

# **More research gaps for an e-cigarette tax: A communication research perspective**

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**Oakland, CA**

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# Overview of research gaps

- Retail environment for e-cigarettes and other electronic smoking devices
- Consumer knowledge about these products
- Message framing for “ballot box” tobacco control

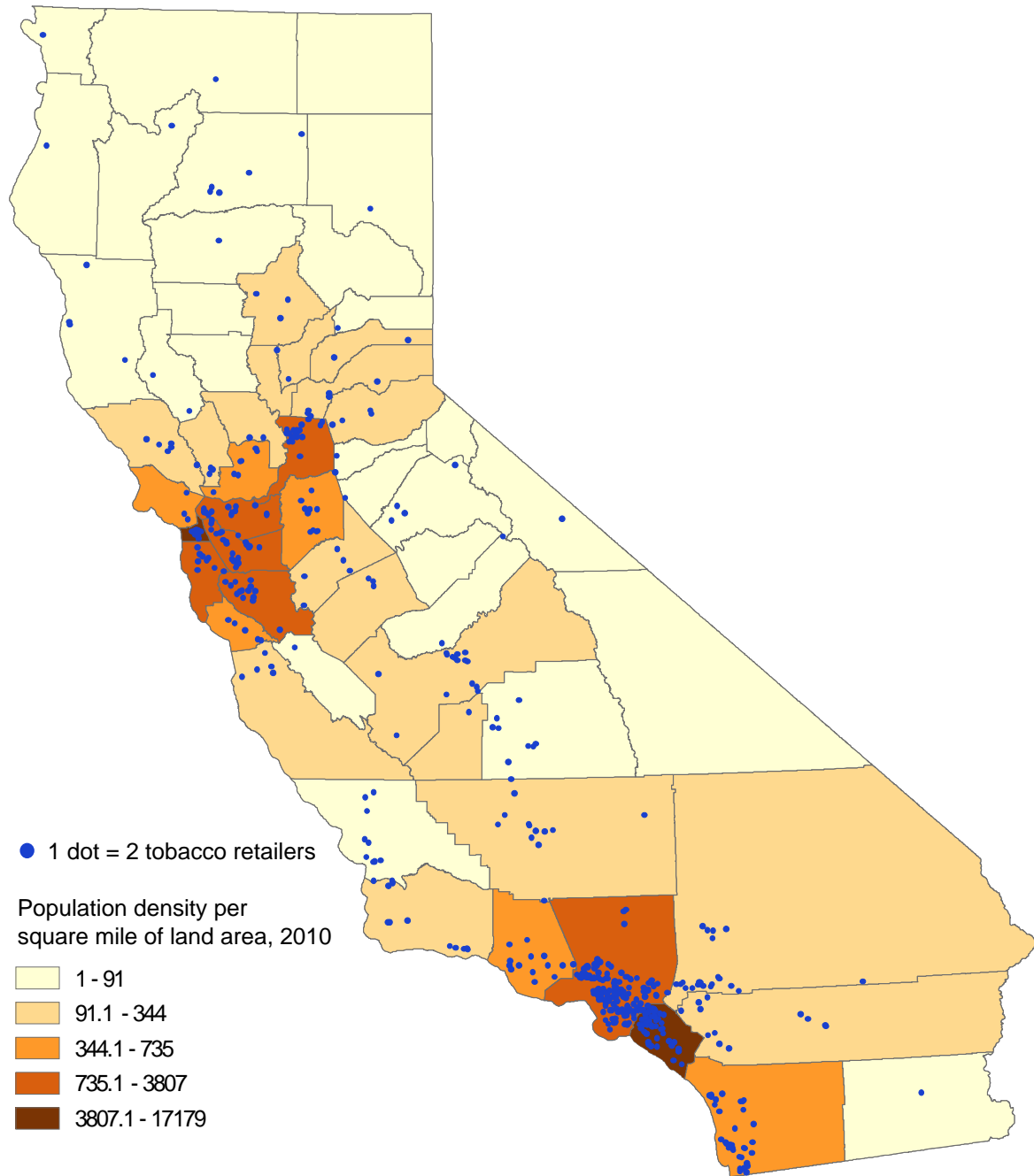


# Retail availability of e-cigs in CA: 2011-2014

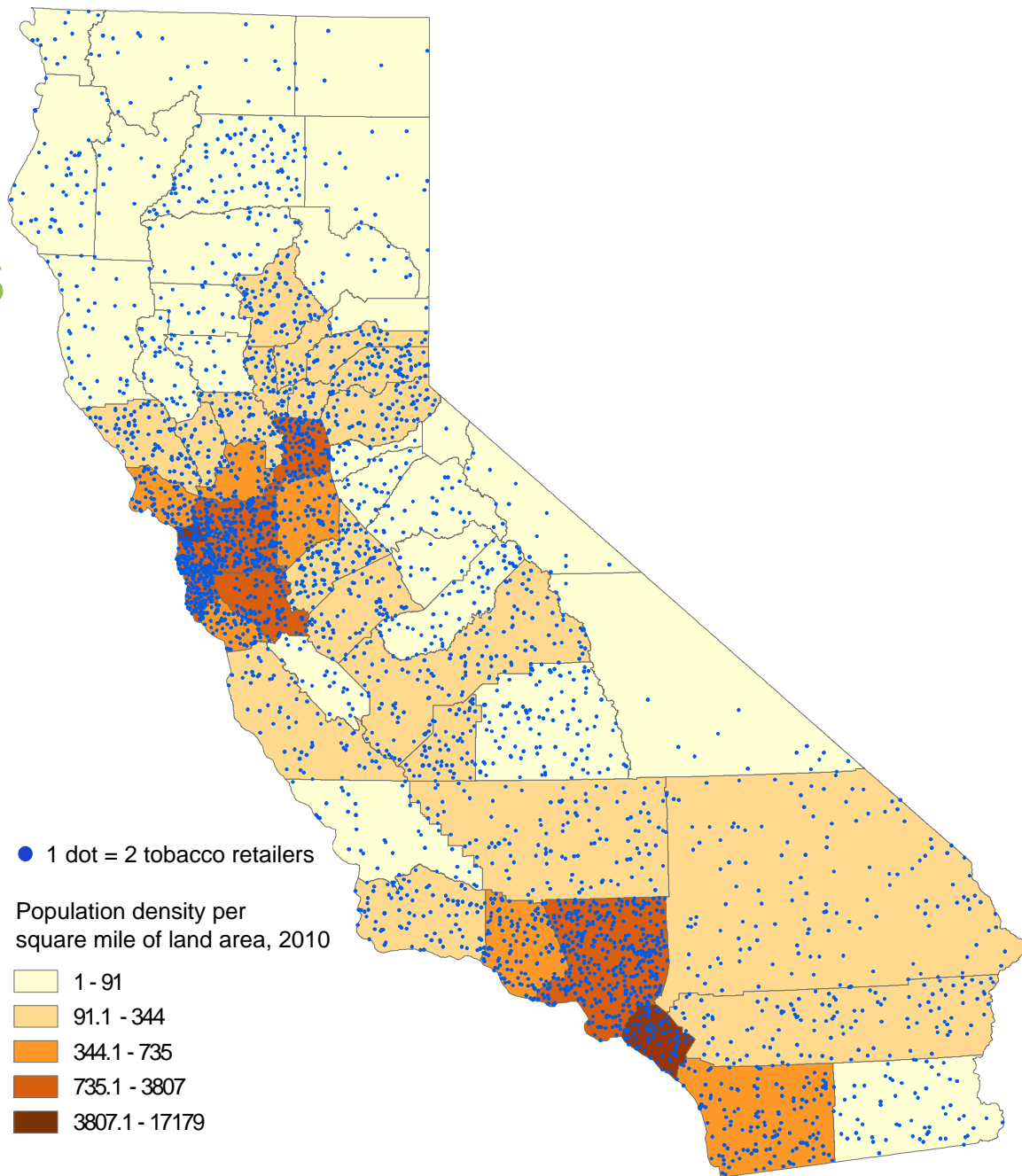
- Field observations conducted five times since 2011 for three different studies
- Imperfect comparison, but conveys exponential increase in e-cig availability in CA



