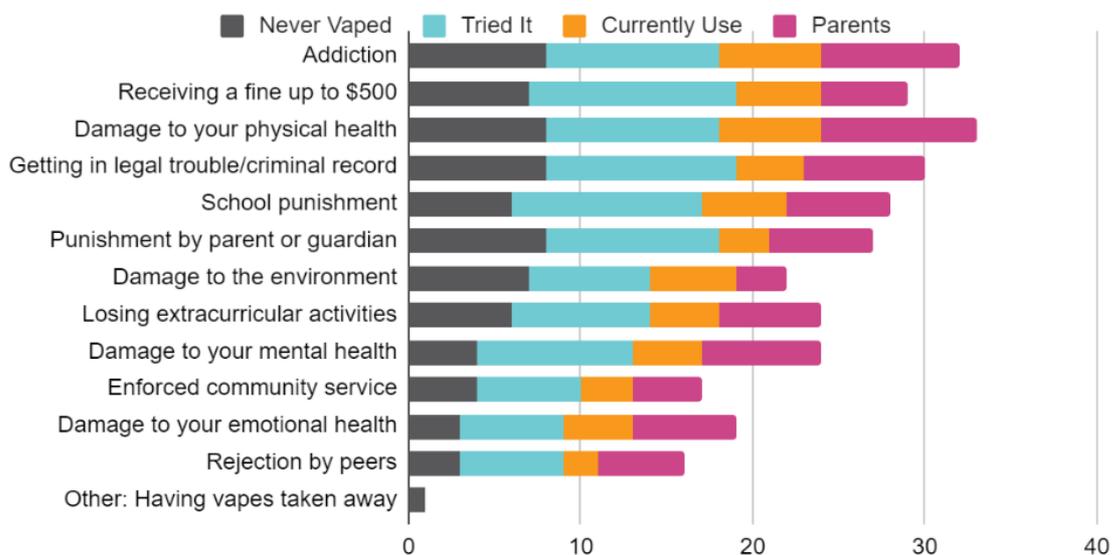


Figure 4: [Q27. Of the following repercussions related to vaping devices, which ones, do you worry about the most?]

Summary of Consideration

In summary, social context plays an instrumental role in motivating youth to engage or abstain from vaping. 24 out of the 32 youths in this study told TEGA that they believe youth who vape “want to seem cool” or that “I thought it would make me cool”. Secondly, mental health and coping with stress are additional primary drivers for youth who have tried or continue to vape. Concern for the mental health of their peers is a common sentiment of youth as they are seeing their friends start to “rely on vape products to feel better instead of actually getting help”. Multiple narratives from youth explain that the ability to take a minute to reset and relax, to escape stress and pressure they are under for a short time, helps them to cope with their realities and stressors in their lives. Health and addiction seem to be more motivating for non-vapers and those who tried than current users. And at a minor level, treating one’s self to owning a vape, trying a flavor, or getting a buzz can motivate some youth, but this is not an overarching driver.

When TEGAs asked youth which repercussions they worried most about, they ranked addiction and fines at the top of the list, followed by damage to physical health, legal trouble, and school punishment. However, when the data is disaggregated to remove non-users, concern about fines moves to the top of the list of concerns and school punishment jumps ahead of damage to physical health. Punishment and negative repercussions related to legal recourse, parents and school (including extracurriculars) do seem to hold some weight with all three user-types, however, punishments of this nature only seem to deter youth who are at lower risk of continued use.

Lastly, some divergent and unexpected considerations appeared when ranking the importance of vaping repercussions. An unexpected consideration was regarding the impact of ESDs on the environment, and an incongruent low was rejection by peers, even though youth told TEGAs time and again that social availability, encouragement, and peer pressure were highly influential in their use patterns.

Section 3 – Intent

As youth move from awareness, to consideration, to intent, certain aspects of their reality become more influential. Peers and family are frequently present when youth move from consideration to intent. Furthermore, use patterns show what locations and products are most common among youth. And, importantly, age, school, and stores are perceived as interrelated systems and structures by youth and parents.

3.1 Peer influence on intent

Some youth believe that vaping is a replacement for cigarettes, others say that it is more than that. Specifically, some stated that cigarettes have a stigma and vaping doesn't, while others say it is offering the same benefits but in a new form, or that it's just as bad.

Youth who have known people who used ESDs for cessation are quick to point out that vaping can be a replacement for smoking. Others acknowledged that there are many reasons someone may pick up vaping and, while cutting an addiction is one of the reasons, social motivators and getting a “buzz” also play a role and therefore someone who has never smoked a cigarette may still use vape products.

When the TEGA asked this youth whether they thought vaping was a replacement for smoking, they explained that **ESDs are not a replacement for smoking but are the “new cigarette” because youth aren't smoking traditional cigarettes anymore as many believe it to be “gross”.**

I'd say, like, not as much recently, 'cause like with kids, teenagers as least, they don't really, like, smoke cigarettes anymore, so like vaping is the new cigarette. So, it's not really a replacement.

– Female, 15, Tried: MJ, FL (22720, Q13)

The respondent emphasized that, among her peers, vaping is not used for cessation, but rather something new to try; something multiple parents cited, the act of experimentation in order to discover who you are, what you like, and where you fit in. **Vaping, a new phenomenon, seems to match the current reality and generation better than smokable cigarettes**, which are now seen as something from a previous generation or time period. Therefore, it might not be a physical replacement for cigarettes, but a cultural one. These youth offer reasons that explain why ESDs may be more culturally appealing to youth.

I mean, it's an electronic, so it's more like appealing to the youth, because like back in the day, they just used straight cigarettes.

– Male, 15, Tried: FL (22748, Q13)

I just think like cigarettes, they've kind of gotten like a bad rep, and they're just kind of gross. And vaping just I guess looks cooler, 'cause like these devices, they're accessible. You can charge it. You can have it with you whenever. It's easy to sneak around. Like most people sneak it in class and that sort of thing. And like I just -- it just looks cooler.

– Female, 18, Current: NIC (22739, Q13)

I would say just for experimental purposes to, you know -- I think -- that the more somebody talks about something, the more the -- youth is gonna want to try it, and peer pressure.

– Female Parent, 37, Child does not vape (22742, Q15)

The permeation of vape culture is controlled by the beliefs of social circles. Youth who did not vape held a common story about the acceptability of vaping and the ability to surround themselves with friends who share their convictions. We heard from many non-vapers that they actively surround themselves with people who are not interested in vaping. Some of these youths went so far to say that they believe their friends would judge them negatively if they were to pick up the habit. Below is one version of such a narrative:

I've never done anything like very risky behaviors. Things like drugs, alcohol, I mean, it was really didn't have any interest in any of it. And I just - assessment of the consequences that it's dangerous and not worth it. So, I guess, as I mentioned, there's a general because of the people I associate with. Among those groups, there's definitely, you know, if I were to do something like that there would be a lot of judgment and and possibly ostracism. And it's just it's, so, it's a combination of just recognizing what the consequences are and knowing that it'll affect my social life. Because the people I associate with wouldn't really accept that, but, you know.

[TEGA] And what social groups are you a part of, if you don't mind my asking?

[RESP] I guess a lot of it is related to, like, extracurriculars and academics. So there's groups based on certain classes like AP classes or certain clubs. Like, a lot of my friends are from band or from theatre, things like that.

– Male, 16, Non-user (22743, Q13)

Youth who have tried vaping told us of the situations in which they were first introduced to vaping. The common thread was the informal social setting, sometimes containing peer influence and other times sparking curiosity and intent.

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

Those who don't vape typically said that it just doesn't interest them and that they don't see a good enough reason to try it. However, youth may engage in vaping due to social pressure put on them by both peers and friends and view it as something that is acceptable in social situations like school dances or hanging out at a friend's house.

I guess I vape, just like because my friends were doing it. I was just influenced maybe and that's it.

– Male, 15, Tried: FL (22748, Q13)

I tried it, 'cause my sister wanted me to. She bought it and she offered me. She didn't pressure me or anything. She was just like, "Want to try it?" And I was like, "Sure, I'll try it," and that's how it started. I've done it since then.

– Male, 15, Tried: FL (22745, Q13)

Current vapers build on this narrative, often adding in that their peers, boy/girlfriends, and family members continue to use around them, hinting at a mutually encouraged habit. Social circles, romantic relationships, and families who normalize this practice were always present with youth who currently vape.

So, I started, I think, two summers ago. And that was when my friend bought one from one of her really close friends. And then we were just kind of sitting at the park and I, like, never did it. So I thought it would be, like, cool because that's what everybody was doing. So, I tried it. And then it just kind of became a habit for whenever she came over. So, we just kept on doing it. But, it was more consistent before, but now it's just, like, every so often.

– Female, 15, Current: NIC (22736, Q13)

3.2 Patterns ESD Usage

What types of products do youth use? The answer to this question frames the youth's mindset.

This study found that non-nicotine, flavored vapor liquid was the most commonly used substance. Out of the 22 youth who have either tried or currently use vape products, 20 (90%) listed flavored vape liquid (without nicotine or marijuana) as a product they have tried.

Products Used

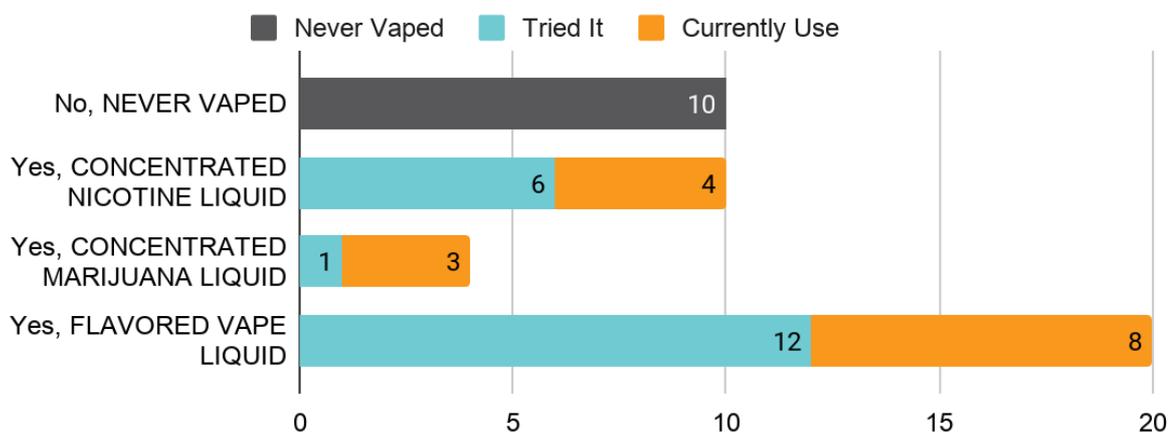


Figure 5: [Q6. Have you ever tried vaping?]

This graph demonstrates all products a youth has tried, whether or not they are still currently using. Flavored vape liquid is by far the most common product to try, followed by concentrated nicotine liquid, tried by 10 of these youth.

Of the 8 youth who currently vape, two say they vape multiple substances. **Non-nicotine vape liquid is still the most prevalent among those currently using with 5 of the 8 saying this is something they are still currently vaping.** Less than half (3) said they were vaping nicotine products and only two said they were vaping marijuana (one of which was over 21 years old).

Frequency of use for these youth varied greatly, especially along product lines. Those who vape concentrated marijuana use at a much lower frequency, both stating they vape less than once a week. When it comes to vaping nicotine, one youth said they use less than once a week, one said multiple times a week, and the third said whenever I can. Similarly, three youths who vape non-nicotine flavored liquid said they use less than once a week; one said multiple times a week, and two others said multiple times a day. One youth who currently vapes all three types (nicotine concentrate, marijuana concentrate, and flavored vape liquid) said that nicotine liquid was the only one he used multiple times a week.

However, it seems that youth may define “use” differently. Some described vaping ‘sessions’ with friends, others described it as something to do with their hands while sitting in their room. This does not reveal the milligrams of concentrate consumed per puff nor the quantity of puffs consumed over the period of use.

3.3 Use Areas

Youth were asked to share what it is like with their peers when it comes to vaping. **School bathrooms are the most commonly listed vaping area on school grounds, regardless of vaping status. 18 of the 32 youth specifically mentioned this as a place of frequent use.** Moreover youth, and especially those who have used or currently use vape products, talk about the lack of adult oversight as an appealing aspect of locations where they, or others, typically vape. Outside of school, parks, skateparks, and general outdoor areas were listed by 22 out of the 32 youth as preferable places to vape. **Spaces where youth feel they can control their privacy level, such as their car or bedroom, are also commonly listed.** The general sentiment of parents was similar, in that youth can and probably do vape 'anywhere and everywhere.' Because there is no smell, there is no place that youth won't do it with the exception of in front of an adult.

Just kind of like really anywhere moderately secluded ... just in my car sitting out in the parking lot, or like walking around, going to, like, the parks.

- Male, 17, Current: MJ, FL (22746, Q11)

[RESP] I know that a lot of them say that they have parties in the bathrooms at the high school. They have their, like, vape parties. I know at regular parties, outside of school, their friend's house, I mean, in the cars, pretty much anywhere, everywhere.

[TEGA] Do you think there are any places where they for sure don't go to vape?

[RESP] Um, well, in front of their parents. You know? I think that they even go into the restrooms at the restaurants and at the stores, and vape. I just think that they do it everywhere. I don't think that there's anywhere they wouldn't do it.

- Female Parent, 39, Child currently vapes (22761, Q14)

While many of the youth who spoke with TEGAs mentioned the desirability of seclusion, some also told us of peers who vape in the classroom. These youth take care to not get caught even when there are adults present. Some explain that you can set the ESD setting so that it produces a minimal amount of vapor allowing the user to hide it more easily. This youth observes, that there is a certain level of experience that comes along with daring to use an ESD in a classroom.

So, the main place is, I guess you would say people would do it, is probably in bathrooms. But some people that, if you're, like, more experienced of, like, having one, they just don't mind you doing it in a classroom as long as it's not, like, they don't just, like, blow it out. They kind of hide it, but they try - they don't really care if you do it in the classroom.

– Male, 17, Tried: FL (22716, Q11)

<i>Where do you or your friends typically vape?</i>	<i>Count</i>
<i>Parks/Outside/Skate Parks</i>	22
<i>Bathroom/Locker Room</i>	18
<i>Home/Backyard/Bedroom</i>	14
<i>Car</i>	6
<i>Class</i>	5
<i>Other places at school</i>	3
<i>Hotel</i>	1
<i>Party</i>	1
<i>Work</i>	1

Another youth explained that she could hide in plain sight because the device is inconspicuous.

I usually did it on my very last hour. It was like a Spanish class. Everyone did it, so I just tried it once. It was really easy to like hide it, I guess is why everyone did it that hour, so.

– Female, 16, Tried: NIC, FL (22738, Q11)

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

The decision to vape with friends may also be supplemented by a temporary decrease in parental or adult supervision. Where there is less supervision in a social situation, youth may engage in vaping when they might not ordinarily.

3.4 Role of Age, School, and Stores

Many youths believe that changing the age from 18 to 21 to purchase nicotine products would have a noticeable effect by reducing youth vaping, but these youth say it still will not eliminate it. They understood that youth who are 18 years old are still in high school, thus that being the legal age, increases visibility and access to other youth attending school with them. Speaking to where this regulation falls short,

youth suggest that while this may reduce mass access, certain youth will still retain access to retail products through their familial and social circles.

Youth who are more peripheral to ESD usage feel that changing the age minimum to be 21 would reduce vaping among high schoolers. Whereas those who have more contact with vaping feel that youth will always find a way to access it, usually through their social and family networks. Many acknowledge that it might initially present a barrier and may have an initial impact of reduction but wouldn't effectively eliminate it.

I guess it would make it a lot harder, because most of the times they'll talk to their friends who have just graduated, they're 18 they're seniors, so it would make it a little harder. It wouldn't be impossible though; it's just like alcohol, which is pretty easy to get. So, it wouldn't make a huge difference, but it would make a difference.

– Female, 16, Tried: NIC, FL (22738, Q22)

Parents who were interviewed by TEGAs also felt that raising the age would have somewhat to little effect on youth vaping. For similar reasons that youth stated, parents expressed that youth will find a way to obtain access, particularly if they are addicted. **Half of parents surveyed for this study felt that youth are going to get what they want to get, regardless of the restrictions in place.** In fact, a couple of parents told TEGA that raising the age might make youth want to try it more. Some say it would make it slightly more difficult and that a small population of youth would give up usage if it wasn't easily available through their normal channels.

[RESP] I'd say it might impact some, but honestly probably fairly minimal.

[TEGA] Why do you think?

[RESP] Why? So, there's a -- probably a small segment of the population, ages 18 to 21, that would be impacted, and given the proximity of 18 year olds to either still being in high school or in the same social groups as students who are in high school, that might have a certain impact.

[TEGA] What do you think would change if the age was raised?

[RESP] Not a lot, honestly.

[TEGA] Why do you think so?

[RESP] I'd say probably for some of the same reasons we didn't see a lot of change in cigarette smoking. Again, peer culture, counterculture folks who are looking for, again, either like a physical reaction or a physical outlet or a coping, are gonna continue to seek, use, or make those products.

– Female Parent, 42, Child tried vaping (22753, Q20)

When considering the age change in relation to shopping, many youths pointed out that they are already accessing ESDs through older peers and adults in their community. An age change would most heavily affect the youth who currently vape and are between the ages of 18 to 20 years old. These youth expressed frustration that they would have to go have to tertiary ways of purchasing the ESDs. They explained that they felt it infringed on their freedom and would not encourage quitting so much as just create a hassle because, as this youth states, since turning 18 she has developed a strong dependence on nicotine.

It would just make it harder to get stuff. Like, as soon as I turned 18 that's when I started buying things myself. I already had a couple of friends that would get things for me that were already over 18, but now

it's just like -- because I'm already addicted, it's just harder for me to get anything for myself. Now I have to depend on other people. Like, I'm thinking about quitting, but it's hard because I depend on it every day. Like, if I don't have it on me, I worry about it. But even if I do have it on me, I don't want to have to, like, feel like I need it. So, like it's just -- it's gonna be harder in a lot of ways for people who are in between those ages.

– Female, 18, Current: NIC (22739, Q22)

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

A youth who mentioned in an interview that it was unfair to raise the age to 21. She felt that at 18, you are an adult. To her, it seemed unfair that she would be allowed to vote and go to war at age 18 but wouldn't be able to choose whether or not she could vape (flavored, nicotine or marijuana).

Lastly, **some youth and parents also mentioned that that they believe age brings maturity and wisdom** and that youth who are 21 or older might think twice about purchasing products for themselves or youth who are underage. This sentiment was more pervasive among youth who never tried vaping and was mentioned by a handful of youth who say they have since quit.

I think it would change, because, like, 18-year-olds might just do it, because they're peer pressure, but if you're 21, you might like have -- be more mature, and you might think about it more.

