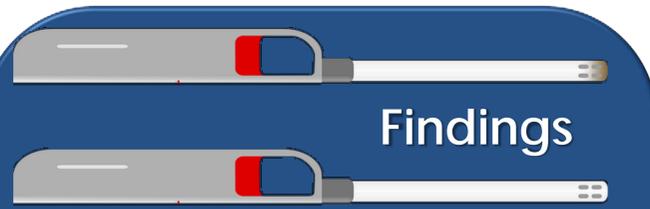
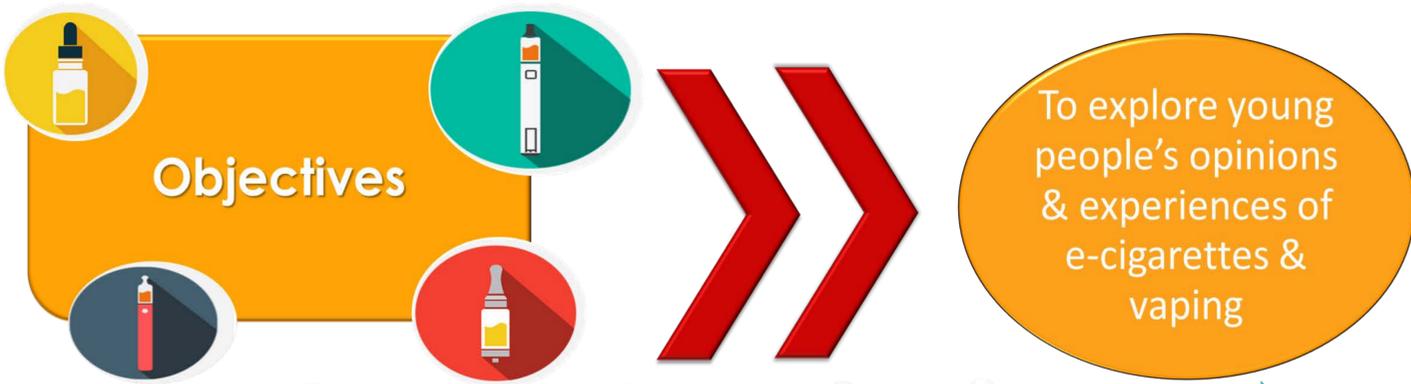


A Qualitative Study Exploring Young People's Opinions & Experiences of Electronic Nicotine Delivery Systems (E-Cigarettes)

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Background: Within the past ten years, there has been an increase in the popularity of e-cigarette devices among young people (U.S. Department of Health and Human Services, 2016). Within Ireland, a study by the TFRI in 2014 found that nearly one quarter (23.5 percent) of 16-17 year olds in Ireland had tried e-cigarettes at least once and 3.2 percent were using them on a monthly or more regular basis (Babineau et al., 2015).



Findings

Perceived purpose of e-cigarettes: as a cessation device and/or as a method to reduce tobacco consumption

LIKES: The range of flavours available; the ability to vape indoors and the low cost of the products compared to cigarettes were perceived as positive attributes associated with the products

DISLIKES: Safety & health concerns; poor 'smoking' experience and excessive use of the devices were perceived as negative attributes associated with the products

Conclusions
While an increasing number of young people may have tried e-cigarettes, there were mixed opinions among the participants in relation to their experiences.

"I got blueberry, cherry & bubblegum. I could actually taste something & that really encouraged me to stay on it."

"The vapour is supposed to be worse for you, you don't know what's in them. Anything could be in the things."

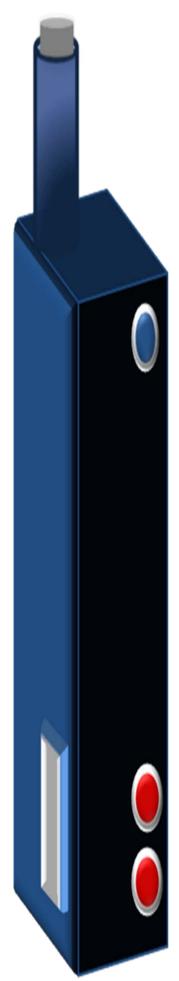
"I'm using them not to quit but to save money. When I went onto the e-cigarettes, I went from a pack a day to a pack every five days, so I cut down a good bit."

"It just didn't have the same feeling or the same taste. It is different but it's hard to explain how different it is. It just doesn't cut it."

"A close friend of mine tried to wean her way off tobacco with them but I found she was constantly on it more so than if she was smoking tobacco. She was constantly puffing it because you can use it indoors as well. They're just another addiction, people are hooked on them as well."

"I would say they're worse (than cigarettes). They fill your lungs with liquid."

"I'd see myself as a hobbyist for e-cigs now. There are loads of things that you can do with the coils to determine how much flavour or how much cloud you get. It's confusing stuff but it's a lot of fun to look up."



References:
U.S. Department of Health and Human Services. (2016). E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary.
Babineau et al., (2015) Electronic Cigarette Use among Irish Youth: A Cross Sectional Study of Prevalence and Associated Factors. PLoS ONE.

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