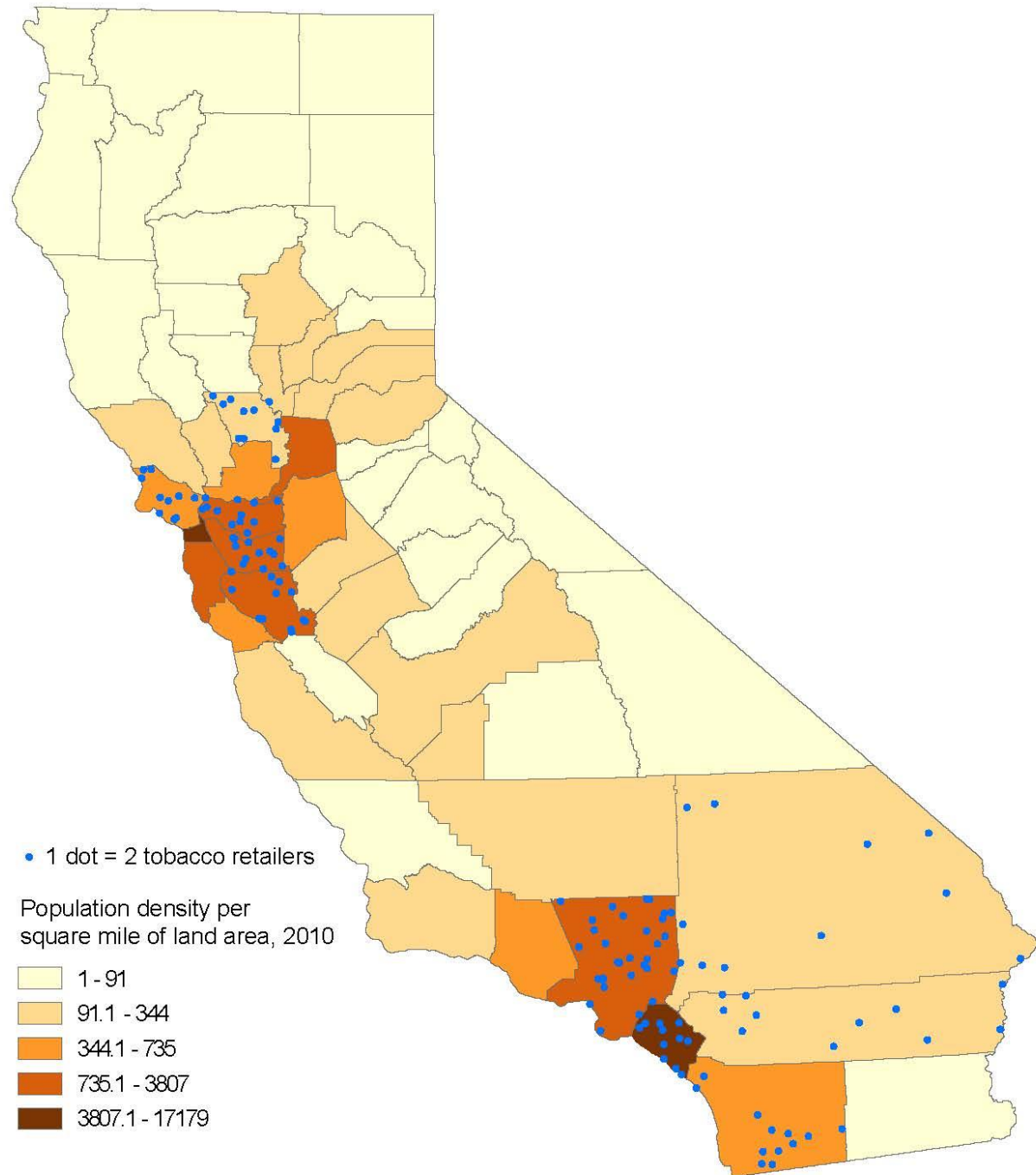
# California Tobacco Advertising Study (CTAS) 2011, 2014