– Male, 11, Non-user (22718, Q22)

I think it would control a little more, because, you know, 18-year-olds -- are more likely to buy stuff for youth than a 21-year-old. You know, they think a little bit -- they will think twice before doing it.

– Female Parent, 35, Child does not vape (22717, Q20)

I don't really see a difference. Maybe just a little bit of mind maturity, but they're more smart when they're 21. They have more life experience, so maybe they wouldn't do it as much. Because when you're younger, you want experience new things and by the time you're 21, you already have three more years of adulthood inside of you. Maybe that's it?

– Female Parent, 43, Child does not vape (22719, Q20)

Summary of Intent

Some youth believe that vaping is a replacement for cigarettes, others say that ESDs are not a replacement but rather are the “new cigarette” because youth aren’t smoking traditional cigarettes anymore. The majority of parents see it as holding the same meaning and fulfilling the same need states (e.g. sociality and coping) as cigarettes, but not as a replacement because youth prefer not to smell and want to avoid stigmas associated with cigarettes.

Similarly, youth who do not vape held a common story about how vaping was unacceptable among their friends. These youth described their ability to surround themselves with friends who share their convictions.

Youth who have tried vaping or are actively using ESDs are seeking out ESDs that *don’t* contain nicotine. “Juice only” ESDs are the most common products for a youth to try and buy, followed by ESDs with nicotine. Use and frequency vary depending on the setting in which the youth is vaping. Youth predominantly use or see others use ESDs in outdoor spaces, with the exception of at school, where youth are mainly using in bathrooms and in some cases the classroom. The commonality between these locations is minimal adult oversight.

Youth acknowledge that age is definitely a factor in their access to ESDs. Changing the legal purchase age to 21 would do two things, according to youth: allow for some maturity in decision making around purchasing for people who are underage and reduce the number of access points and visibility in school because older students wouldn’t have direct access or the ability to re-distribute in schools. However, almost all students say that if there is a will there is a way, meaning access won’t be cut off completely. Parents shared youths’ sentiments and felt that an age increase would only *slightly* limit or curb usage amongst youth. 15 of 32 youth respondents, just under half, felt that it was either likely or highly likely that they knew an adult who would purchase products for them., While the majority of parents thought it was highly unlikely someone they know over 21 would buy for a youth, they explained that youth know or will find adults to purchase for them, or they will go online to order ESDs, sighting the same sentiment as youth – when there is a will there is a way.

Section 4 – Purchase and Access

Youth gain access to ESDs through a variety of channels. This section of the report covers the access points and factors that enable access. Up to this point in this report we have focused on all three categories of youth (Never Vaped, Tried Vaping, and Currently Vape). This section will predominantly examine youth who have tried vaping and those who currently vape to follow their journey from intent to purchase (access).

4.1 Economy and Social networks

In the data collection for this project, TEGA specifically explored the role of economy in vaping culture, both in regard to financing the habit as well as other forms of exchange that play a role in distribution. Economic systems and patterns around vaping can be categorized in two ways. First, the actual cost of vaping habits. Second, the patterns of trade and exchange between individuals, outside of retail settings.

Youth told TEGA about the cost of vaping and that they felt it could become an expensive habit.

I know a lot of friends would know, like, certain stores to go to or like certain people they could talk to. One friend wasted over \$300 in one day just to get what they needed.

– Female, 16, Tried: NIC, FL(22738, Q20)Tried

As noted in Section 2, **finances of up to \$500 were very motivating to youth, especially those who have tried vaping or who currently vape.** Youth seem to already be spending a noticeable amount of their money on the habit and are demonstrating a higher awareness of how costs factor into their consideration.

What is the most youth would pay for a nicotine vape refill?

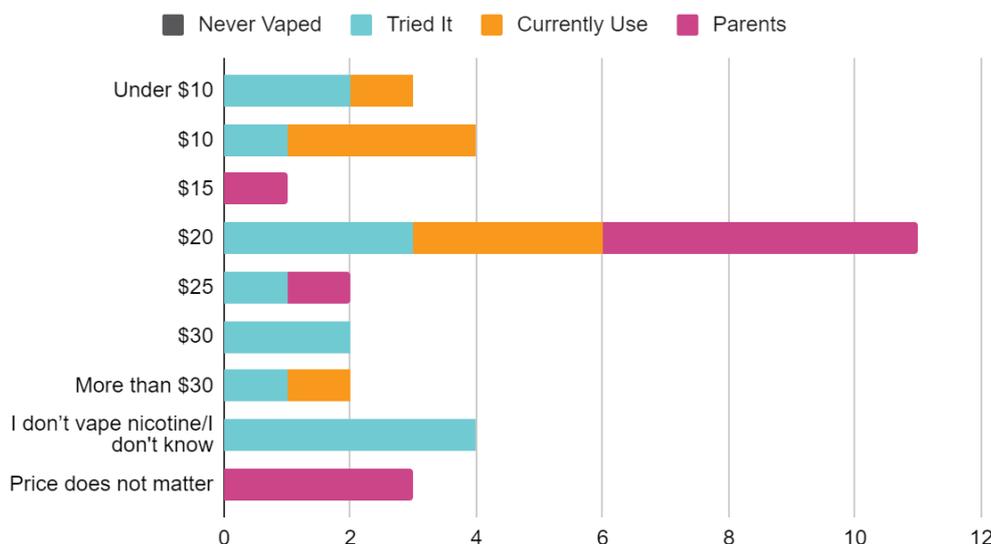


Figure 6: [Q23. What is the most you would pay for a nicotine vape refill?]

13 of the 22 youths who either have tried vaping or currently vape told TEGAs that the most they would pay for a nicotine vape refill is \$20.00 or less, and 7 said \$10.00 or less. Conversely, the majority of parents thought youth would pay \$20.00 or higher, with three stating that price does not matter, and only one listing a price below, \$15.00.

While the majority of youth feel that vaping can become an expensive habit, a smaller number noted that smoking cigarettes was more of a financial burden than vaping.

Well, I kind of got sucked into it 'cause it was easy. You know? It's fast. It's not really that expensive. It's usually only, like, \$5 for one thing and you can fill it up twice. Compared to smoking, apparently it's, like, 2.50 per pack.

– Non-binary, 13, Current: FL (22714, Q13)

Here the youth explains that while cigarettes cost between \$5.00 to \$10.00 per pack of 20 cigarettes, one \$5 pod can be used twice, essentially getting 40 cigarettes for \$5.00. While this youth does not currently vape products with nicotine, he equates the two habits on a financial level and demonstrates that one is more fiscally responsible than the other. It seems that **cost and disposability of certain ESD brands, such as JUUL, NJoy, or Novo, are a part of the appeal that turns a youth's consideration into intent, and on to a purchase.**

Mainly JUULs. It's nothing too big compared to, like, the older people might have with, like, a whole, like, mod and stuff. But, it's, like, just like JUULs or, like, even little ones, like, once you run out, like, the juice, it's just gone and you just throw it away. 'Cause they're just cheap enough to get another one.⁸

– Male, 17, Tried: FL (22716, Q21)

While it is important to understand how youth talk about costs, this is only part of the picture when it comes to the economy and distribution of ESDs. **It seems the distribution of products in youth circles start from a Denver Metro area retail location (evidenced by the prevalence of branded ESDs in youth narratives); the mobility, convenience, and discreteness of disposable ESDs make them easy to transport and trade in any location.** Therefore, the distribution of vapes seems to be a social network of a paying and trading economy.

Youth explained that they don't frequently trade to get vapes and are paying for them most of the time. Additionally, **50% of youth who have either tried or currently vape say they get their products from an individual who has bought it in a store and resold it to them.** 5 of those 11 youths said that the person they

⁸ JUUL is a nicotine product and does not produce ESDs without nicotine. This youth mentions JUUL, but says he does not vape nicotine, implying a lack of awareness about the products.

have gotten it from was under the age of 18 years old. As such, **youth may have an economic system of vape distribution among themselves, making regulations geared toward retailers selling to youth less meaningful.** Furthermore, homemade vapes were not prevalent, therefore it seems that most items initially came from a retail outlet. However, parents expressed concern that if purchased vapes became more difficult for youths to obtain, they may revert to making their own which concerned a couple of parents who thought there would be more safety implications associated with homemade products.

They all have, like, someone that can get it for them, and then they can distribute it out.

– Male, 17, Tried: FL (22716, Q29)

Yet, youth also saw some potential effectiveness in the proposed policy changes that narrow access points. Some youth acknowledged that if ESDs are harder to get, it may affect the social economy of exchange.

People might stop using it because it's harder to get. And because it's harder to get, it's like harder to like exchange to people or like distribute.

– Male, 15, Tried: FL (22748, Q22)

Beyond the exchange of funds, youth are finding other economic systems, such as trading and sharing, to gain access to ESDs. **TEGA heard from 11 youth that there is a system of trading for vapes, and 5 youth discussed the practice of sharing vapes.** Most of the time youth trade pods, or whole devices, to get new flavors or to try a different brand. A small number of youth did say that things other than vape products were traded.

[RESP] They said they would, like, trade for their mod or whatever and then ask them cash. Because, usually, they just try to get better ones. And then, like, for the ones that are losing, like, losing the better product and, like, they want something so they can gain in return. So, like, they will trade.

[TEGA] Okay. Any other items traded?

[RESP] Yeah. Clothing, like, stuff of other - varies. Yeah.

– Male, 15, Tried: FL (22748, Q21)

4.2 Role of Family

Family is highly influential in the way youth access and acquire knowledge of vape products. As youths' journey from knowledge, to intent, to purchase continues, the access point for youth is sometimes by way of older siblings and cousins who use vape products, and other times parents are the gateways.

Youth may travel to the store, either by foot or car, with an older sibling or cousin, often waiting outside the shop during the transaction. The narratives that youth told TEGA suggest that this is a common way youth gain access to store-bought products.

It started around 2017 when my brother first started doing it. We would hang out all the time and he had me try it a couple times, and I liked it.

– Non-binary, 13, Current: FL (22714, Q13)

I got introduced to, like, juicing from, like, my cousin. Like, he's, like, our age, and, like, I just liked it.

– Female, 14, Current: MJ, FL (22703, Q13)

It is important to note that older siblings and cousins are not the only family access point. In some families, parents are enabling the use of vape products. In these families youth describe their parents as wary at first, but then becoming more accepting of the idea after clarifying the lack of nicotine in the products.

What kind of made me start vaping was when like my mom and dad had said that -- like if we wanted to try something, we can. And so my sister, she did it, like she wanted to try vaping, so my mom and dad are, like, OK, well, you guys can both try vaping, and then [you can when] dad get down to 0 nicotine, which he did. So, he tried it, and just hasn't stopped since.

– Female, 18, Current: FL (22694, Q13)

I talked to my mom about getting me one. And it used to be she would hold on to it. And then, like, when she was comfortable with me using it, she would let me. And, like, four or five months ago when school started, she actually let me bring it wherever. Obviously, I can't use it in public 'cause she didn't really feel safe about that. But, like, when I'm around the house or anything, she'll let me use it. Or, like, obviously, when I'm walking home from school.

She was a little hesitant on the idea, but then she --when she out there was no nicotine or anything, then she was fine with it.

– Non-binary, 13, Current: FL (22714, Q13, Q11)

Some youth also explained that the parents of their peers have been the one to purchase products for them or their peers.

I know one of my friends, they're pretty close to another person's family. And their mom will, like, just buy them whatever they need. So it's, like, kind of convenient for them.

– Female, 15, Current: NIC (22736, Q20)

Many youth who access vape products through family members, are receiving products that were purchased in stores as these are trusted, legal ways for the older family members and peers to access ESDs. TEGAs asked youth to rank the likelihood that they knew someone who was 21 years of age or older who would purchase vape pens for people their age. While youth who are non-vapers were concentrated in the “highly unlikely” category, about half of youth who have tried vaping marked either “likely” or “highly likely.” Furthermore, all but one youth who currently vapes choose “likely.”

Likelihood of knowing someone 21+ who would purchase products for someone underage

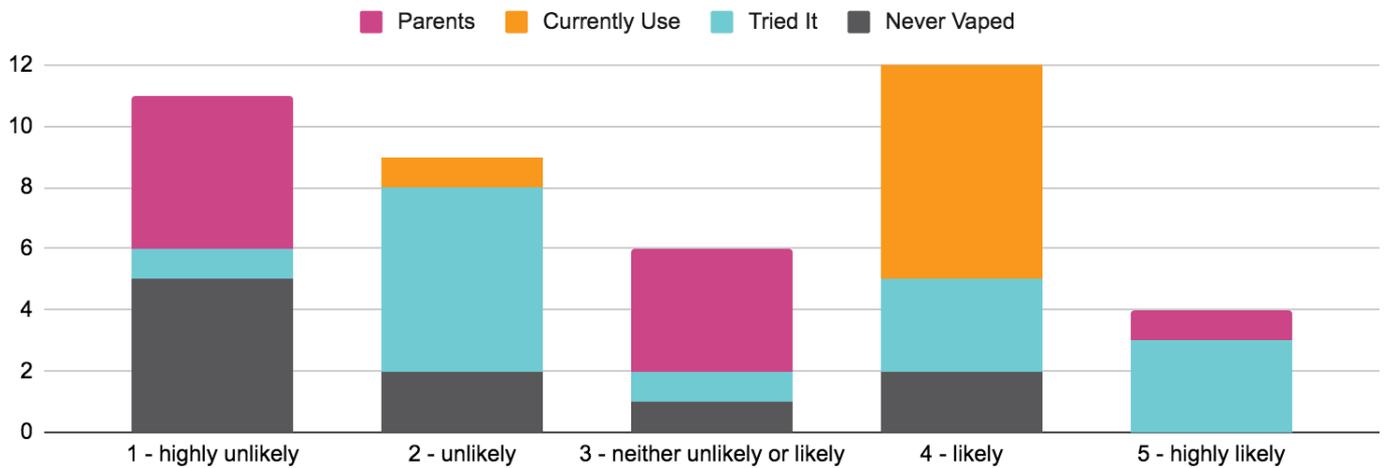


Figure 7: [Q18. How likely is that that someone you know who is 21 or older would purchase vape pens for youth?]

A total of 15 of 32 youth respondents, just under half, felt that it was either likely or highly likely that they knew an adult who would purchase products for them. The qualitative data demonstrates that these individuals could frequently be family members, or family members of their peers.

Whereas parents felt that the likeliness that someone over the age of 21 would purchase products for youth was much lower, with the exception of a couple parents who said adults might still purchase products for youth over the age of 18, yet still citing it would be less likely for youth under 18.

4.3 Retailers and Location

TEGAs told every respondent “Current standards do not require vape retailers to obtain a license, nor does it require them to be more than 1000 feet away from a school. If this were to go into effect, retailers would have to pay for a license, provide employees with additional training, they would pay fines up to \$350 on a first offense for selling to youth, they could be restricted from selling tobacco products for 30 days on a second offense, and they would not be able to sell any vaping tobacco products within 1000 feet of a school.” They follow up this statement by asking each respondent, “Would these changes affect how you/your friends/youth get vaping products?”

Youth seem split on the issue, mentioning that increasing the distance from school and increasing the buying age would definitely have an effect, but were hesitant to say the effect would reduce youth usage.

Many youths who have never vaped perceive lunch time and free periods as potentially the time when people who vape leave school property to visit a retailer, thus these youth also believe that increasing the distance of retailers from schools could be effective. However, **youth who have tried vaping and those who currently vape tell a different story. From these youth, TEGA frequently heard that siblings, parents, or cousins purchase and then resell or redistribute these products.** These youth then take these products to school and sometimes trade or redistribute them. These products have already been purchased by someone of buying age, not a youth leaving school to visit a nearby shop.

So, I don't personally get stuff, but my friends they'll just - they'll hit up their other friends, if they have something, to buy it off of them.

– Female, 15, Current: NIC (22736, Q20)

[RESP] I think that they wouldn't go that far. I feel like they would do it during school, so like just hide it. That's what most students do, I think. You know, some will.

[TEGA] OK. And what stores would they go to that you think of where they would go to purchase vape products?

[RESP] I don't think they can purchase vape products. Like, I think they buy them from another individual.

– Female, 14, Tried: NIC (22737, Q20)

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

I believe requiring retailers to obtain a license and be held liable for selling or for not selling to underaged customers, along with being so far from a school is a good step. However, I am not sure raising the age will do too much. We want youth to not be participating in harmful activities, however, raising the age and requiring license from retailers, could send youth to shadier ways of obtaining.

Parents on the other hand, had more assuredness of this regulation decreasing youth access than the regulation raising the age to 21. In general, **parents perceive that the licensing and distance from school regulations will be effective. They believe that it will make it more difficult, a 'pain in the butt,' and potentially curb distribution.** A couple of parents discussed how the accountability of the store employees would help because they would card young people more frequently.

So the first thing you talked about with the different fines for the retailers, I think that would have an impact. The distance to schools, I don't know 'cause things are a little bit more arbitrary to me. I think kids get to where they need to get to. ...But I think the licensing, understanding what it means to get a license and what - what that would be, hopefully, it's something more than just paying dollars, that there's something behind needing to get a license. I don't know if that's true or not. But that seems, to me, that the putting the owners or on the retailer would be more impactful on in preventing kids.

– Female Parent, 44, Child does not vape (22757, Q24)

A few parents did say that even with these added regulations, youth who are addicted will still find a way to get the products, and as was mentioned earlier, some even mentioned that youth may resort to making their own homemade products which concerns them.

[RESP] I would think it would cut down on it a little bit. I mean, when you -- have an addiction, you're gonna find a way to get it. You know? Alcohol, drugs, whatever it is. But I think it would cut down on it - 'cause it makes it kind of a pain in the butt.

[TEGA] And for youth who do shop in a store, do you think they're gonna -- they'll change how they get products?

[RESP] Yeah, if they're more strict on them, for sure.

[TEGA] And how do you think it'll change?

[RESP] Because they'll be -- like I said, extra training, and then they know if -- they get -- you know, do not ID, and then sell it to somebody -- under age, they're gonna get in trouble.

– Female Parent, 43, Child does not vape (22719, Q24)

As mentioned above, some youth do visit retailers with family members or older friends but are not the ones doing the purchasing. As such, **the distance of a store was very infrequently listed as an inconvenience**, often because youth who are not buying from a peer tend to visit retail locations with older individuals and therefore can get rides or otherwise don't feel it is a hassle for them.

Sometimes these youths walk with an older brother or friend to a shop 20 minutes from their home or school. Many youths used their home as a point of reference and suggested that the close stores to them are a mile or two away, maybe a 10-20 minute walk or a 5-minute drive and indicated that this was a standard distance to travel.

[RESP] When I got mine, I went to a smoke shop that was by a King Soopers. It wasn't very far from my house

[TEGA] Do they check I.D.'s there?