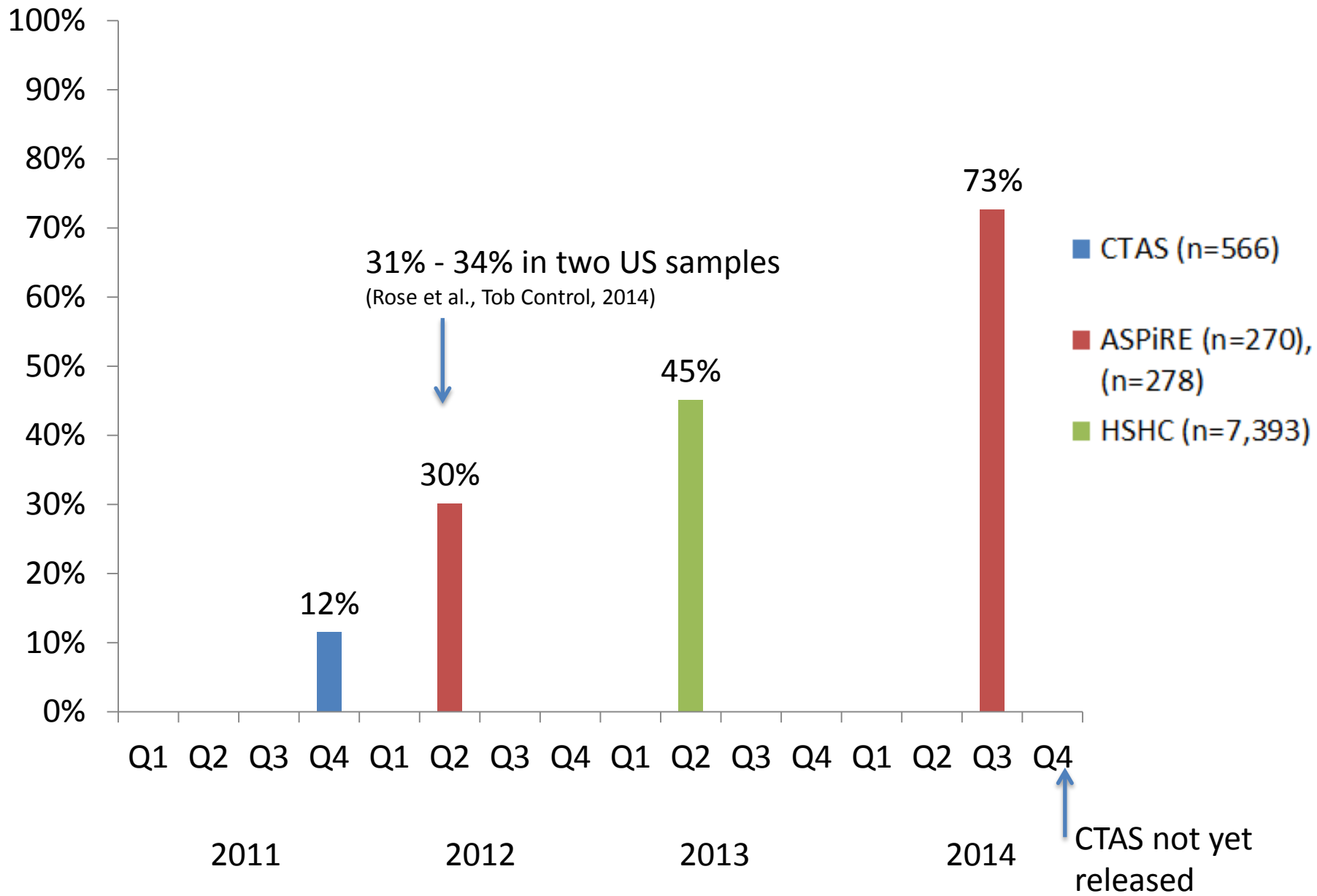
# Healthy Stores for Healthy Communities (HSHC) 2013



# Advancing Science & Policy in the Retail Environment (ASPiRE) 2012, 2014

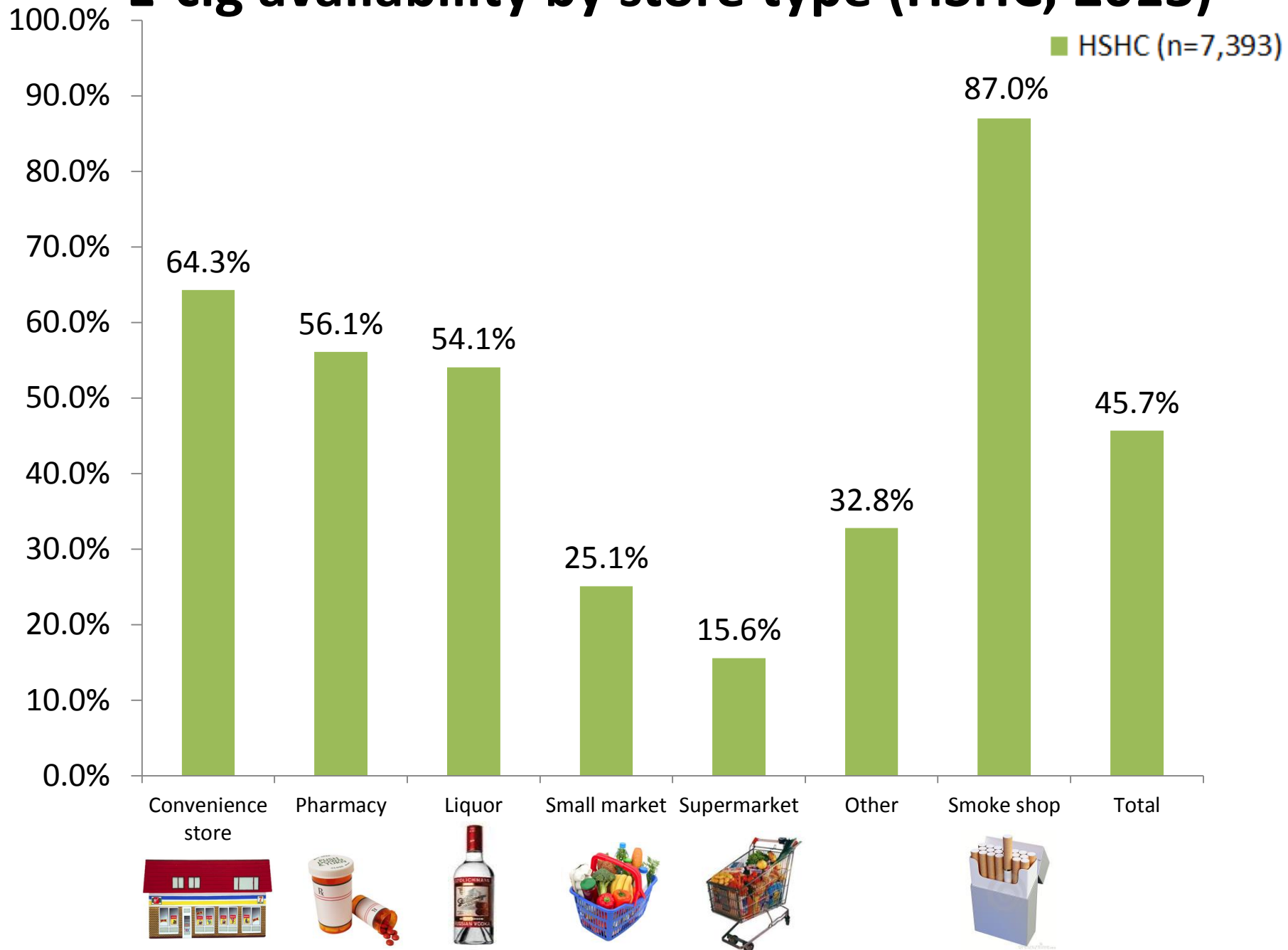


# E-cig availability in CA tobacco retailers





# E-cig availability by store type (HSHC, 2013)

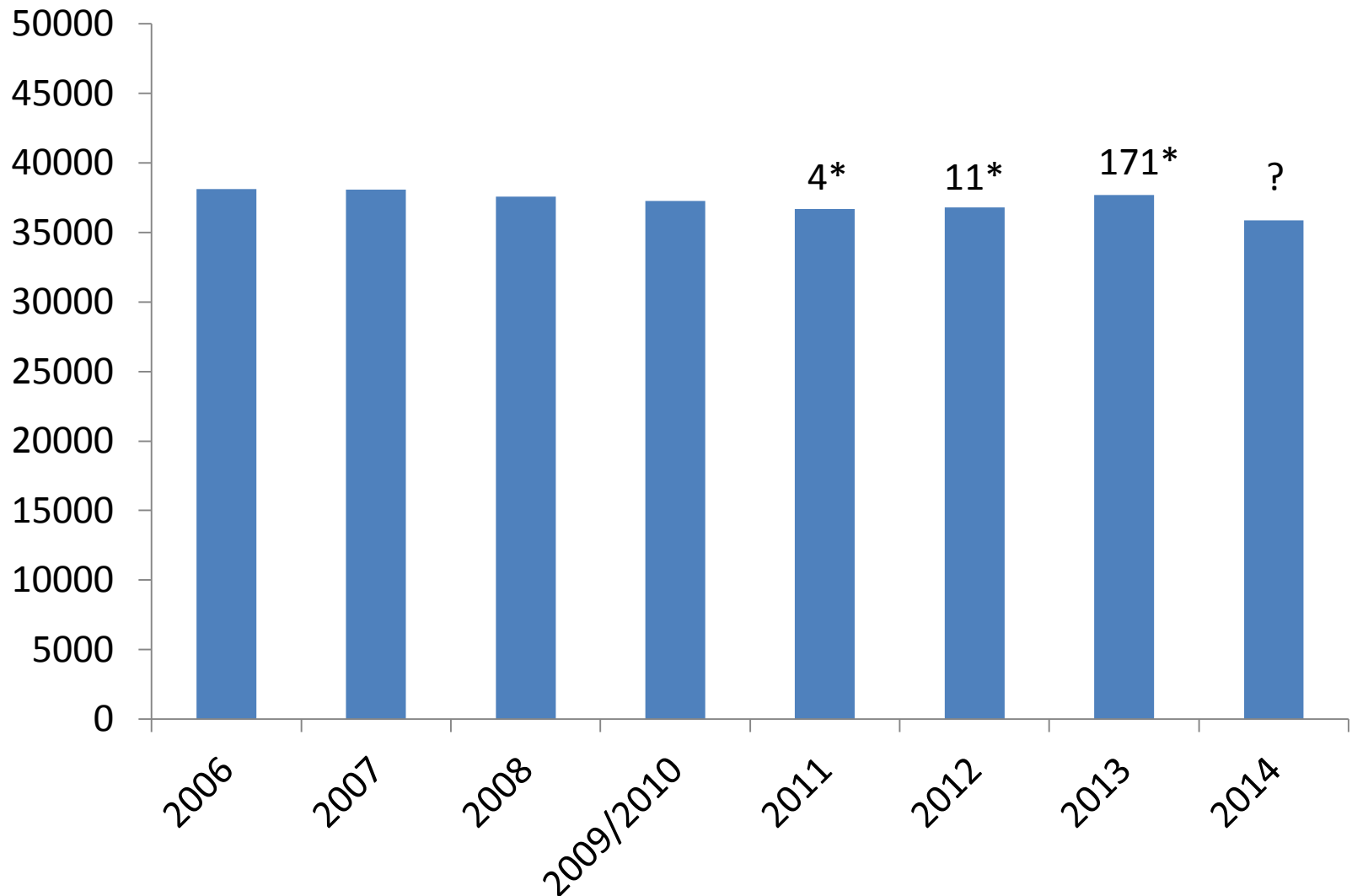


# Retail surveillance limitations

- Some protocols systematically excluded bars, membership stores