[RESP] Yeah.

[TEGA] How were you able to get a vape?

[RESP] By a friend.

[TEGA] That was older?

[RESP] Older.

[TEGA] At what time would you go get it, during school hours, after school hours, before school hours?

[RESP] It was after school hours, like on the weekends.

[TEGA] Where do you think your peers usually go to get them?

[RESP] Maybe friends, like buying from friends, stores, probably friends letting them use theirs.

– Female, 17, Tried: FL (22701, Q20)

The important metric is the distance between the school and home, rather than purely the distance from the retailers to the school. What shops are along the walking paths that lead to and from school? These

are the locations that are frequented by youth old enough to purchase who are unsupervised by adults on their way to school or home at the end of the day. These cases would be most affected by increasing the minimum distance to 1,000 feet from a school.

Additionally, while some youth access vapes in close proximity to their home or school, others don't see much hassle driving to Commerce City, Castle Rock, or even Colorado Springs since they find themselves there on a regular basis already to see friends or family.

I've gone all the way to Castle Rock, but I was already hanging out with friends down there anyways. So, like I really I never go out of my way. It's probably maybe a five minute walk at best.

– Male, 17, Current: NIC, FL (22746, Q20)

Parents tended to agree, stating that they don't think youth have to necessarily travel out of their community and neighborhood, but possibly expand to a 20-mile radius, and even farther when family or friends live in a neighboring city.

[RESP] I'd say neighborhood, home, across the street. I think there's a lot of vaping products that are very readily available.

[TEGA] And when do you think go and get them?

[RESP] Whenever they're available. Whenever is convenient.

– Female Parent, 42, Child has tried vaping (22753, Q19)

[RESP] I think it's so easy to travel in Colorado. And we all - most of us are natives or we have family throughout the state. I mean, I don't think going to Colorado Springs to visit family and getting a vape is that unheard of either. I think if you're not getting it from family, then I would say, like, Denver metro area. Maybe like a 20 miles radius from here.

[TEGA] And what time of day do you think youth will go to get vape when they're out?

[RESP] Anytime. Before school, after school, lunch breaks, school breaks. I think during the day when they're parents are working would be the optimal time.

– Female Parent, 32, Child does not vape (22755, Q19)

Youth who don't believe the new regulations would be effective are mostly those who have tried vaping and those who currently vape. They express the sentiment of 'where there is a will, there is a way,' explaining that youth know or will find adults to purchase for them, or they will go online to order ESDs. Parents agree with this sentiment wholeheartedly.

Where there's a will, there's a way. 18, 21, go ahead and put it up to 30, doesn't really matter.

– Male, 17, Current: NIC, FL (22746, Q22)

I honestly don't think it's gonna make that much of a difference just because all you've got to do is have one person at school that can get it, and you know their -- they can just go and, you know, distribute however they want and get the money for it. People are still gonna find a way to just get somehow.

– Male, 17, Tried: FL (22716, Q22)

Youth told TEGA that the new regulations would likely have little to no effect on youth who get ESDs from family members who are aware of what they are doing and buying them products anyway.

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

The most general thought among the youth respondents was that the youth who already buy vapes from stores themselves (and are under 18) will have a hard time after the changes. Yet, they also commented that they'll just find other ways, like asking someone else to get it for them. Some of them said that a couple of youth will quit vaping after the legislation change and the ones who really want to continue will find other methods.

Yet, youth also saw some potential effectiveness in the proposed policy changes that narrow access points. Some youth acknowledged that if ESDs are harder to get, it may affect the social economy of exchange.

People might stop using it because it's harder to get. And because it's harder to get, it's like harder to like exchange to people or like distribute.

– Male, 15, Tried: FL (22748, Q22)

4.4 Digital Environments

As mentioned in Section 1, the digital world of social media has a role to play in a youth's awareness and consideration regarding vaping. In addition to learning about vapes through the internet, youth also purchase/access products here. A staggering finding regarding access through the internet is the difference between youth who have vaped and youth who have never done so. **Online was the second most common access point listed for youth would have tried vaping and those who currently vape, however, none of the non-users selected online as a likely access point for their peers who do use.** 6 of 10 parents selected online as a place they thought youth were most likely getting vape products.

Q14. Where do youth most frequently get vape products?

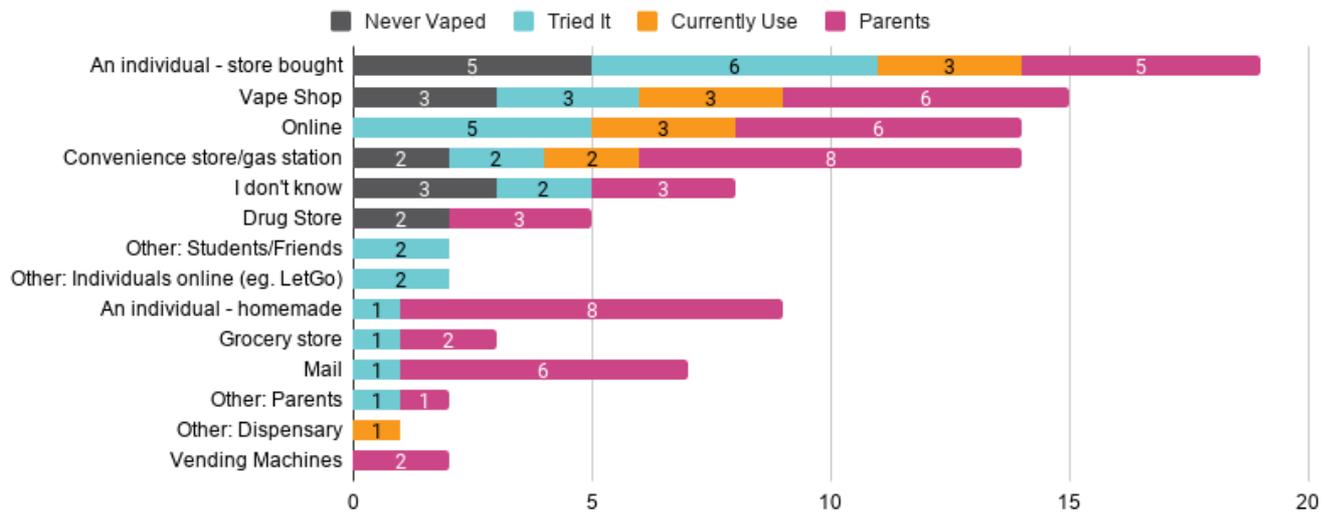


Figure 8: [Q14. Where do you most frequently get vape products?]

This demonstrates a deep divide in the knowledge of where one can access products. And more importantly, **youth do not see age requirements on websites as barriers.** As one youth said,

I feel like they would find, like, websites that ask if you're 18 or older and put 18.

– Female, 14, Tried: NIC (22737, Q20)

No, I don't think it would change it. ... Because you can buy it online. Like, online can reach anyone.

– Male, 15, Tried: FL (22748, Q29)

Additionally, TEGAs heard from a few youths that some have used their sibling's or parent's credit card to make purchases online.

In the question about where youth gain access, two youth referenced getting vapes from “random people online” and “people on letgo or selling site like that.” **Accessing ESDs through a digital environment extends beyond manufacturers websites and into social economy platforms, which demonstrates a need for higher regulation of these platforms.**

Parents also shared similar sentiments about the internet, stating that online marketing and access is highly prevalent for these products and should be prohibited, similarly to how broadcast cigarette marketing was banned by the FTC in 1970.⁹

Summary of Purchase and Access

In moving from consideration, to intent, to purchase, youth develop an understanding how vaping impacts their finances. Thus, many who either currently vape or have tried it talk about the practice of sharing or trading and other ways they access vapes, which is not always through the exchange of money. It seems that cost and disposability of certain ESD brands, such as JUUL, NJoy, or Novo, are a part of the appeal that turns a youth's consideration into intent and finally a purchase. Additionally, 50% of youth who have either tried or currently vape say they get their products from an individual who has bought it in a store and resold it to them.

The data found that sometimes the individuals from whom youth acquire ESDs are family members, including parents. Store bought ESDs are frequently purchased by older family members, and sometimes a peer's parent or other family member. Youth in turn, share, trade, or resell these ESDs in their social networks. This reveals the distribution patterns within the youth community.

When it comes to making purchases in stores and the regulations proposed to circumvent youth access to vaping direct from retailers, youth are split on the issues. Sometimes they simultaneously state that the new regulations will work in some ways and won't work in others. Generally, most feel that changing the legal buying age to 21 will be well received and effective, with the exception of the youth who have already turned 18 and were already legally accessing ESDs. As mentioned previously, youths think that increased maturity of a 21-year-old will be an important thing to consider, especially along the line of criminality. Youth who are 21 and older take more time to consider the repercussions of their actions; both in buying for themselves and for those who are legally underage. Additionally, youth feel that punishing youth under the legal buying age with legal repercussions is misaligned because it does not match the crime.

Additionally, distance from school did not spark much discussion or consideration from youth, mainly because many youth access ESDs from peers or family members who are legally of age, and not from stores. Therefore, the distance of a retail outlet from a school is less important than the distance from residences or the stores that

⁹ Broadcast advertising was banned after January 1, 1971. Public health advocates suggest that youths have a heightened sensitivity to image advertising and promotion themes at a time in their lives when they are struggling to define their own identities. <https://www.ncbi.nlm.nih.gov/books/NBK236761/>

are accessible on a student's route to and from home and school. Compared to youths, parents had more assuredness that regulating retailer licensing and location would decrease youth access, compared to raising the minimum buying age to 21.

Lastly, online access is an important consideration as this study reveals that only youth who have tried or youth who currently vape are aware of online access and purchase points. Furthermore, lying about age online is easy for youth and two youth also brought up social selling/reselling sites as places to purchase.

Youth & Parent Generated Recommendations

In this section, youth and parent generated recommendations are presented using the same customer ESD buying cycle model: awareness, consideration, intent, access, and re-access, while simultaneously prioritizing them into the following buckets: education – dangers, health, impact; mental health services; licensing & penalties; local / regional legislation; state / federal legislation; non-legislative penalties. Additionally, readers can glean initial insight into strategies and methods for helping youth to obtain an informed perspective on vaping. More research will be needed to explore how these strategies and methods could and should be deployed.

Awareness:

Education

- Increase youth's knowledge surrounding what does and doesn't contain nicotine.
- Ensure youth build awareness of how this habit will affect them now or in the future.
- Educate youth and parents on the dangers of vaping - 'get into the nitty gritty so kids understand it'.
- Educate parents and siblings about the legal repercussions they could face if purchasing for an underaged youth.

Local/Regional Legislation

- Spread awareness amongst parents that youth are accessing vapes from other parents and adults in the community to illuminate and increase peer-to-peer regulation of behavior.

State/Federal Legislation

- Regulate ESDs that are marketed as not containing nicotine.
- Make vaping marketing obsolete.

[RESP] Well, I would say education campaigns. Like, posters and mandatory presentations don't seem to work because people tend to make jokes of those more than actually heading them.

– Male, 16, Non-user (22743, Q22)

Consideration:

Education

- Continue to educate youth and parents on both the effects of nicotine and vaping, and the larger practice of vaping.
- Share verified studies and data on a mass scale to demonstrate the reality of hard facts and help youth assess the risks they are taking.

Mental Health Services

- Help youth develop skills for navigating the social pressures of seeking acceptance.

- Make youth more aware of and increase support systems that train youth on coping skills to lessen their dependence on EDSs for stress relief and mental wellness.

Non-Legislative Penalties

- Create protocol for teachers who find youth vaping to standardize repercussions and avoid detrimental legal action.
- Create protocol for law enforcement to connect youth with cessation services and educational programs and avoiding criminal records that cause lasting repercussions on future outcomes.

[RESP] Just that you have to think about this as I guess kind of a teenager, like they're doing right now, that most of the time they don't really see that it's worth stopping. And that also most of them are addicted. So, finding a way to be able to help them with the withdrawals or being able to quit, will probably go really far.

– Female, 16, Tried: NIC, FL (22738, Q30)

We need to help facilitate conversations to maybe help mitigate the stress that may lead kids to vaping. And also help maybe lower the pressures that kids have

- Female Parent, 42, Child does not vape (22756, Q25)

INSIGHTS DIRECTLY FROM A TEGA INTERVIEWER

The first thing I think that would be beneficial is a Help Line, or Quit Line, as youth did express interest in quitting.

Another important intervention would be helping youth feel understood by offering counseling. If the youth goes in asking for help at school in the counseling centers, I believe there should be less of a punishment, and more of a coaching situation, enabling them to ask for help and actually try to quit.

Intent:

Education

- Shift social perception away from the perception that vaping is something that is cool and popular.
- Educate parents and older siblings about the health effects of ESDs.

Local / Regional Legislation

- Expand no-smoking policy put in place by City Council (9/9/2019) to include enforcing secluded high use areas (e.g. parking lots, public bathrooms, cars).
- Compliment increased legal purchasing age requirements with education of younger youth about why age requirements are in place.

Purchase/Access:

Education

- Reframe culture around “trading” and “sharing” as distribution to help highlight how this enables peers.

Licensing & Penalties

- Increase the fines for retailers from \$350.

State / Federal Legislation

- Develop restrictions for websites with age walls - this is not a barrier.

Local / Regional Legislation

- Coordinate efforts with other geographies to ban vaping as part of a no-smoking policy.

Re-purchase/Re-access:

Local / Regional Legislation

- Create policy that is attentive to the addictive nature of ESDs, supports the quitting process, and does not create criminal records for youth who are addicted.

Perceptions of Helpful Resources

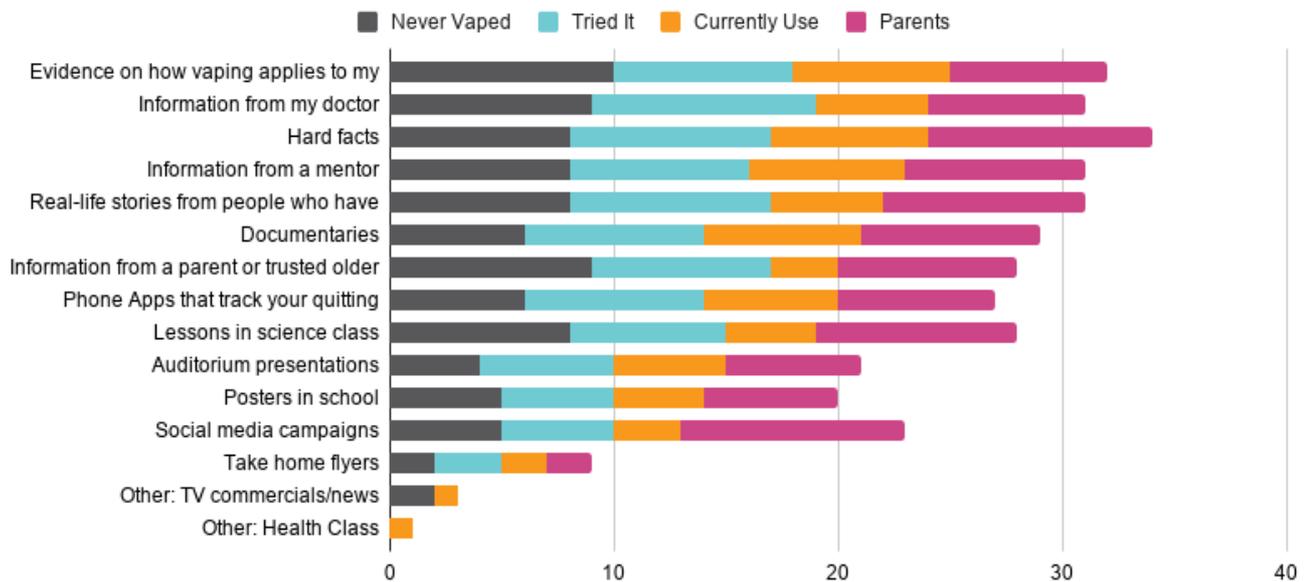


Figure 9: [Q34. What resources, if any, would help you make an informed decision about vaping?]

Sum-up

When youth and parents were given the opportunity to share what they wanted the City of Northglenn to know and which ways they thought would be best to help them be informed about vaping, both youth and parents came up with a number of different ideas and suggestions; ranging from more research about the health implications, to relevant and applicable legal ramifications, and greater support of youth’s ability to cope with mental health and wellness.

Appendix

In this section, readers will find verbatim responses to the following questions:

- Youth and Parents – Let's Say You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn?
- Parents Only – Are There Any Aspects Of Vaping That You Would Like To Know More About?