- Licensed versus likely tobacco retailers
- Few vape shops in any sampling frame



# Number of state licensed tobacco retailers (and vape shops\*) in CA



# Vape shops: How many? Where are they?

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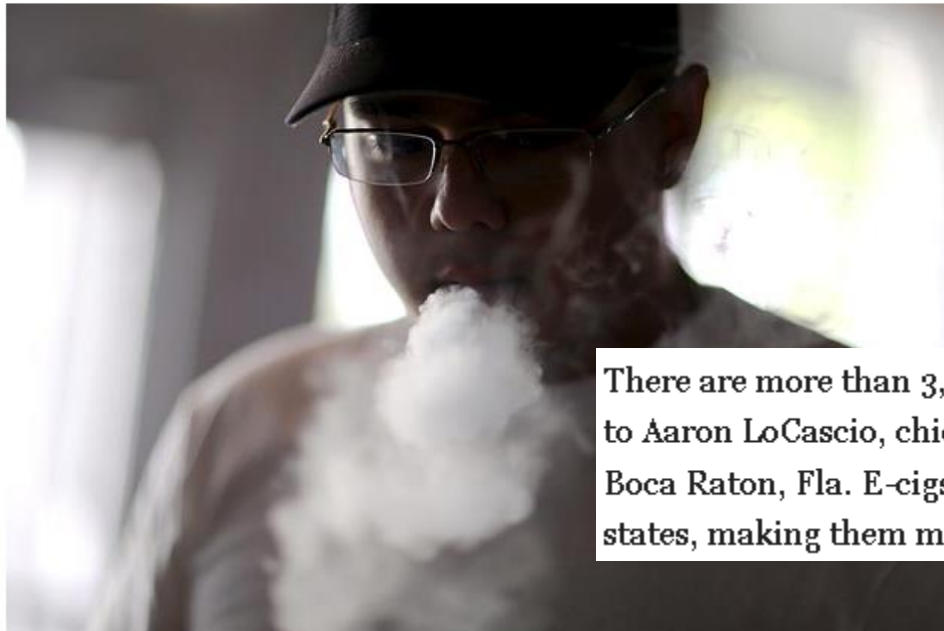
Vaping Economy