Youth

Q30 Let's Say You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? (Type: Video) (Translation)

Age	Gender	Vape Status	Q30 Let's Say You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? (Type: Video) (Translation)
15	Male	I don't vape	<p>[RESP] I'd probably say that vaping could lead probably to other addictive behaviors, such as using -- cigarettes, or doing alcohol, or maybe even going towards drugs.</p> <p>[TEGA] What would you want to say to the [inaudible - 00:00:18]?</p> <p>[RESP] I'd say that our children's, like mental and physical health is more important than just a -- financial gain.</p> <p>[TEGA] Why is that?</p> <p>[RESP] Because are the future, pretty much. Like, if you have kids who have poor mental and -- physical health, then they can't really do as much, and they're going to have to be the -- people who are providing for the world.</p>

17	Questioning	I don't vape	<p>[RESP] So I'd want to say that we really just need more studies on vaping because no one's really sure what it does to your health yet. I'd say that's probably the biggest point to make.</p> <p>[TEGA] And why is that what you want them to know?</p> <p>[RESP] 'Cause I feel like maybe more studies would help either, like, I feel like more studies would help people to understand what could happen. And, like, for example, when we got a bunch of studies on tobacco, people stopped smoking a lot less. A lot - words. People stopped smoking a lot more. Yeah, that's right. So, like, knowing what it does to the body, I feel, is just important.</p> <p>[TEGA] Do you have any other points you'd like to say to the leaders of the city of Northglenn?</p> <p>[RESP] When you tell kids not to do a thing, that makes them want to do it more because screw you. So, chill it down just a bit.</p> <p>[TEGA] Any other points?</p> <p>[RESP] Nope. I don't think so.</p>
18	Female	I currently vape	<p>[RESP] I guess we would kind of say that, like, it's not, like, the nicotine is addicting. Like, it's affecting everyone, but making sure that you're not taking it away from the people, like me, that need it for my hands, just to say okay. And so that way, like, zero nicotine and this and that, but, like, nicotine I can see them maybe trying to do something. But, like, without the like, zero nicotine - I don't really see why they wouldn't change anything.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Kind of just because, like, there's people like me, who do use it for good reasons. Like, there's some people that like, do the nicotine for bad reasons for themselves.</p>
14	Male	I've tried vaping	<p>[RESP] I would want say it's, like, not damaging anyone else. Like, it's their personal choices, and -- like, it's their own -- like what they do -- like if they vape, then it's, like, on them, it's, like -- not damaging to anyone else for them to be vaping.</p> <p>[TEGA] What -- why would you want [inaudible - 00:00:19]?</p> <p>[RESP] 'Cause, like, other people, like, are trying to, like, have people stop when, like, it's, like, not -- affecting them. It's only affecting our personal self. Like, they chose to vape, so they have -- to, like, deal with the consequences.</p>

15	Female	I've tried vaping	<p>[RESP] I think the age limit should be higher. Like, people shouldn't be able to access them that easily because it's very unhealthy. Probably worse than cigarettes.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because they won't take that into consideration because they're, like, kids still and even at 17, like, your life is just developing. So, you know, you're gonna mess that all up because of addiction.</p>
18	Male	I don't vape	<p>[RESP] I'd have to -- well, what I would want to personally say, myself, to the other leaders and other -- the campaign, is to make sure everybody's educated and make sure everybody's aware of -- like what vaping does and, like, what -- how it effects people physically, psychologically -- emotionally. And because, like, it has become a big problem to not only the young society -- but society in general, because schools and other places being affected by people vaping -- and the health problems, and all the other consequences that follow when it comes to -- vaping, so.</p> <p>[TEGA] Why is that what you would want them to know?</p> <p>[RESP] I'd want them to know that, because, like, since vaping is a huge problem, that I don't want -- people that I care about and people that I worry about myself being affected by people -- vaping or them vaping themselves, or, like, just chemicals leaking, or, like, the injuries that -- cause -- that are caused by vaping.</p>
15	Male	I don't vape	<p>[RESP] What I want to say is, like, just don't vape. It can hurt you. It can hurt your family and it can just hurt others like, that you were friends with or something, but that's it really. Although vaping is wrong, it should not be done near schools, children or in areas that you shouldn't be vaping at.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] I want them to know this because it can get them, like, in trouble legally or at school or with their parents.</p>

17	Female	I've tried vaping	<p>[RESP] Vaping isn't OK and not to do it at all. Like, I just like -- I feel like it just shouldn't exist at all -- anymore. Like, it's just not good for anybody, from what I've seen through internet or just -- reading about it.</p> <p>[TEGA] Why do you think everyone else is so intrigued by it?</p> <p>[RESP] Probably 'cause they just think it's better than cigarettes would be or any other drugs that -- are really bad for you.</p> <p>And considering that your peers and friends probably know all of the damages that vaping --</p> <p>[TEGA] -- does, why do you think they still vape?</p> <p>[RESP] I feel like they still vape to look cool, like really cool.</p> <p>[TEGA] Do you think care more about popularity than their health?</p> <p>[RESP] Yes.</p>
18	Female	I don't vape	<p>[RESP] Just have to say that it's something I don't agree on, but if you -- feel that it's something that you need, I guess you can work on -- trying to get rid of it. But, you know, it's not really -- something that you need to go through life, or to be -- successful.</p> <p>[TEGA] Why would you want them to know that?</p> <p>[RESP] 'Cause a lot of people do it without knowing like the causes -- of it, and they could be doing their regular life without -- it, so it's not needed for them.</p>
14	Female	I currently vape	<p>[RESP] Vaping is okay, but make sure you, like, do your research -- before you actually, like, smoke it, or like -- 'cause you don't -- know what people could be, like, lacing it, you know? Like my grandma was telling me that, like people are putting -- like vitamin E oil in, like, the carts. So, like, research it -- because, like, that, like, messes with your head.</p> <p>[TEGA] Why would you want them to know that?</p> <p>[RESP] Because they just have to be safe, you know? Like, I don't -- want them to, like, hurt themselves.</p>
12	Male	I don't vape	<p>[RESP] So, to the people who vape, I would show them what it does -- to your lungs and to your health, that it -- it's not healthier -- than tobacco. It's basically the same. And I would help -- people not get addicted, and to leave their addictions. And I -- would tell the government or the people in charge of Northglenn, to like set up stuff to help people with their -- addictions, and to, like, healthier alternatives, or something -- like that.</p> <p>[TEGA] Why is this what you would want them to know?</p> <p>[RESP] Because vaping just isn't healthy and it kills a lot of people a year. And it's not a good influence for kids that's my age or even -- younger.</p>

11	Male	I've tried vaping	<p>[TEGA] OK. Do you have a specific thing you would change for?</p> <p>[RESP] No, not really.</p> <p>[TEGA] What would you change it to?</p> <p>[RESP] 21.</p> <p>[TEGA] And why is that you want them to change it to 21?</p> <p>[RESP] So, people won't just buy [inaudible - 00:00:25]. That's it.</p> <p>[TEGA] What kind of campaigns would you do? No? Just trying -- to get people's attention from there?</p>
12	Female	I don't vape	<p>[RESP] I don't know how to answer this question, like at all. More law -- enforcements. I'm not really sure what you could do, but I haven't -- taken that thought into much consideration.</p> <p>[TEGA] And why is that what you want them to know?</p> <p>[RESP] Because I feel like not many people not might not know what to say -- to people like that. I don't -- I don't know how to answer that -- question either.</p> <p>[TEGA] What do you think the cops should do, like the police officers should do?</p> <p>[RESP] Well, if the -- it depends on the person. If the person was like -- out of control, like going crazy, I'm not really sure what you -- could do there, but maybe the police officers could talk to them. I mean, obviously, still make them pay, but possibly talk to them.</p> <p>And if -- like that could possibly have an effect. I'm not sure.</p>
16	Male	I've tried vaping	<p>[RESP] Just because I surround myself with good people. I just don't want to lose my friends for something like that.</p> <p>[TEGA] So, what would you like to say to them if, let's say?</p> <p>[RESP] I would tell them about the addiction side of it. Maybe the consequences of addiction. I don't really know how it affects you though.</p> <p>[TEGA] Why is that that you would want them to know that?</p> <p>[RESP] I've heard that addiction's never really a good thing for anything. So, I've seen it in some people, not peers, but, like, other experiences. I've seen people get addicted to something and drive themselves crazy over it. I don't, something a little stupid.</p> <p>[TEGA] Do you think any of your peers are addicted?</p> <p>[RESP] Yeah.</p> <p>[TEGA] Why do you say that?</p> <p>[RESP] I've never really called them out on it, but they do do it quite often. They, uh, yeah, I've never try to stop them.</p>

13	Non-binary	I currently vape	[RESP] I would be for it, and I would bring up, like, it's not their choice -- it's the parents choice and their choice, like the person who -- is doing it. And, you know, just say, like, it's not up to them -- whether they do it or not, unless they're like, you know -- their guardian, parent, or like caregiver.
16	Male	I don't vape	[RESP] I'd probably be -- I'd be against vaping first of all. But I would -- I'd want to tell the leader that, like, it probably -- even if you, you know -- did all these things, they'd probably still do it. Like, people would -- find a way. But I think that'd it'd probably reduce it, depending on -- like what you actually did. So, like, raising the age, I'd probably -- that'd -- probably would, like, reduce it. But, like, the 1000 feet away, I don't -- think that would, like, change anything. And then, I would tell -- the public in general, just like you don't know the side effects -- yet. Like it's too early to tell. And, you know, there's also -- been that stuff in the news about the -- like the blowing up -- and everything like that. And like just be weary of that. And --
17	Male	I've tried vaping	[RESP] I think the biggest thing to slow down vaping is probably vape detectors just because once you start catching people more people won't want to do it, but making it harder, whatever you guys do, there's not really going to be a way to make it harder to get. 'Cause people can kind of just get it from older people and you can't really stop, like, siblings getting siblings something. So, I don't know, probably stopping or trying to slow it down in schools is probably is vape detectors and stuff like that. But, otherwise, there's not really a way to, like, slow it down. Unless, with, like, making it older to buy. 'Cause then that person could just find someone else. So, they just want people with connections. So, you can't really stop connections. It just have to kind of stop it internally around like schools and stuff like that.
11	Male	I don't vape	[RESP] I'm gonna say, like, it's like if a doctor prescribes it, like a little bit --is okay, but if you just buy it from a store and you keep using it -- I feel like it's really, really bad, 'cause you might be like -- diagnosed with something and has you in the hospital.

15	Female	I've tried vaping	<p>[RESP] Vaping -- because, like, they're teenagers, they don't realize, like, the -- health and mental risks, and they don't realize until they've already done -- it and it's too late. So, I guess, just like try to [inaudible - 00:00:18].</p> <p>[TEGA] What do you think they should do to stop teen vaping?</p> <p>[RESP] Like, you could do the -- more like stricter things for the stores.</p> <p>[Inaudible - 00:00:30]. Or raise, like, the age limit they'd have to get it.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] I guess it's just like -- I feel like they already know it, but they -- need more people to be saying it, because -- in order to change.</p>
21	Male	I currently vape	<p>[RESP] We do need a little bit more stricter laws on vaping. But, I feel like making to where if the store does sell to somebody, they should get a fine. And if it happens again, a little bit worse consequences, but, yeah. That'd be -- that'd be it.</p> <p>[TEGA] What kind of laws would you like to see go into effect?</p> <p>[RESP] Harsher consequences on the stores that do sell to youth. That would be it.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because we don't - we don't know for sure if it's gonna affect them. And we don't want these stores selling to - to kids and hurting them in the future. Even if they are considering it and they heard from a friend that they need to go to that store to get it, I don't think that they should. I - I think it's wrong.</p>
16	Female	I've tried vaping	<p>[RESP] Don't do it.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because, like, they'll ruin their life. They could get cancer, and -- they could probably die. And that like -- probably you're not -- gonna -- like it will affect your teeth too. Probably it's not -- gonna affect on this, but when you're older, it's gonna -- it's -- gonna affect you.</p> <p>[TEGA] Is there anything else you want, like, the leaders of the city of -- Northglenn to know?</p> <p>[RESP] No.</p>
14	Male	I currently vape	<p>[RESP] That vaping is bad. The majority of vape users is (unintelligible) And vaping can have (unintelligible)</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because I would just feel really bad if, like, one of my friends, like, I don't know, something happened to their lung because of vaping.</p>

15	Female	I currently vape	<p>[RESP] What I would say to, like, the community, I would probably give them the like what's bad about vaping, and the effects -- like the negative effects that can happen if you do start to vape and consistently vape and try to, like, open up their eyes to see how bad it can be for somebody's, like, personal life and their health.</p> <p>[TEGA] Would you prefer if any of these policies were to go into effect or would you decide against them or disagree with these policies that we've talked about?</p> <p>[RESP] I would much rather prefer it, 'cause I care about my friends and their health and I want, like, the best for them, and I want -- would like them to quit if that, like, could be possibly, because I want the best for them.</p> <p>[TEGA] OK. And is there anything else you would like to add for the council leaders or any of that for the city of Northglenn?</p> <p>[RESP] No, not really.</p> <p>[TEGA] OK, perfect. Thank you.</p>
14	Female	I've tried vaping	<p>[RESP] I would like to say that vaping can ruin your mental health, or that it's not good for you. Like, you should stop if you aren't that addicted to it. Or if you are, get help from a parent or a teacher.</p> <p>[TEGA] OK. And what would you want to say to the community and like your fellow peers and all of that?</p> <p>[RESP] It's bad for the environment, like pollution.</p> <p>[TEGA] OK.</p> <p>[RESP] Like, the air that goes into it, other people breathe it in, so it might cause more disease in the world.</p> <p>[TEGA] Anything else you would like to add? Perfect. Thank you.</p>

16	Female	I've tried vaping	<p>[RESP] Just that you have to think about this as I guess kind of a teenager, like they're doing right now, that most of the time they don't really see that it's worth stopping. And that also most of them are addicted. So, finding a way to be able to help them with the withdrawals or being able to quit, will probably go really far.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because most of the time, when making rule or laws, they don't think about the whole picture. They'll think about part of it. Like, when something happens, and there's a rule at school, sometimes they don't think about the whole picture. Like, this is gonna affect this group, but it's also gonna affect everyone else in different parts of different people. So, like, when someone has vaped for a really long time, they're addicted, and so it can be hard to stop even if they want to, because they get really bad withdrawals. Like, I knew someone who threw up for three days, because of how much nicotine they had consumed.</p> <p>Like, it was really hard for them to quit. The withdrawals were really, really bad.</p>
18	Female	I currently vape	<p>[RESP] I have a lot of reasons why I'd be against the idea. So, I have a lot of reasons to be against the idea, but if I were to have a protest or campaign in front of a legal council, I'd have to be for vaping and against the law. Or against the law change, because it's a major I want to say it's not necessarily inconvenience, but taking away rights for people who can fight for this country, who can pay their own rent, who can act like an adult, but can't relax like an adult. Like at the end of the day, if we want to be able to have a smoke, we should be able to, because we -- if we're gonna have as much stress on our backs as adults can, we should be able to relax like older adults can. Like, if we're expected of so much already at 18, especially to go into debt for the rest of our lives, why shouldn't we be able to debrief ourselves in the way that others can?</p> <p>[TEGA] Perfect. Why is this what you'd want them to know?</p> <p>[RESP] I think that it's important that the government, whichever side it is, is putting their selves in our shoes and how this is affecting us because the people in these chairs that are judging what laws to change, are my parents, and my grandparents generation, who all think in a similar way. But my generation, I feel like is a lot different and has a lot of different ideas. And we're very different, and in order for someone to change the law for us, they need to understand where we're coming from.</p> <p>[TEGA] Perfect. Thank you.</p>

15	Male	I've tried vaping	<p>[RESP] I think they make vaping seem bad, like if you're smoking cigarettes, but I think some products aren't like that, and I know that a lot of people are using the products. And probably, if they ban it, I still think a lot of people would still continue to use it and find different ways to buy the pods and stuff.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] 'Cause, like, some of the stuff that they do might be affected, but the other stuff might not be.</p>
16	Male	I don't vape	<p>[RESP] I guess my biggest point would be the idea that the education and awareness campaigns that have been going on have been proven, so far, are not effective. And that in the future we should, I mean, 'cause I don't know exactly what will work, but I just know that isn't working. So it needs to be - that needs to be changed. I just - because that's clearly you know, students don't really take an interest in those things and they - even student who are opposed to vape and who don't vape just find it humorous than serious because it's, like, you know, it's not really, I guess, it's not really taken seriously 'cause it's just one of those - one of those assemblies we have to go to, which are - the very notion of having an assembly or a poster kind of makes it, like, students disregard it in their minds. But I would say part of it would be - so part of it would be restructuring the messaging of the campaign to be less focused on the we don't know and more focused on the we don't know, but we're pretty sure it's that.</p> <p>[TEGA] Yeah.</p> <p>[RESP] And then also just changing the medium and making it - I think it's more community based just because the kind of the impersonal nature of, like, required presentations and posters, that kind of thing, doesn't seem to work.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] I think just because I have the perspective of having had to sit through those presentations and seeing that, you know, it just - everyone really just perceives it as a waste of time and it hasn't been getting us anywhere. So, I think having that perspective, I kind of feel a responsibility to be able to tell people we need to change this. Find something different.</p>
15	Male	I've tried vaping	<p>[RESP] About -- I'd say to put more restrictions on it, 'cause it's not healthy especially for younger people. And if there were more restrictions then it would potentially decrease the amount of users [inaudible 00:00:22].</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Just 'cause [inaudible - 00:00:29].</p>

17	Male	I currently vape	<p>[RESP] Honestly, I think, like, there needs to be more, like, actually put into the effects of vaping. I mean, yeah, at the end of the day, it's actually really new and it's a recent thing to actually happen. Like, we've had almost 50 years research in tobacco from cigarettes and we know, basically, everything that happens from usage, but we don't know about any new electronic stuff and, like, what are the effects from vaping in long term.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] I mean, at the end of the day, it's - that's what we're weighing out and that's what we're looking into. But we - started, although the campaigning on getting rid of cigarette users, cigarettes in general, because of the cancer rates and, like, the effects. But there's not - there's no point in trying to get rid of vaping -</p> <p>[TEGA] Mm-hm.</p> <p>[RESP] right now because we don't - we know some of it. We know that contains nicotine, which is addictive in certain juices, but we don't - we don't know the extent of what it does to one's health, mentally and physically. So, I think we need to understand that before we try to prosecute it.</p>
15	Male	I've tried vaping	<p>[RESP] So, I'd probably tell everyone is like it's bad obviously, but I don't know in what way, 'cause I guess it could just affect your family and like of how -- like it might affect the people around you and what they think about you. Like, they might think you're wrong for doing it or like, oh, like, okay, that's okay. But like it's mostly a harmful thing because it can ruin your, like, life going forth and everything.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because I guess it happens to people, but I haven't seen it happen. Like I know of it.</p>
16	Male	I've tried vaping	<p>[RESP] Have more negative impacts than positive and is increasing in minor use, so we should change how easy it is to get access to decrease use.</p> <p>[TEGA] and why is this what you want them to know?</p> <p>[RESP] Um, because I worry about friends sometimes and would like to see them live the best they can.</p>

Parents

Q25 If You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? (Type: Video) (Translation)

Age	Gender	Child's Vape Status	Age of child	Q25 If You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? You Will Only Have 60 Seconds! (Type: Video) (Translation)
35	F	does not vape	N/A	[RESP] The just -- it shouldn't be allowed. It's just already dangerous not just -- physically, but mentally. I think the offenders or, you know, just the stores -- are doing -- or they sell it to youth should be charged a little more -- because, you know, \$350 is not a lot, so they should pay a -- little more just so they think twice before selling it to youth.
43	F	does not vape	N/A	[RESP] I would just say, I don't really know. I wouldn't - I've never even thought about that. I would say I would think they do need to start putting more rules on it for sure. They need to find out more about what's in them. That's my main concern is knowing what's in the actual product. And then, obviously, maybe raising the age so that people - less people do it or are able to do it. And then, especially online, I mean, you can just verify, say you're 21 and then you're 21. [TEGA] Yeah. [RESP] I guess that's all.

37	F	does not vape	N/A	<p>[RESP] Okay. I would say that I would get rid of the marketing of vaping products. I would, you know, I think that the more in your face a product is, the more that the youth is gonna want to try it. And so I would - I would strongly go in the direction with tobacco, cigarettes, and remove any marketing from that.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because I truly believe that in social media and marketing that it has a strong influence on youth and people in general really. So I think vaping to begin with was a replacement to try to quit smoking. But I think that it's just evolved from that and probably easier.</p>
53	F	does not vape	N/A	<p>[RESP] The health of the youth. Addiction has been around a long time cigarettes, nicotine, chew. It's a long time. Out there, there's rules about you can smoke and where they can smoke. I've been places where people have been smoking in non-smoking -- or vaping in non-smoking areas, and they're like, well, I'm not smoking; I'm vaping. It's the same thing. It's the same thing. It's -- nicotine is addictive and it's not a healthy choice.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because it's not about retail tax dollars or a safer alternative, it is still -- impacts the health of youth and adults who also choose to vape as well.</p>
42	F	tried vaping	15	<p>[RESP] I think the biggest concern that I would have is it needs to be a coordinated effort, given the geographic proximity of Northglenn to Thornton, Westminster and unincorporated Adams County. They are very easily transversable boundaries, and student social groups cross those pretty easily. So, whatever efforts the city is look to take should be done in cooperation and coordination with other municipalities. I think it's an issue not just for Northglenn, but for youth across the state. And supporting, I think, health habits --</p>

32	F	does not vape	N/A	<p>[RESP] All right, I think that the city of Northglenn should make more restrictions on vaping. I think that they should make it more difficult for kids to get them. Not necessarily raising the age on obtaining vape pens but making the vape shops and those who sell them more accountable for their actions, giving them fines if they sell to youth, making them register, and holding them more accountable for the products that they are putting on the street, and the effects they have on our youth in this area.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because I have kids who will be teenagers in this area in the next 10 years, and so I think that this should be regulated now, and so it's under -- it's handled better, and we have a better grasp on it by the time my kids are at the age for vaping.</p>
42	F	Does not vape	N/A	<p>[RESP] So, I would say that we really need to educate our kids and their parents about the dangers of using vape - of vaping and how it physically can affect the body, the brain, really get into the nitty-gritty, so that kids actually understand. And also we need to help facilitate conversations to maybe help mitigate the stress that may lead kids to vaping. And also help maybe lower the pressures that kids have</p> <p>[TEGA] Why is it that you want them to know that?</p> <p>[RESP] My hope would -</p>
44	F	Does not vape	N/A	<p>[RESP] This is hard for me because I don't know if I have, like, a real solid position on either one. I guess I'd probably wouldn't be in any sort of campaign for something, but I do believe that if things are illegal and monitored that I'm not too into government control of it, even though I'm a super, flaming liberal. But I would - I don't even, I would say that we need to understand, I think, what the health implications are and try, and get those across to kids.</p> <p>[TEGA] Why is that what you would want them to know?</p> <p>[RESP] Because I don't know much about vaping, but what I have seen about what it's done to kids' lungs or particularly the - when you see, like, the stories of athletes or how people have almost died and what they find out is that they've been vaping. That's what sticks the most in my head. And so, that's -</p>

38	F	Does not vape	N/A	[RESP] I think that before making a decision on whether or not it's appropriate to raise the limit to 18 - from 18 to 21, there needs to be more information about vaping. How it affects students, adults even, and I think understanding how vaping affects and putting it out to the public would help benefit the research showing why 18 versus 21 is better. That would - that's what I would say, is we need more research, more information before a decision can be made.
39	F	Vapes	4th-9th grade	[RESP] I'm against vaping, so I feel like vaping's harmful not only to ourselves but to the community, to our children especially. But it's more and more that people study and research it, the more and more toxic, and harmful it is to our bodies. I mean, you get lung cancer. You could die from it and other possible effects that I just don't understand why the community is trying to say that it's such a good thing when it's really not. I think it's just a new fad. Just like everything, you always have a new fad that comes through and this is one of them. And until we understand actually how harmful it is, we're just gonna continue doing it. [TEGA] Why is it that you would want them to know that? [RESP] To stop doing it. To protect their bodies to have a longer life, to live a fuller life.

Parents

Q12 Are There Any Aspects Of Vaping That You Would Like To Know More About? (Type: Audio) (Translation)

Age	Gender	Child's Vape Status	Age of child	Q12 Are There Any Aspects Of Vaping That You Would Like To Know More About? (Type: Audio) (Translation)
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35	F	does not vape	N/A	<p>[RESP] Maybe how I identify. I think that's -- I mean, I know devices are really dangerous, but --</p> <p>I know it comes in many forms, so, like, if I find something --</p> <p>-- I'm not really sure what it is, I would like to know how it comes, in what form.</p>
43	F	does not vape	N/A	<p>[RESP] I would really just like to know what is actually in -- you know --</p> <p>-- because, like, cigarettes they put -- they don't tell you what --</p> <p>-- the chemicals are that they -- you know? I think it would be --</p> <p>-- nice if they had disclosed that on the packaging, 'cause that --</p> <p>-- would be the -- that would be like the end goal, I would think --</p> <p>-- so that people know what they're -- just like our food, we --</p> <p>-- have to have all that -- you know, all the ingredients on that --</p> <p>-- so why not vaping or cigarettes?</p>
37	F	does not vape	N/A	<p>[RESP] You know, I just - and maybe it's me being naive, but, like, we're a pretty, well, I'd say pretty tobacco-free. But my husband does chewing tobacco. So, but as for smoking, you know, we're pretty - nobody in our family really does it. I think that maybe once - I should familiarize myself in the true health effects that it has in preparation for when he gets older and the peer pressures that come behind vaping.</p> <p>[TEGA] Have you - do you know anything about the distribution of vape products?</p> <p>[RESP] No.</p> <p>[TEGA] What about the devices? Would you like to know more about that?</p> <p>[RESP] Sure. I mean, I - yeah, I couldn't even tell you where - I'm assuming that I could go to -</p>
53	F	does not vape	N/A	<p>[RESP] No. I can't think of any aspects of vaping that want to know more about. Because I'm not worried about my children so much. You know, I've been kind of thinking as we're talking, and I don't know that I have any friends my age that vape. But there are some things, you know, that I said I don't know about the cost or who makes this stuff, you know, where it comes from. So, probably, if I were to have a conversation with my kids, I would need to read up and educate myself on this.</p> <p>[TEGA] Perfect. Thank you.</p>

42	F	tried vaping	15	<p>[RESP] Personally, not necessarily.</p> <p>[TEGA] Can you explain?</p> <p>[RESP] I consider myself fairly informed in terms of the impacts of THC, nicotine, some the, you know, physical reactions, metabolic reactions. Again, I think there needs to be more studies done about the other components that are emergent, but, you know, it's not something I endorse.</p> <p>[TEGA] So, you wouldn't necessarily want to know more about the devices or anything like that?</p> <p>[RESP] Not necessarily, I don't think.</p>
32	F	does not vape	N/A	<p>[RESP] Health risks and side effects. I think long-term that's really what it boils down to. Because if it safe like they say it is, then it's fine. And if it's not, which it's proving to be, then it's not fine.</p> <p>[TEGA] Is there anything else that you would like to know more about?</p> <p>[RESP] I don't know. Maybe, like, I don't know anything about it, you know, a different a quality and things like that. I think, overall, just how it would affect my children as teenagers and their health moving forward.</p>
42	F	Does not vape	N/A	<p>[RESP] know more about the actual health effects and, specifically, how it affects younger, you know, people that are still developing. I would love, I mean, I don't know that there is any, but I'd love to see some long-term data on how it affects people long-term. And, let's see, I mean, I would love to know ways to talk to your kids about or to just kind of have it be more of a conversation rather than a struggle between parents and kids.</p>
44	F	Does not vape	N/A	<p>[RESP] I think I may be a little naive because my oldest is seven, so there isn't anything that I have looked into at this point or been that concerned about. So at this time, I would say no. If my kids were older, I think I would want to know a lot more about it. If they were older, I would want to know kind of really how it works. And I know that there's a lot of different mechanisms and how kids are hiding it these days. So I'd want to know, I think, kind of ways to keep up on that.</p> <p>[TEGA] What do you think would help?</p> <p>[RESP] Again, I don't know what's being done because I haven't worried about it at this point. I would say kind of community resources probably.</p>

38	F	Does not vape	N/A	<p>[RESP] Probably the whole system. How it works. How the more the research on the way it affects people, so not just youth, adults too.</p> <p>[TEGA] What do you think would be the best way to distribute that information?</p> <p>[RESP] Probably through an email or paper form.</p>
39	F	Vapes	4th-9th grade	<p>[RESP] How they obtain it really. How it's so easy to come by. I mean, I just wish there was a way to limit the exposure to it. Because it seems like it's everywhere. They're able to get it from kids at school. That's where they actually, I think, picked it up. How easy it is just to come by it. I mean, they can even get it off the internet and buy it from other countries, and it's just - so I just wish there was more information on how to limit the access or there's more regulations on it to where it wasn't so easy - easily, readily available.</p> <p>[TEGA] What would be the best way to distribute that information?</p> <p>[RESP] Um, well, the radio, the news, broadcasts, the schools, I think, mostly it's where the kids are mostly picking this up at. So I think that needs to be -</p>

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CITY OF
Northglenn



Image Source: 2019 Northglenn Vaping Study

Vaping Study – Appendix

January 2020

Youth

Q30 Let's Say You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? (Type: Video) (Translation)

Age	Gender	Vape Status	Q30 Let's Say You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? (Type: Video) (Translation)
15	Male	I don't vape	<p>[RESP] I'd probably say that vaping could lead probably to other addictive behaviors, such as using -- cigarettes, or doing alcohol, or maybe even going towards drugs.</p> <p>[TEGA] What would you want to say to the [inaudible - 00:00:18]?</p> <p>[RESP] I'd say that our children's, like mental and physical health is more important than just a -- financial gain.</p> <p>[TEGA] Why is that?</p> <p>[RESP] Because are the future, pretty much. Like, if you have kids who have poor mental and -- physical health, then they can't really do as much, and they're going to have to be the -- people who are providing for the world.</p>
17	Questioning	I don't vape	<p>[RESP] So I'd want to say that we really just need more studies on vaping because no one's really sure what it does to your health yet. I'd say that's probably the biggest point to make.</p> <p>[TEGA] And why is that what you want them to know?</p> <p>[RESP] 'Cause I feel like maybe more studies would help either, like, I feel like more studies would help people to understand what could happen. And, like, for example, when we got a bunch of studies on tobacco, people stopped smoking a lot less. A lot - words. People stopped smoking a lot more. Yeah, that's right. So, like, knowing what it does to the body, I feel, is just important.</p> <p>[TEGA] Do you have any other points you'd like to say to the leaders of the city of Northglenn?</p> <p>[RESP] When you tell kids not to do a thing, that makes them want to do it more because screw you. So, chill it down just a bit.</p> <p>[TEGA] Any other points?</p> <p>[RESP] Nope. I don't think so.</p>
18	Female	I currently vape	<p>[RESP] I guess we would kind of say that, like, it's not, like, the nicotine is addicting. Like, it's affecting everyone, but making sure that you're not taking it away from the people, like me, that need it for my hands, just to say okay. And so that way, like, zero nicotine and this and that, but, like, nicotine I can see them maybe trying to do something. But, like, without the like, zero nicotine - I don't really see why they wouldn't change anything.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Kind of just because, like, there's people like me, who do use it for good reasons. Like, there's some people that like, do the nicotine for bad reasons for themselves.</p>

14	Male	I've tried vaping	<p>[RESP] I would want say it's, like, not damaging anyone else. Like, it's their personal choices, and -- like, it's their own -- like what they do -- like if they vape, then it's, like, on them, it's, like -- not damaging to anyone else for them to be vaping.</p> <p>[TEGA] What -- why would you want [inaudible - 00:00:19]?</p> <p>[RESP] 'Cause, like, other people, like, are trying to, like, have people stop when, like, it's, like, not -- affecting them. It's only affecting our personal self. Like, they chose to vape, so they have -- to, like, deal with the consequences.</p>
15	Female	I've tried vaping	<p>[RESP] I think the age limit should be higher. Like, people shouldn't be able to access them that easily because it's very unhealthy. Probably worse than cigarettes.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because they won't take that into consideration because they're, like, kids still and even at 17, like, your life is just developing. So, you know, you're gonna mess that all up because of addiction.</p>
18	Male	I don't vape	<p>[RESP] I'd have to -- well, what I would want to personally say, myself, to the other leaders and other -- the campaign, is to make sure everybody's educated and make sure everybody's aware of -- like what vaping does and, like, what -- how it effects people physically, psychologically -- emotionally. And because, like, it has become a big problem to not only the young society -- but society in general, because schools and other places being affected by people vaping -- and the health problems, and all the other consequences that follow when it comes to -- vaping, so.</p> <p>[TEGA] Why is that what you would want them to know?</p> <p>[RESP] I'd want them to know that, because, like, since vaping is a huge problem, that I don't want -- people that I care about and people that I worry about myself being affected by people -- vaping or them vaping themselves, or, like, just chemicals leaking, or, like, the injuries that -- cause -- that are caused by vaping.</p>
15	Male	I don't vape	<p>[RESP] What I want to say is, like, just don't vape. It can hurt you. It can hurt your family and it can just hurt others like, that you were friends with or something, but that's it really. Although vaping is wrong, it should not be done near schools, children or in areas that you shouldn't be vaping at.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] I want them to know this because it can get them, like, in trouble legally or at school or with their parents.</p>

17	Female	I've tried vaping	<p>[RESP] Vaping isn't OK and not to do it at all. Like, I just like -- I feel like it just shouldn't exist at all -- anymore. Like, it's just not good for anybody, from what I've seen through internet or just -- reading about it.</p> <p>[TEGA] Why do you think everyone else is so intrigued by it?</p> <p>[RESP] Probably 'cause they just think it's better than cigarettes would be or any other drugs that -- are really bad for you.</p> <p>And considering that your peers and friends probably know all of the damages that vaping --</p> <p>[TEGA] -- does, why do you think they still vape?</p> <p>[RESP] I feel like they still vape to look cool, like really cool.</p> <p>[TEGA] Do you think care more about popularity than their health?</p> <p>[RESP] Yes.</p>
18	Female	I don't vape	<p>[RESP] Just have to say that it's something I don't agree on, but if you -- feel that it's something that you need, I guess you can work on -- trying to get rid of it. But, you know, it's not really -- something that you need to go through life, or to be -- successful.</p> <p>[TEGA] Why would you want them to know that?</p> <p>[RESP] 'Cause a lot of people do it without knowing like the causes -- of it, and they could be doing their regular life without -- it, so it's not needed for them.</p>
14	Female	I currently vape	<p>[RESP] Vaping is okay, but make sure you, like, do your research -- before you actually, like, smoke it, or like -- 'cause you don't -- know what people could be, like, lacing it, you know? Like my grandma was telling me that, like people are putting -- like vitamin E oil in, like, the carts. So, like, research it -- because, like, that, like, messes with your head.</p> <p>[TEGA] Why would you want them to know that?</p> <p>[RESP] Because they just have to be safe, you knw? Like, I don't -- want them to, like, hurt themselves.</p>
12	Male	I don't vape	<p>[RESP] So, to the people who vape, I would show them what it does -- to your lungs and to your health, that it -- it's not healthier -- than tobacco. It's basically the same. And I would help -- people not get addicted, and to leave their addictions. And I -- would tell the government or the people in charge of Northglenn, to like set up stuff to help people with their -- addictions, and to, like, healthier alternatives, or something -- like that.</p> <p>[TEGA] Why is this what you would want them to know?</p> <p>[RESP] Because vaping just isn't healthy and it kills a lot of people a year. And it's not a good influence for kids that's my age or even -- younger.</p>

11	Male	I've tried vaping	<p>[TEGA] OK. Do you have a specific thing you would change for?</p> <p>[RESP] No, not really.</p> <p>[TEGA] What would you change it to?</p> <p>[RESP] 21.</p> <p>[TEGA] And why is that you want them to change it to 21?</p> <p>[RESP] So, people won't just buy [inaudible - 00:00:25]. That's it.</p> <p>[TEGA] What kind of campaigns would you do? No? Just trying -- to get people's attention from there?</p>
12	Female	I don't vape	<p>[RESP] I don't know how to answer this question, like at all. More law -- enforcements. I'm not really sure what you could do, but I haven't -- taken that thought into much consideration.</p> <p>[TEGA] And why is that what you want them to know?</p> <p>[RESP] Because I feel like not many people not might not know what to say -- to people like that. I don't -- I don't know how to answer that -- question either.</p> <p>[TEGA] What do you think the cops should do, like the police officers should do?</p> <p>[RESP] Well, if the -- it depends on the person. If the person was like -- out of control, like going crazy, I'm not really sure what you -- could do there, but maybe the police officers could talk to them. I mean, obviously, still make them pay, but possibly talk to them.</p> <p>And if -- like that could possibly have an effect. I'm not sure.</p>
16	Male	I've tried vaping	<p>[RESP] Just because I surround myself with good people. I just don't want to lose my friends for something like that.</p> <p>[TEGA] So, what would you like to say to them if, let's say?</p> <p>[RESP] I would tell them about the addiction side of it. Maybe the consequences of addiction. I don't really know how it affects you though.</p> <p>[TEGA] Why is that that you would want them to know that?</p> <p>[RESP] I've heard that addiction's never really a good thing for anything. So, I've seen it in some people, not peers, but, like, other experiences. I've seen people get addicted to something and drive themselves crazy over it. I don't, something a little stupid.</p> <p>[TEGA] Do you think any of your peers are addicted?</p> <p>[RESP] Yeah.</p> <p>[TEGA] Why do you say that?</p> <p>[RESP] I've never really called them out on it, but they do do it quite often. They, uh, yeah, I've never try to stop them.</p>
13	Non-binary	I currently vape	<p>[RESP] I would be for it, and I would bring up, like, it's not their choice -- it's the parents choice and their choice, like the person who -- is doing it. And, you know, just say, like, it's not up to them -- whether they do it or not, unless they're like, you know -- their guardian, parent, or like caregiver.</p>

16	Male	I don't vape	<p>[RESP] I'd probably be -- I'd be against vaping first of all. But I would -- I'd want to tell the leader that, like, it probably -- even if you, you know -- did all these things, they'd probably still do it. Like, people would -- find a way. But I think that'd it'd probably reduce it, depending on -- like what you actually did. So, like, raising the age, I'd probably -- that'd -- probably would, like, reduce it. But, like, the 1000 feet away, I don't -- think that would, like, change anything. And then, I would tell -- the public in general, just like you don't know the side effects -- yet. Like it's too early to tell. And, you know, there's also -- been that stuff in the news about the -- like the blowing up -- and everything like that. And like just be weary of that. And --</p>
17	Male	I've tried vaping	<p>[RESP] I think the biggest thing to slow down vaping is probably vape detectors just because once you start catching people more people won't want to do it, but making it harder, whatever you guys do, there's not really going to be a way to make it harder to get. 'Cause people can kind of just get it from older people and you can't really stop, like, siblings getting siblings something. So, I don't know, probably stopping or trying to slow it down in schools is probably is vape detectors and stuff like that. But, otherwise, there's not really a way to, like, slow it down. Unless, with, like, making it older to buy. 'Cause then that person could just find someone else. So, they just want people with connections. So, you can't really stop connections. It just have to kind of stop it internally around like schools and stuff like that.</p>
11	Male	I don't vape	<p>[RESP] I'm gonna say, like, it's like if a doctor prescribes it, like a little bit --is okay, but if you just buy it from a store and you keep using it -- I feel like it's really, really bad, 'cause you might be like -- diagnosed with something and has you in the hospital.</p>
15	Female	I've tried vaping	<p>[RESP] Vaping -- because, like, they're teenagers, they don't realize, like, the -- health and mental risks, and they don't realize until they've already done -- it and it's too late. So, I guess, just like try to [inaudible - 00:00:18]. [TEGA] What do you think they should do to stop teen vaping? [RESP] Like, you could do the -- more like stricter things for the stores. [Inaudible - 00:00:30]. Or raise, like, the age limit they'd have to get it. [TEGA] And why is this what you want them to know? [RESP] I guess it's just like -- I feel like they already know it, but they -- need more people to be saying it, because -- in order to change.</p>

21	Male	I currently vape	<p>[RESP] We do need a little bit more stricter laws on vaping. But, I feel like making to where if the store does sell to somebody, they should get a fine. And if it happens again, a little bit worse consequences, but, yeah. That'd be -- that'd be it.</p> <p>[TEGA] What kind of laws would you like to see go into effect?</p> <p>[RESP] Harsher consequences on the stores that do sell to youth. That would be it.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because we don't - we don't know for sure if it's gonna affect them. And we don't want these stores selling to - to kids and hurting them in the future. Even if they are considering it and they heard from a friend that they need to go to that store to get it, I don't think that they should. I - I think it's wrong.</p>
16	Female	I've tried vaping	<p>[RESP] Don't do it.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because, like, they'll ruin their life. They could get cancer, and -- they could probably die. And that like -- probably you're not -- gonna -- like it will affect your teeth too. Probably it's not -- gonna affect on this, but when you're older, it's gonna -- it's -- gonna affect you.</p> <p>[TEGA] Is there anything else you want, like, the leaders of the city of -- Northglenn to know?</p> <p>[RESP] No.</p>
14	Male	I currently vape	<p>[RESP] That vaping is bad. The majority of vape users is (unintelligible) And vaping can have (unintelligible)</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because I would just feel really bad if, like, one of my friends, like, I don't know, something happened to their lung because of vaping.</p>
15	Female	I currently vape	<p>[RESP] What I would say to, like, the community, I would probably give them the like what's bad about vaping, and the effects -- like the negative effects that can happen if you do start to vape and consistently vape and try to, like, open up their eyes to see how bad it can be for somebody's, like, personal life and their health.</p> <p>[TEGA] Would you prefer if any of these policies were to go into effect or would you decide against them or disagree with these policies that we've talked about?</p> <p>[RESP] I would much rather prefer it, 'cause I care about my friends and their health and I want, like, the best for them, and I want -- would like them to quit if that, like, could be possibly, because I want the best for them.</p> <p>[TEGA] OK. And is there anything else you would like to add for the council leaders or any of that for the city of Northglenn?</p> <p>[RESP] No, not really.</p> <p>[TEGA] OK, perfect. Thank you.</p>

14	Female	I've tried vaping	<p>[RESP] I would like to say that vaping can ruin your mental health, or that it's not good for you. Like, you should stop if you aren't that addicted to it. Or if you are, get help from a parent or a teacher.</p> <p>[TEGA] OK. And what would you want to say to the community and like your fellow peers and all of that?</p> <p>[RESP] It's bad for the environment, like pollution.</p> <p>[TEGA] OK.</p> <p>[RESP] Like, the air that goes into it, other people breathe it in, so it might cause more disease in the world.</p> <p>[TEGA] Anything else you would like to add? Perfect. Thank you.</p>
16	Female	I've tried vaping	<p>[RESP] Just that you have to think about this as I guess kind of a teenager, like they're doing right now, that most of the time they don't really see that it's worth stopping. And that also most of them are addicted. So, finding a way to be able to help them with the withdrawals or being able to quit, will probably go really far.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because most of the time, when making rule or laws, they don't think about the whole picture. They'll think about part of it. Like, when something happens, and there's a rule at school, sometimes they don't think about the whole picture. Like, this is gonna affect this group, but it's also gonna affect everyone else in different parts of different people. So, like, when someone has vaped for a really long time, they're addicted, and so it can be hard to stop even if they want to, because they get really bad withdrawals. Like, I knew someone who threw up for three days, because of how much nicotine they had consumed.</p> <p>Like, it was really hard for them to quit. The withdrawals were really, really bad.</p>

18	Female	I currently vape	<p>[RESP] I have a lot of reasons why I'd be against the idea. So, I have a lot of reasons to be against the idea, but if I were to have a protest or campaign in front of a legal council, I'd have to be for vaping and against the law. Or against the law change, because it's a major I want to say it's not necessarily inconvenience, but taking away rights for people who can fight for this country, who can pay their own rent, who can act like an adult, but can't relax like an adult. Like at the end of the day, if we want to be able to have a smoke, we should be able to, because we -- if we're gonna have as much stress on our backs as adults can, we should be able to relax like older adults can. Like, if we're expected of so much already at 18, especially to go into debt for the rest of our lives, why shouldn't we be able to debrief ourselves in the way that others can?</p> <p>[TEGA] Perfect. Why is this what you'd want them to know?</p> <p>[RESP] I think that it's important that the government, whichever side it is, is putting their selves in our shoes and how this is affecting us because the people in these chairs that are judging what laws to change, are my parents, and my grandparents generation, who all think in a similar way. But my generation, I feel like is a lot different and has a lot of different ideas. And we're very different, and in order for someone to change the law for us, they need to understand where we're coming from.</p> <p>[TEGA] Perfect. Thank you.</p>
15	Male	I've tried vaping	<p>[RESP] I think they make vaping seem bad, like if you're smoking cigarettes, but I think some products aren't like that, and I know that a lot of people are using the products. And probably, if they ban it, I still think a lot of people would still continue to use it and find different ways to buy the pods and stuff.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] 'Cause, like, some of the stuff that they do might be affected, but the other stuff might not be.</p>

16	Male	I don't vape	<p>[RESP] I guess my biggest point would be the idea that the education and awareness campaigns that have been going on have been proven, so far, are not effective. And that in the future we should, I mean, 'cause I don't know exactly what will work, but I just know that isn't working. So it needs to be - that needs to be changed. I just - because that's clearly you know, students don't really take an interest in those things and they - even student who are opposed to vape and who don't vape just find it humorous than serious because it's, like, you know, it's not really, I guess, it's not really taken seriously 'cause it's just one of those - one of those assemblies we have to go to, which are - the very notion of having an assembly or a poster kind of makes it, like, students disregard it in their minds. But I would say part of it would be - so part of it would be restructuring the messaging of the campaign to be less focused on the we don't know and more focused on the we don't know, but we're pretty sure it's that.</p> <p>[TEGA] Yeah.</p> <p>[RESP] And then also just changing the medium and making it - I think it's more community based just because the kind of the impersonal nature of, like, required presentations and posters, that kind of thing, doesn't seem to work.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] I think just because I have the perspective of having had to sit through those presentations and seeing that, you know, it just - everyone really just perceives it as a waste of time and it hasn't been getting us anywhere. So, I think having that perspective, I kind of feel a responsibility to be able to tell people we need to change this. Find something different.</p>
15	Male	I've tried vaping	<p>[RESP] About -- I'd say to put more restrictions on it, 'cause it's not healthy especially for younger people. And if there were more restrictions then it would potentially decrease the amount of users [inaudible 00:00:22].</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Just 'cause [inaudible - 00:00:29].</p>

17	Male	I currently vape	<p>[RESP] Honestly, I think, like, there needs to be more, like, actually put into the effects of vaping. I mean, yeah, at the end of the day, it's actually really new and it's a recent thing to actually happen. Like, we've had almost 50 years research in tobacco from cigarettes and we know, basically, everything that happens from usage, but we don't know about any new electronic stuff and, like, what are the effects from vaping in long term.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] I mean, at the end of the day, it's - that's what we're weighing out and that's what we're looking into. But we - started, although the campaigning on getting rid of cigarette users, cigarettes in general, because of the cancer rates and, like, the effects. But there's not - there's no point in trying to get rid of vaping -</p> <p>[TEGA] Mm-hm.</p> <p>[RESP] right now because we don't - we know some of it. We know that contains nicotine, which is addictive in certain juices, but we don't - we don't know the extent of what it does to one's health, mentally and physically. So, I think we need to understand that before we try to prosecute it.</p>
15	Male	I've tried vaping	<p>[RESP] So, I'd probably tell everyone is like it's bad obviously, but I don't know in what way, 'cause I guess it could just affect your family and like of how -- like it might affect the people around you and what they think about you. Like, they might think you're wrong for doing it or like, oh, like, okay, that's okay. But like it's mostly a harmful thing because it can ruin your, like, life going forth and everything.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because I guess it happens to people, but I haven't seen it happen. Like I know of it.</p>
16	Male	I've tried vaping	<p>[RESP] Have more negative impacts than positive and is increasing in minor use, so we should change how easy it is to get access to decrease use.</p> <p>[TEGA] and why is this what you want them to know?</p> <p>[RESP] Um, because I worry about friends sometimes and would like to see them live the best they can.</p>

Parents

Q25 If You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? (Type: Video) (Translation)

Age	Gender	Child's Vape Status	Age of child	Q25 If You Are In Charge Of A Campaign For Or Against Vaping In Northglenn, What Would You Want To Say To The Community? What Would You Want To Say To The Leaders Of The City Of Northglenn? You Will Only Have 60 Seconds! (Type: Video) (Translation)
35	F	does not vape	N/A	[RESP] The just -- it shouldn't be allowed. It's just already dangerous not just -- -- physically, but mentally. I think the offenders or, you know, just the stores - - - -- are doing -- or they sell it to youth should be charged a little more -- -- because, you know, \$350 is not a lot, so they should pay a -- --little more just so they think twice before selling it to youth.
43	F	does not vape	N/A	[RESP] I would just say, I don't really know. I wouldn't - I've never even thought about that. I would say I would think they do need to start putting more rules on it for sure. They need to find out more about what's in them. That's my main concern is knowing what's in the actual product. And then, obviously, maybe raising the age so that people - less people do it or are able to do it. And then, especially online, I mean, you can just verify, say you're 21 and then you're 21. [TEGA] Yeah. [RESP] I guess that's all.
37	F	does not vape	N/A	[RESP] Okay. I would say that I would get rid of the marketing of vaping products. I would, you know, I think that the more in your face a product is, the more that the youth is gonna want to try it. And so I would - I would strongly go in the direction with tobacco, cigarettes, and remove any marketing from that. [TEGA] And why is this what you want them to know? [RESP] Because I truly believe that in social media and marketing that it has a strong influence on youth and people in general really. So I think vaping to begin with was a replacement to try to quit smoking. But I think that it's just evolved from that and probably easier.

53	F	does not vape	N/A	<p>[RESP] The health of the youth. Addiction has been around a long time cigarettes, nicotine, chew. It's a long time. Out there, there's rules about you can smoke and where they can smoke. I've been places where people have been smoking in non-smoking -- or vaping in non-smoking areas, and they're like, well, I'm not smoking; I'm vaping. It's the same thing. It's the same thing. It's -- nicotine is addictive and it's not a healthy choice.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because it's not about retail tax dollars or a safer alternative, it is still -- impacts the health of youth and adults who also choose to vape as well.</p>
42	F	tried vaping	15	<p>[RESP] I think the biggest concern that I would have is it needs to be a coordinated effort, given the geographic proximity of Northglenn to Thornton, Westminster and unincorporated Adams County. They are very easily transversable boundaries, and student social groups cross those pretty easily. So, whatever efforts the city is look to take should be done in cooperation and coordination with other municipalities. I think it's an issue not just for Northglenn, but for youth across the state. And supporting, I think, health habits --</p>
32	F	does not vape	N/A	<p>[RESP] All right, I think that the city of Northglenn should make more restrictions on vaping. I think that they should make it more difficult for kids to get them. Not necessarily raising the age on obtaining vape pens but making the vape shops and those who sell them more accountable for their actions, giving them fines if they sell to youth, making them register, and holding them more accountable for the products that they are putting on the street, and the effects they have on our youth in this area.</p> <p>[TEGA] And why is this what you want them to know?</p> <p>[RESP] Because I have kids who will be teenagers in this area in the next 10 years, and so I think that this should be regulated now, and so it's under -- it's handled better, and we have a better grasp on it by the time my kids are at the age for vaping.</p>

42	F	Does not vape	N/A	<p>[RESP] So, I would say that we really need to educate our kids and their parents about the dangers of using vape - of vaping and how it physically can affect the body, the brain, really get into the nitty-gritty, so that kids actually understand. And also we need to help facilitate conversations to maybe help mitigate the stress that may lead kids to vaping. And also help maybe lower the pressures that kids have</p> <p>[TEGA] Why is it that you want them to know that?</p> <p>[RESP] My hope would -</p>
44	F	Does not vape	N/A	<p>[RESP] This is hard for me because I don't know if I have, like, a real solid position on either one. I guess I'd probably wouldn't be in any sort of campaign for something, but I do believe that if things are illegal and monitored that I'm not too into government control of it, even though I'm a super, flaming liberal. But I would - I don't even, I would say that we need to understand, I think, what the health implications are and try, and get those across to kids.</p> <p>[TEGA] Why is that what you would want them to know?</p> <p>[RESP] Because I don't know much about vaping, but what I have seen about what it's done to kids' lungs or particularly the - when you see, like, the stories of athletes or how people have almost died and what they find out is that they've been vaping. That's what sticks the most in my head. And so, that's -</p>
38	F	Does not vape	N/A	<p>[RESP] I think that before making a decision on whether or not it's appropriate to raise the limit to 18 - from 18 to 21, there needs to be more information about vaping. How it affects students, adults even, and I think understanding how vaping affects and putting it out to the public would help benefit the research showing why 18 versus 21 is better. That would - that's what I would say, is we need more research, more information before a decision can be made.</p>

39	F	Vapes	4th-9th grade	<p>[RESP] I'm against vaping, so I feel like vaping's harmful not only to ourselves but to the community, to our children especially. But it's more and more that people study and research it, the more and more toxic, and harmful it is to our bodies. I mean, you get lung cancer. You could die from it and other possible effects that I just don't understand why the community is trying to say that it's such a good thing when it's really not. I think it's just a new fad. Just like everything, you always have a new fad that comes through and this is one of them. And until we understand actually how harmful it is, we're just gonna continue doing it.</p> <p>[TEGA] Why is it that you would want them to know that?</p> <p>[RESP] To stop doing it. To protect their bodies to have a longer life, to live a fuller life.</p>
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Parents

Q12 Are There Any Aspects Of Vaping That You Would Like To Know More About? (Type: Audio) (Translation)

Age	Gender	Child's Vape Status	Age of child	Q12 Are There Any Aspects Of Vaping That You Would Like To Know More About? (Type: Audio) (Translation)
35	F	does not vape	N/A	<p>[RESP] Maybe how I identify. I think that's -- I mean, I know devices are really dangerous, but -- I know it comes in many forms, so, like, if I find something -- -- I'm not really sure what it is, I would like to know how it comes, in what form.</p>
43	F	does not vape	N/A	<p>[RESP] I would really just like to know what is actually in -- you know -- -- because, like, cigarettes they put -- they don't tell you what -- -- the chemicals are that they -- you know? I think it would be -- -- nice if they had disclosed that on the packaging, 'cause that -- -- would be the -- that would be like the end goal, I would think -- -- so that people know what they're -- just like our food, we -- -- have to have all that -- you know, all the ingredients on that -- -- so why not vaping or cigarettes?</p>

37	F	does not vape	N/A	<p>[RESP] You know, I just - and maybe it's me being naive, but, like, we're a pretty, well, I'd say pretty tobacco-free. But my husband does chewing tobacco. So, but as for smoking, you know, we're pretty - nobody in our family really does it. I think that maybe once - I should familiarize myself in the true health effects that it has in preparation for when he gets older and the peer pressures that come behind vaping.</p> <p>[TEGA] Have you - do you know anything about the distribution of vape products?</p> <p>[RESP] No.</p> <p>[TEGA] What about the devices? Would you like to know more about that?</p> <p>[RESP] Sure. I mean, I - yeah, I couldn't even tell you where - I'm assuming that I could go to -</p>
53	F	does not vape	N/A	<p>[RESP] No. I can't think of any aspects of vaping that want to know more about. Because I'm not worried about my children so much. You know, I've been kind of thinking as we're talking, and I don't know that I have any friends my age that vape. But there are some things, you know, that I said I don't know about the cost or who makes this stuff, you know, where it comes from. So, probably, if I were to have a conversation with my kids, I would need to read up and educate myself on this.</p> <p>[TEGA] Perfect. Thank you.</p>
42	F	tried vaping	15	<p>[RESP] Personally, not necessarily.</p> <p>[TEGA] Can you explain?</p> <p>[RESP] I consider myself fairly informed in terms of the impacts of THC, nicotine, some the, you know, physical reactions, metabolic reactions. Again, I think there needs to be more studies done about the other components that are emergent, but, you know, it's not something I endorse.</p> <p>[TEGA] So, you wouldn't necessarily want to know more about the devices or anything like that?</p> <p>[RESP] Not necessarily, I don't think.</p>
32	F	does not vape	N/A	<p>[RESP] Health risks and side effects. I think long-term that's really what it boils down to. Because if it safe like they say it is, then it's fine. And if it's not, which it's proving to be, then it's not fine.</p> <p>[TEGA] Is there anything else that you would like to know more about?</p> <p>[RESP] I don't know. Maybe, like, I don't know anything about it, you know, a different a quality and things like that. I think, overall, just how it would affect my children as teenagers and their health moving forward.</p>

42	F	Does not vape	N/A	[RESP] know more about the actual health effects and, specifically, how it affects younger, you know, people that are still developing. I would love, I mean, I don't know that there is any, but I'd love to see some long-term data on how it affects people long-term. And, let's see, I mean, I would love to know ways to talk to your kids about or to just kind of have it be more of a conversation rather than a struggle between parents and kids.
44	F	Does not vape	N/A	[RESP] I think I may be a little naive because my oldest is seven, so there isn't anything that I have looked into at this point or been that concerned about. So at this time, I would say no. If my kids were older, I think I would want to know a lot more about it. If they were older, I would want to know kind of really how it works. And I know that there's a lot of different mechanisms and how kids are hiding it these days. So I'd want to know, I think, kind of ways to keep up on that. [TEGA] What do you think would help? [RESP] Again, I don't know what's being done because I haven't worried about it at this point. I would say kind of community resources probably.
38	F	Does not vape	N/A	[RESP] Probably the whole system. How it works. How the more the research on the way it affects people, so not just youth, adults too. [TEGA] What do you think would be the best way to distribute that information? [RESP] Probably through an email or paper form.
39	F	Vapes	4th-9th grade	[RESP] How they obtain it really. How it's so easy to come by. I mean, I just wish there was a way to limit the exposure to it. Because it seems like it's everywhere. They're able to get it from kids at school. That's where they actually, I think, picked it up. How easy it is just to come by it. I mean, they can even get it off the internet and buy it from other countries, and it's just - so I just wish there was more information on how to limit the access or there's more regulations on it to where it wasn't so easy - easily, readily available. [TEGA] What would be the best way to distribute that information? [RESP] Um, well, the radio, the news, broadcasts, the schools, I think, mostly it's where the kids are mostly picking this up at. So I think that needs to be -

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Youth & Parent Perspectives on Vaping January 2020



Intro to RMC2C

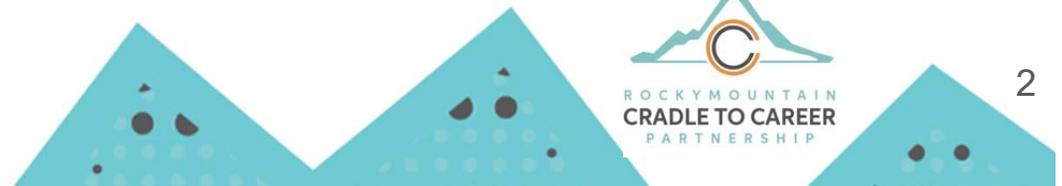


- About the RMC2C Network

- A coalition of cross-sector partners are working to break down barriers, change systems and improve outcomes for youth, their families, and the community as a whole.
- Using a rigorous approach to obtain better result for young people, this group of partners work to ensure young people are hitting targets in seven nationally recognized outcome areas: Employment, Post-Secondary Enrolment and Attainment, High School Graduation, Eighth Grade Math, Early Grade Reading, Kindergarten Readiness.

- The Focus of the RMC2C Network

- RMC2C collects and shares data annually on the baseline and progress over time towards improving the seven Cradle to Career Outcomes in the region and then uses local data to identify gaps by demographics to understand the needs of our most marginalized and vulnerable youth.
- The Partnership uses these findings as evidence to make decisions in real time, improve and scale practices, and target policy and resources to support what works.

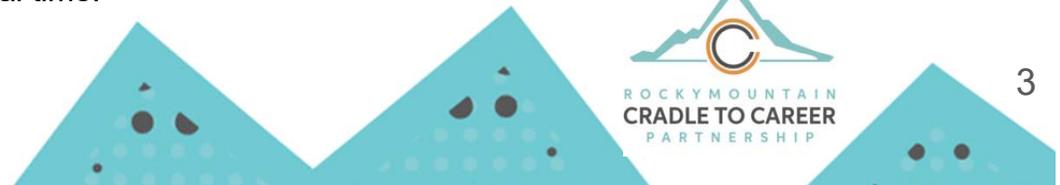


Intro to TEGA



- RMC2C and TEGA

- RMC2C utilizes authentic youth and community voice and perspective to inform the work of the Partnership in improving Cradle to Career outcomes.
- Technology Enabled Girl Ambassadors (TEGA) is a research methodology that provides the Partnership with context around what young people, parents, and the community are experiencing in an in-depth way.
- TEGA is Girl Effect's mobile-based, peer-to-peer research methodology which uses smartphone technology to empower adolescent girls to capture girls', boys' and communities' realities in real time.
- Ten TEGAs in Adams and Broomfield County received training and were credentialed as digital interviewers through the Market Research Society (MRS).
- RMC2C employs young women from Adams and Broomfield County as TEGAs, to elevate authentic youth voice and provide rich, qualitative data to inform the RMC2C Partnership as well as their Collaborative Action Networks (CANs).



Overview

1. Background and objectives
2. Methodology
3. Section 1: Awareness
4. Section 2: Consideration
5. Section 3: Intent
6. Section 4: Purchase and Access
6. Youth and Parent Generated Recommendations
7. Discussion



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PARTNERSHIP

Background

- In November of 2019, TEGA **obtained youth and parent perspective on the use of ESDs** and on several policy options being put forth to Northglenn City Council.
- This is in part because youth **vaping in the United States has seen staggering numbers, particularly in Colorado**, which has the highest rates of electronic smoking device (ESD) use among teens in the nation.
- These **numbers are particularly high in areas surrounding Adams County**. This research elicited a more clearly defined picture of the current conditions of ESD usage among youth in Northglenn as well as their perspectives on potential local ESD regulation.

Source: <https://www.childrencolorado.org/conditions-and-advice/parenting-articles/teen-vaping>



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Objectives

Youth and parent perspectives on youth and their relationship with vaping:

- Garner youths' and parents' perspectives on vaping usage, access, and outcomes (consequences).
- Obtain youth and parent insights about the potential effectiveness of two policy options Northglenn City Council are considering around youth vaping.



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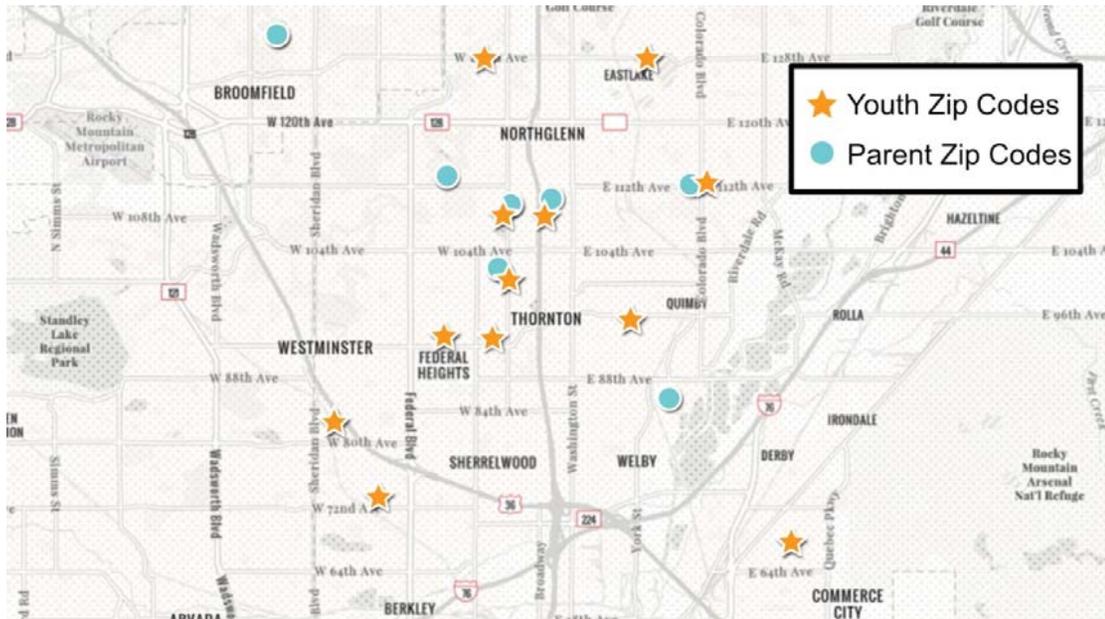

ROCKY MOUNTAIN
CRADLE TO CAREER
PARTNERSHIP

Methodology Overview

TEGA gathered voice from school-aged youth and parents in the City of Northglenn; specifically, youth ages 11 to 21, and parents of school-aged children between the ages of 5 to 18, asking about the following questions:

- What types of products are youth using and what is the frequency of use?
- How are youth obtaining the products? Where and from whom?
- Where are youth using ESDs?
- What knowledge do youth have about the health risks associated with vaping?
- What outcomes (consequences) are most motivating to youth?
- Do youth and parents feel that potential policy changes will be effective?
- What types of information and resources will motivate youth to abstain from using vaping products and what will entice those who use to quit?

Geographic Scope



Youth for this study either live in Northglenn or attend school in Northglenn.

Parents for this study had a youth who lived or attended school in Northglenn.

Respondent Representation

	<u>Age</u>	<u>Gender</u>	<u>SES Status & Govt Assist.</u>	<u>Ethnicity</u>	<u>Extra-curricular activities</u>
Youth (32)	Age 11-13 (5)	Male (18)	None (11)	Asian (1)	Sports/team (12)
	Age 14-17 (22)	Female (12)	Healthcare (10)	Black (3)	Academic group (10)
	Age 18-21 (5)	Non-binary & questioning (2)	Free / Reduced Lunch (9) I don't know (5) Other (4)	White, alone (13) White, Hispanic (3) Hispanic, alone (11) Native American (1)	None (8) Theater/dance (5) Work/internship (5) Gaming (3) Youth governance (3)
Parents (10)	Age 30-39 (5)	All female parents	Assist. - None (All)	White, alone (9)	Band/choir (2)
	Age 40-49 (4)		\$60,000-79,000 (2)	Hispanic, alone (1)	Other (5)
	Age 50+ (1)		\$80,000-99,000 (3) \$100,000+ (5)		

Respondent Representation

Youth User Category	Description	Nomenclature
Never Vaped 10	These youth have never tried vaping, no matter the product.	Non-user
Tried Vaping 14	These youth have tried vaping but no longer use any products. Each youth cited in this category will include details of product(s) they have tried.	Tried NIC: nicotine concentrate liquid. MJ: marijuana concentrate liquid. FL: flavored vape liquid that does not contain nicotine or marijuana.
Currently Vape 8	These youth are currently still using vape products. Each youth cited in this category will include details of product(s) they are currently using.**	Current NIC: nicotine concentrate liquid. MJ: marijuana concentrate liquid. FL: flavored vape liquid that does not contain nicotine or marijuana.

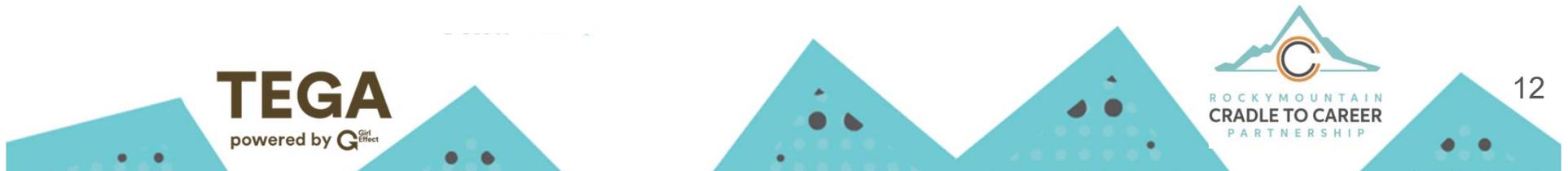
Navigating This Presentation



Awareness

This section examines

- Youth awareness of ESDs products
- Youth awareness of ESD-related health implications
- Online and offline culture surrounding ESDs

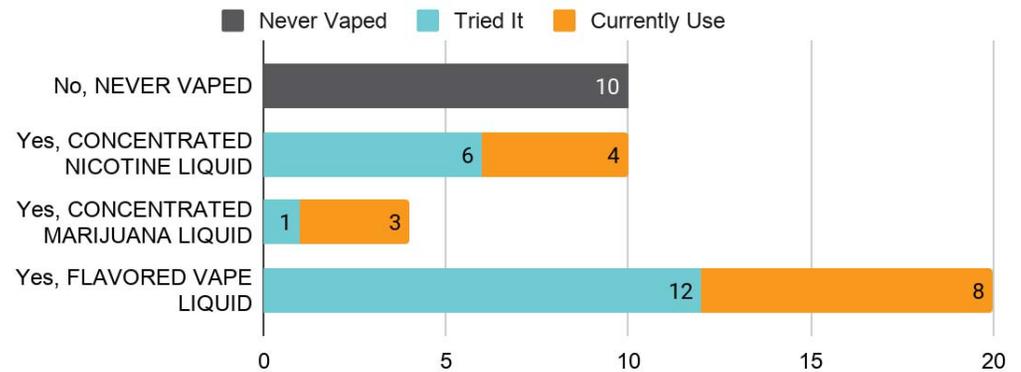


1.1 Awareness of Products

Non-nicotine, flavoured vape liquid was the most commonly used substance by youth in this study.

90%
of youth who have tried or currently vape listed flavored vape liquid as a product they've tried.

Products Used



[Q6. Have you ever tried vaping?]

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1.1 Awareness of Products

While non-users maintain a low level of awareness about ESDs and where to get them, youth who have increasing exposure to them demonstrate a higher knowledge of the device.

[TEGA] How many puffs do you think you get from one cartridge?

[TEGA] How many puffs do you think you get from one cartridge?

[RESP] I'm just guessing out of the wild, 33.
 – Male, 11, non-vaper

[RESP] A hundred at least.
 – Male, 15, tried vaping



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1.2 Awareness of health implications

Youth express a belief that non-nicotine options are a good alternative and lower risk to their health.

I have been seeing like, stuff that said that a Juul pod has like a lot of nicotine, which is like a pack of cigarettes and it could really harm your lungs.

- Male, 15, Tried: FL

While this respondent knows that there are health repercussions linked to nicotine, he mistakenly says nicotine damages lungs, never mentioning the other carcinogens.

This misunderstanding can possibly reveal why youth prefer non-nicotine products; **they consider the nicotine to be the damaging element** and are unaware of how other aspects can affect them.

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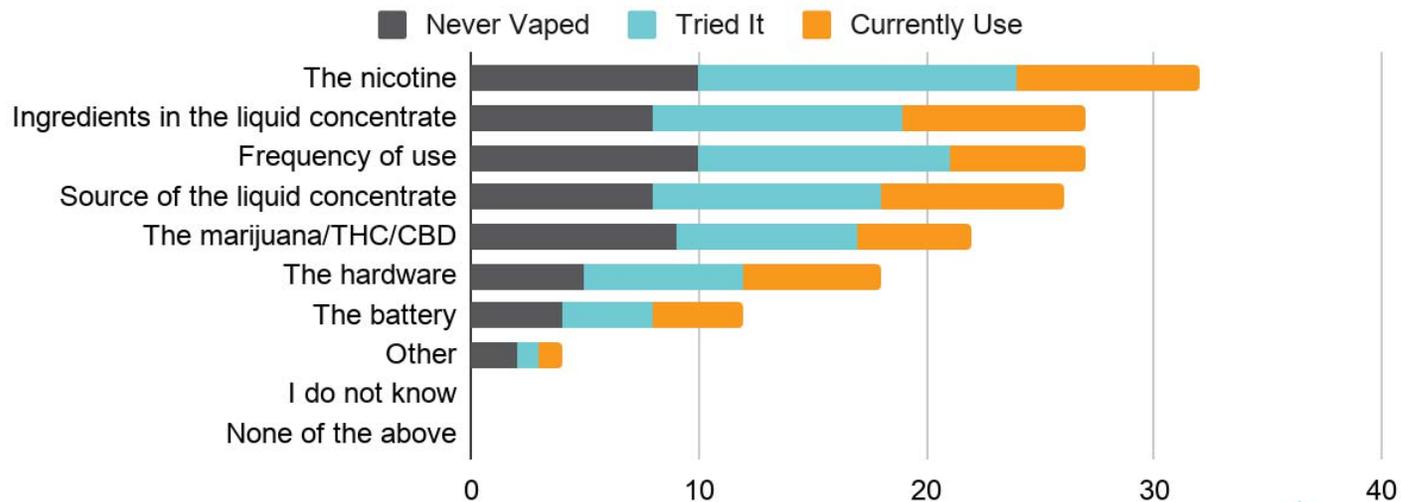

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1.2 Awareness of health implications

Awareness of the health implications associated with nicotine are widespread amongst all youth, but knowledge of the health repercussions beyond the effects of nicotine remains low.

Beliefs about Negative Health Effects



[Q26. Which, if any, of the following do you believe can negatively affect your health?]

1.2 Awareness of health implications

More than half of the youth perceive that there is a lack of publicly available research on how vaping impacts one's health.

We don't - we know some of it. We know that contains nicotine, which is addictive, in certain juices, but we don't - we don't know the extent of what it does to one's health, mentally and physically. So, I think we need to understand that before we try to prosecute it.

- Male, 17, Current: NIC, FL

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1.2 Awareness of health implications

Parents also shared this sentiment. They expressed a desire to know more about how it works, what is in it, the different qualities, side effects and long-term health effects.

Just like everything, you always have a new fad that comes through and this is one of them. And until we understand actually how harmful it is, we're just gonna continue doing it.

- Female Parent, 39, Child currently vapes

Parents have specific asks for labeling:

“what is actually in it?”

“what are the chemicals?”

“disclose that on the packaging”

“like our food, all the ingredients”

1.3 Awareness and the media

Additionally, vaping has permeated the social and cultural realities of youth, regardless of whether they have used ESDs.

I know a lot of Youtubers who did it, a lot of Instagram celebrities ... would have pictures of vaping or videos, of like different cool tricks you can do.

- Female, 16, Tried: NIC, FL

You see a lot of big Instagrammers vaping more, maybe your friends post of a picture of them vaping, and you're like, oh, that's cool; I want to try that. I want to be big and stuff.

- Male, 15, Non-user

1.3 Awareness and the media

Even youth who maintain a low knowledge of devices functionality, still have a high awareness of the cultural phenomena and some associated terminology.

[Then they] exhale, and it makes it look like a cloud of smoke. And they tend to call it dragon breath, because, like, a lot of times when someone's done vaping they usually breathe it out and it looks like a dragon.

- Male, 18, Non-user



[Source: YouTube Cover Image for "VAPE TRICK TUTORIAL - How to: Dragon's Breath"]

1.3 Awareness and the media

A couple of parents inferred that the predominance of marketing for vaping, and the lack of cigarette advertising influences youth to consider vaping as a less harmful alternative to smoking.

I think that if you gave a kids an option, and said, well, here's a cigarette, try that, well it might be easier to say no to a cigarette than vaping these days....I do believe that vaping has been kind of a more marketed device these days, and you don't ever see cigarette ads.

- Female Parent, 37, Child does not vape

Recommendations

The following youth and parent recommendations are based on the key findings linked to youth *awareness* of ESDs:

Education

- Increase youth's knowledge surrounding what does and doesn't contain nicotine.
- Ensure youth build awareness of how this habit will affect them now or in the future.
- Educate youth and parents on the dangers of vaping - 'get into the nitty gritty so kids understand it'.
- Educate parents and siblings about the legal repercussions they could face if purchasing for an underaged youth.

What content in this section did you find most striking?



Recommendations Cont.

The following youth and parent recommendations are based on the key findings linked to youth *awareness* of ESDs:

Local/Regional Legislation

- Spread awareness amongst parents that youth are accessing vapes from other parents and adults in the community to illuminate and increase peer-to-peer regulation of behavior.

State/Federal Legislation

- Regulate ESDs that are marketed as not containing nicotine.
- Make vaping marketing obsolete.

What content in this section did you find most striking?

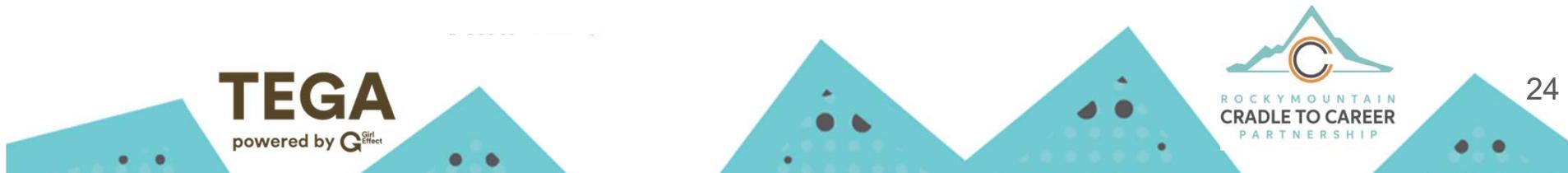


Consideration

This section examines

The top considerations youth make when approaching ESDs – what does, and does not, motivate them

- Socio-cultural context
- Mental health
- Punishment and repercussions from parents, schools and the legal system



2.1 Socio-cultural context

The opportunity to socialize, become part of the popular crowd, or generally to have something in common to ease into social situations was the *top* reason to try vaping.



[RESP] So, addiction, I would say or not addiction, rejection. Like, when you're around your friends, you kind of want to look cool or you want to try to fit in. So, I feel if you don't do it - do what everybody else is doing, they're gonna, like, think badly of you. And say that, like, you're scared or, like, you're not, like, don't know how to have fun.

- Female, 15, Current: FL

3.1 Peer influence on intent

Youth who do not vape held a common story about how vaping was unacceptable among their friends; they described choosing to surround themselves with friends who share their convictions.

The people I associate with, among those groups, there's definitely, you know, if I were to do something like that there would be a lot of judgment and possibly ostracism. So, it's a combination of just recognizing what the consequences are and knowing that it'll affect my social life. Because the people I associate with wouldn't really accept that, but, you know.

– Male, 16, Non-user

2.2 Consideration of mental health

Mental health and coping with stress are also primary drivers for youth who have tried or continue to vape.

As of late, I've kind of just had like a lot of stress in my personal life. And it's just something to kind of relax me. It's -- of course, nicotine is an addictive substance, but I'm not inherently addicted to it, but it's like it's just the comfort and ease of being able to relax for a minute.

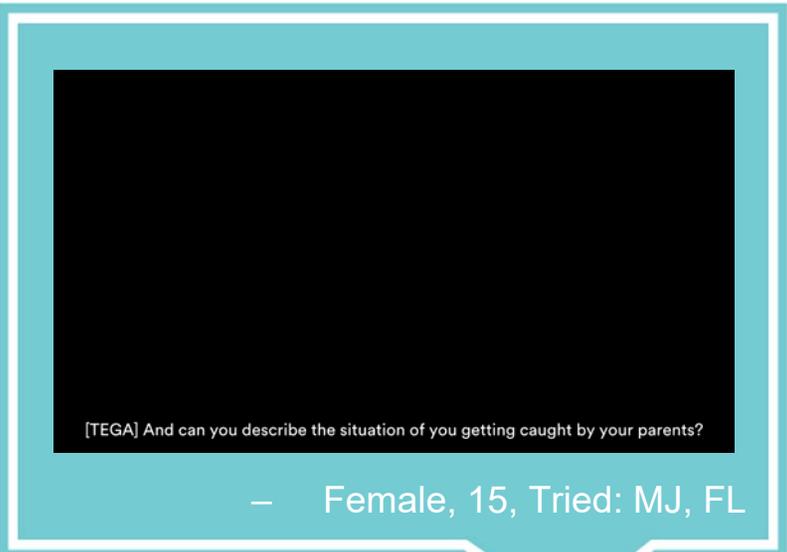
- Male, 17, Current: NIC, FL

Many youth are concerned about the mental health of their peers. They are seeing their friends start to **“rely on vape products to feel better instead of actually getting help”**.

Multiple narratives from youth explain that the ability to take a minute to reset and relax, to escape stress and pressure they are under for a short time; it helps them to cope with their realities and stressors in their lives.

2.3 Consideration of punishment and negative outcomes

Parental oversight and punishment are considerations for youth who choose not to vape and those who have tried vaping.



[TEGA] And can you describe the situation of you getting caught by your parents?

– Female, 15, Tried: MJ, FL

Many told TEGA they were **scared of how their parents may react** if they were to find out. Youth who have been caught by their parents describe **feeling ashamed** of their actions.

However, not all parents punish youth for vaping, some are passive and don't intervene, some even seem to enable it (covered in Section 3 and 4).

2.3 Consideration of punishment and negative outcomes

Parents stated that banning or forbidding certain behavior or telling youth ‘not to do it’ would result in them experimenting anyway.

There was not a punishment because it tends to be my opinion things that are forbidden become sneaky. They become covert. They become underground. And then there’s no way to have conversations.

- Female Parent, 42, Child has tried vaping

Instead, parents wish to take a more informed approach, **focusing on understanding the consequences and possible detriments** to their health and well-being.

- Conversations about choice and impacts
- Long-term health ramifications
- Support with their decision-making process through classes, materials, videos, articles

2.3 Consideration of punishment and negative outcomes

However, for youth who currently vape, parental oversight is not an important consideration. This parent's testimony confirms that it can lead youth to further avoid parental oversight.



He's more secretive. He stays away longer. Try not to come home as much. Trying to stay the night at his friend's house more, stuff like that. Definitely.

- Female Parent, 39, Child currently vapes

2.3 Consideration of punishment and negative outcomes

School punishment related to suspension and loss of extracurriculars was motivating to some youth some going so far to say that ‘vape detectors’ in school were one of the most effective deterrents.

Non-users can draw a clear line between school, their future and the repercussions of vaping.

I do think that I have...sort of expectations, from not only myself, but also my classmates and my teachers...I think a mark on my record like would definitely tarnish that standing.

- Male, 16, Non-user

Others feel that while school and parent repercussions are not ideal, legal trouble has a greater effect on one’s future.

...if they get in trouble with their parents or if they get in trouble at school, it doesn't bother them so much, but once you start thinking about, like, legal or like police are involved, it kind of scares people

- Female, 16, Tried: NIC, FL

2.3 Consideration of punishment and negative outcomes

Criminal records and fines struck a cord with youth, many simultaneously saying that it was highly motivating and also seemed a little over the top; that the punishment did not match the crime.

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youth who currently vape
feel there is a lack of
verifiable data to support
the changes to regulations.

They felt legal changes infringed on their freedom and would not encourage quitting -- just create a hassle, particularly for those who have developed a strong dependence on nicotine.

These youth asked for a more informed approach to regulation.

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2.3 Consideration of punishment and negative outcomes

Youth who are current users are more likely to speak out against the perceived injustice in the law rather than be motivated to quit.

“I mean, it really doesn't do anything except will punish them and I don't -- I don't think [vaping is] inherently worthy of [punishment].”

- Male, 17, Current: NIC, FL

Recommendations

The following youth and parent recommendations are based on the key findings linked to youth's *consideration* of ESDs:

Education

- Continue to educate youth and parents on both the effects of nicotine and vaping, and the larger practice of vaping.
- Share verified studies and data on a mass scale to demonstrate the reality of hard facts and help youth assess the risks they are taking.

Mental Health Services

- Help youth develop skills for navigating the social pressures of seeking acceptance.
- Make youth more aware of and increase support systems that train youth on coping skills to lessen their dependence on EDSs for stress relief and mental wellness.

What content
in this section
did you find
most striking?



Recommendations Cont.

The following youth and parent recommendations are based on the key findings linked to youth's *consideration* of ESDs:

Non-Legislative Penalties

- Create protocol for teachers who find youth vaping to standardize repercussions and avoid detrimental legal action.
- Create protocol for law enforcement to connect youth with cessation services and educational programs and avoiding criminal records that cause lasting repercussions on future outcomes.

What content
in this section
did you find
most striking?



Intent

This section examines

- Peer influence
- Patterns of ESD use
- Role of age, schools, and stores



3.1 Peer influence on intent

Some youth believe that vaping is a replacement for cigarettes (cessation), others say that ESDs are the “new cigarette” because youth aren’t smoking traditional cigarettes anymore.

I just think like cigarettes, they've kind of gotten like a bad rep, and they're just kind of gross. And vaping just I guess looks cooler, 'cause like these devices, they're accessible. You can charge it. You can have it with you whenever. It's easy to sneak around. ... And like I just -- it just looks cooler.

– Female, 18, Current: NIC (22739, Q13)

3.1 Peer influence on intent

Youth who have tried vaping told us of the situations in which they were first introduced to vaping. The common thread was the informal social setting, sometimes containing peer and family influence.

Social circles, romantic relationships, and families play a role in normalizing the practice, and were always present with youth who currently vape.

I tried it, 'cause my sister wanted me to. She bought it and she offered me. She didn't pressure me or anything. She was just like, "Want to try it?" And I was like, "Sure, I'll try it," and that's how it started. I've done it since then.

– Male, 15, Tried: FL

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3.2 Patterns of ESD usage

Spaces where youth feel *they* can control their privacy level, ensure a moderate level of seclusion, and generally where there is a lack of adult oversight were commonly listed as places of use.

Where do you or your friends typically vape?	Count
Parks/Outside/Skate Parks	22
Bathroom/Locker Room	18
Home/Backyard/Bedroom	14
Car	6
Class	5
Other places at school	3
Hotel	1
Party	1
Work	1

Just kind of like really anywhere moderately secluded ... just in my car sitting out in the parking lot, or like walking around, going to, like, the parks.

– Male, 17, Current: MJ, FL

3.3 Role of age, school, and stores

Youth and parents both acknowledge that age is definitely a factor in youth access to ESDs. Some felt that youth ages 18-21 would be most heavily impacted by an age change.

Changing the legal purchase age to 21 would do two things:

1. Allow for some **maturity in decision making** around purchasing for people who are underage, and
2. Reduce the number of access points and visibility in school because **older students wouldn't have direct access or the ability to re-distribute in schools.**



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3.3 Role of age, school, and stores

However, many youths pointed out that they are already accessing ESDs through older peers and adults in their community and youth will always find a way.

...they'll talk to their friends who have just graduated, they're 18 they're seniors, so it would make it a little harder. It wouldn't be impossible though; it's just like alcohol, which is pretty easy to get. So, it wouldn't make a huge difference, but it would make a difference.

– Female, 16, Tried: NIC, FL

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parents felt that youth will get what they want to get, regardless of the restrictions in place.

Recommendations

The following youth and parent recommendations are based on the key findings linked to youth's *intent* to use ESDs:

Education

- Shift social perception away from the perception that vaping is something that is cool and popular.
- Educate parents and older siblings about the health effects of ESDs.

Local / Regional Legislation

- Expand no-smoking policy put in place by City Council (9/9/2019) to include enforcing secluded high use areas (e.g. parking lots, public bathrooms, cars).
- Compliment increased legal purchasing age requirements with education of younger youth about why age requirements are in place.

What content
in this section
did you find
most striking?



Purchase & Access

This section examines

- Role of family
- Economy and social networks
- Retailer and location
- Digital environments



4.1 Role of Family

Family is highly influential in the way youth access and acquire ESDs. While older siblings and cousins play a role, it is also sometimes the parents who enable the use of ESDs.

I got introduced to, like, juicing from, like, my cousin. Like, he's, like, our age, and, like, I just liked it.

– Female, 14, Current: MJ, FL

This youth's **parent was wary at first**, but was more accepting after **clarifying that there is no nicotine**.

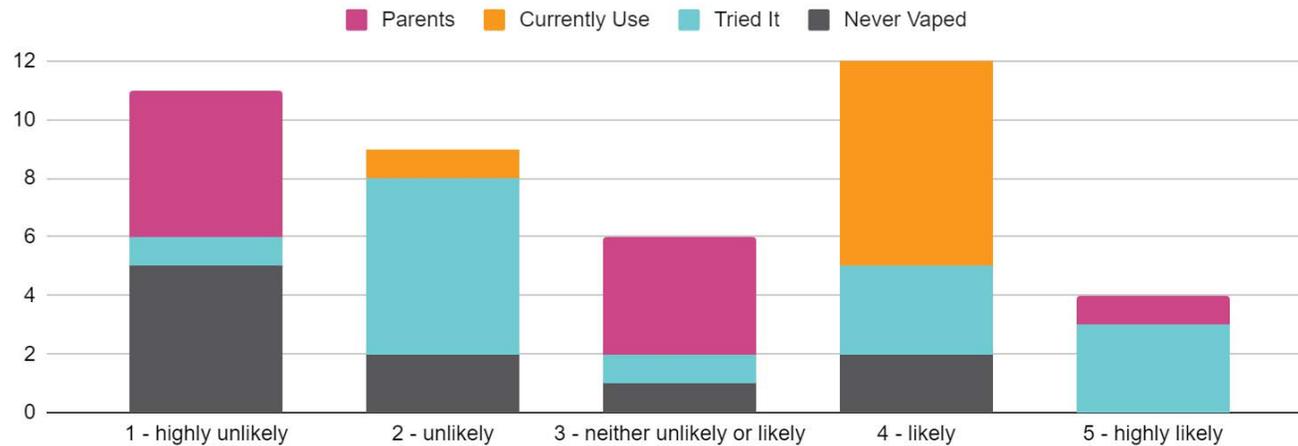
...I talked to my mom about getting me one. And it used to be she would hold on to it. And then, when she was comfortable with me using it she would let me.

– Non-binary, 13, Current: FL

4.1 Role of Family

Many youth who access vape products through family members and peers are receiving products that were purchased in stores as these are trusted, legal ways for family and peers to access ESDs.

Likelihood of knowing someone 21+ who would purchase products from someone underage



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4.2 Economy and social networks

Youth say that youth access ESDs through adults and then redistribute and trade these store-bought products with their friends, making regulation at the store level not applicable to their lives.

I honestly don't think it's gonna make that much of a difference ...have one person at school that can get it, and you know their -- they can .., distribute however they want and get the money for it. People are still gonna find a way to just get somehow.

– Male, 17, Tried: FL

However, youth do have opinions of the max price they would pay:

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who either have tried vaping or currently vape said the most they would pay for a nicotine refill is \$20.00 or less.

4.3 Retailer and location

The distance of a store was very infrequently listed as an inconvenience, often because youth who are not buying from a peer tend to visit retail locations with older individuals who drive or walk there.

Youth who are old enough to purchase visit retailers that are on their way to school or home at the end of the day, not necessarily leaving during the day to purchase. These cases would be most affected by increasing the minimum distance to 1,000 feet from a school.



The important metric is the **distance between the school and home**, rather than purely the distance from the retailers to the school.

4.2 Economy and social networks

In contrast to youth, parents believe that the licensing regulations could be effective ways to curb youth access to ESDs.

EC4
KN4



– Female Parent, 44, Child does not vape

They believe that it will make it more difficult, a 'pain in the butt,' and potentially curb distribution.

A couple of parents discussed how the accountability of the store employees would help because they would card young people more frequently.

Slide 48

EC4

I briefly touch on fines in the considerations section under punishment and repercussions. Maybe here we should talk about what parents said about thinking the accountability and fines of retailers should help, despite what youth say about how they access retailers through of age adults?

Emily Clarendon, 2/13/2020

KN4

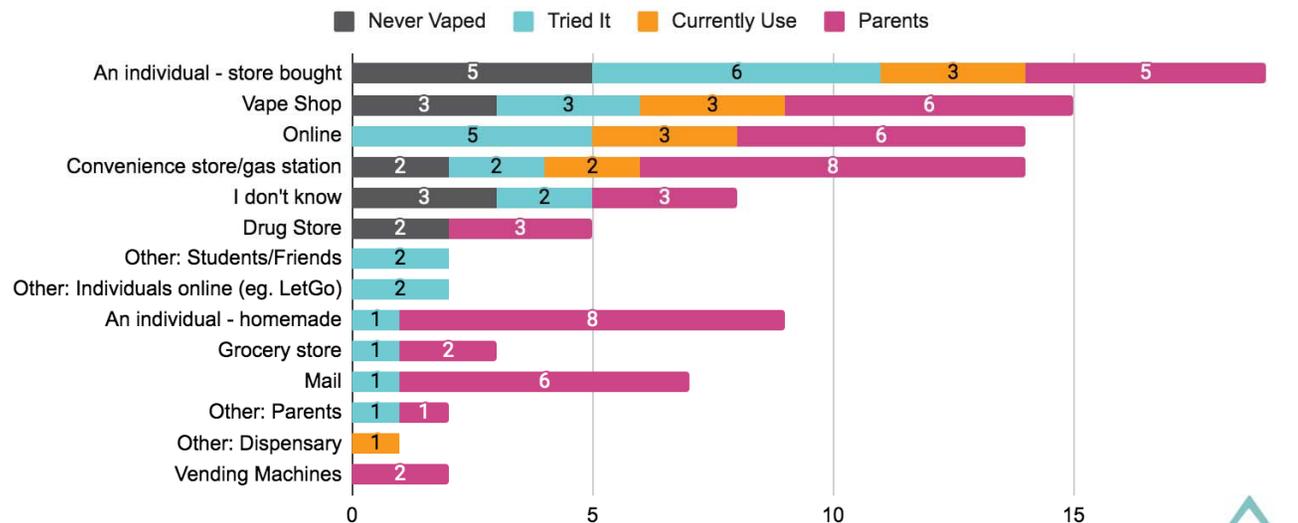
Based on your recommendation of raising it from \$350 I thought this slide should be about fining retailers? I dumped in the content I couldn't find yesterday... I want to make very clear there is a disparity of beliefs here between parent's perspective and youth's

Kasey Neiss, 2/14/2020

4.3 Digital environments

Online was the second most common access point listed for youth would have tried vaping and those who currently vape. However, none of the non-users selected online as a likely access point.

Q14. Where do youth most frequently get vape products?



4.3 Digital environments

Not only is there a deep divide in the knowledge about where one can access products. Additionally, and more importantly, youth do not see age requirements on websites as barriers.

I feel like they would find, like, websites that ask if you're 18 or older and put 18.

– Female, 14, Tried: NIC

No, I don't think it would change it. ... Because you can buy it online. Like, online can reach anyone.

– Male, 15, Tried: FL

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Recommendations

The following youth and parent recommendations are based on the key findings linked to youth's *access to/purchase* of ESDs:

Education

- Reframe culture around “trading” and “sharing” as distribution to help highlight how this enables peers.

Licensing & Penalties

- Increase the fines for retailers from \$350.

Local / Regional Legislation

- Coordinate efforts with other geographies to ban vaping as part of a no-smoking policy.

State / Federal Legislation

- Develop restrictions for websites with age walls - this is not a barrier.

What content
in this section
did you find
most striking?



Presentation prepared for:



by:

RMC2C & Girl Effect