## Healthy Markups on E-Cigarettes Turn Vacant Storefronts Into 'Vape Shops'

By Karen E. Klein | October 03, 2013



SEND TO kindle



There are more than 3,500 independent vape shops around the country, according to Aaron LoCascio, chief executive officer of Vape World, a distributor based in Boca Raton, Fla. E-cigs' manufacture and sale are not regulated or taxed in most states, making them more profitable than tobacco products. While a 2009 U.S.

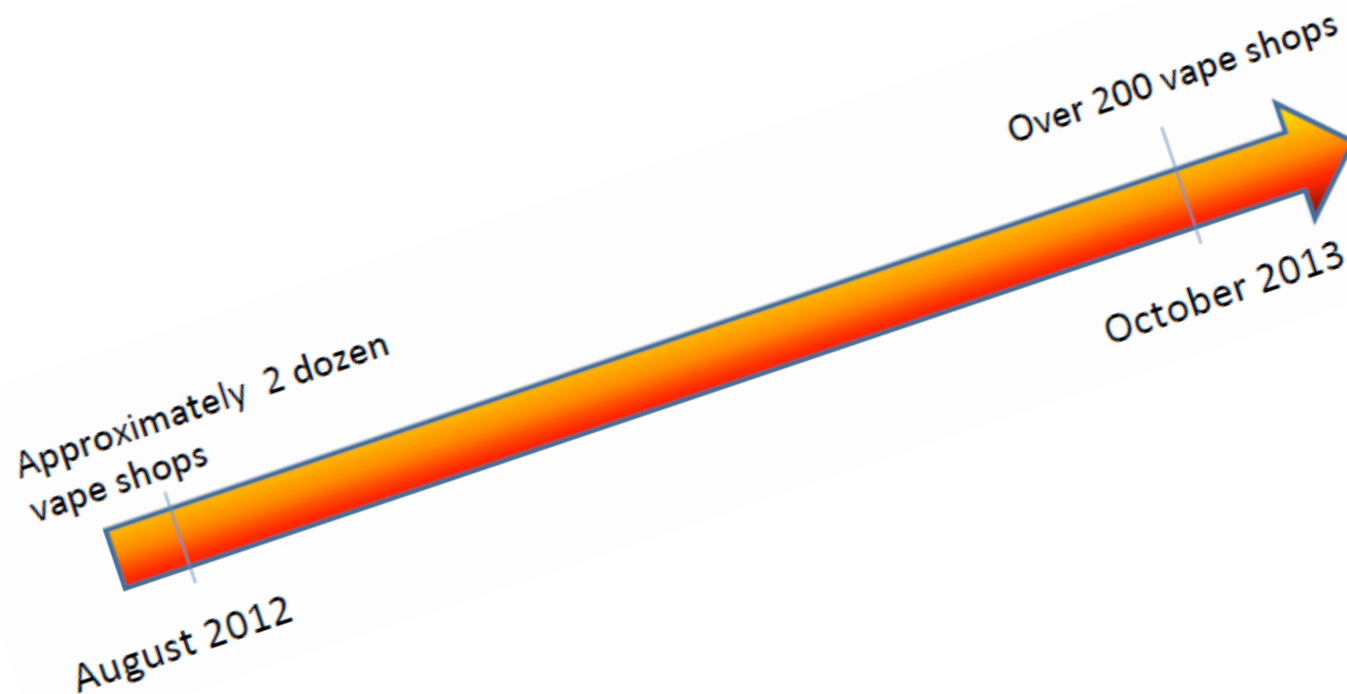
Photograph by Joe Raedle/Getty Images



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# Orange County Department of Education

## OC Vape Shops' Booming Market



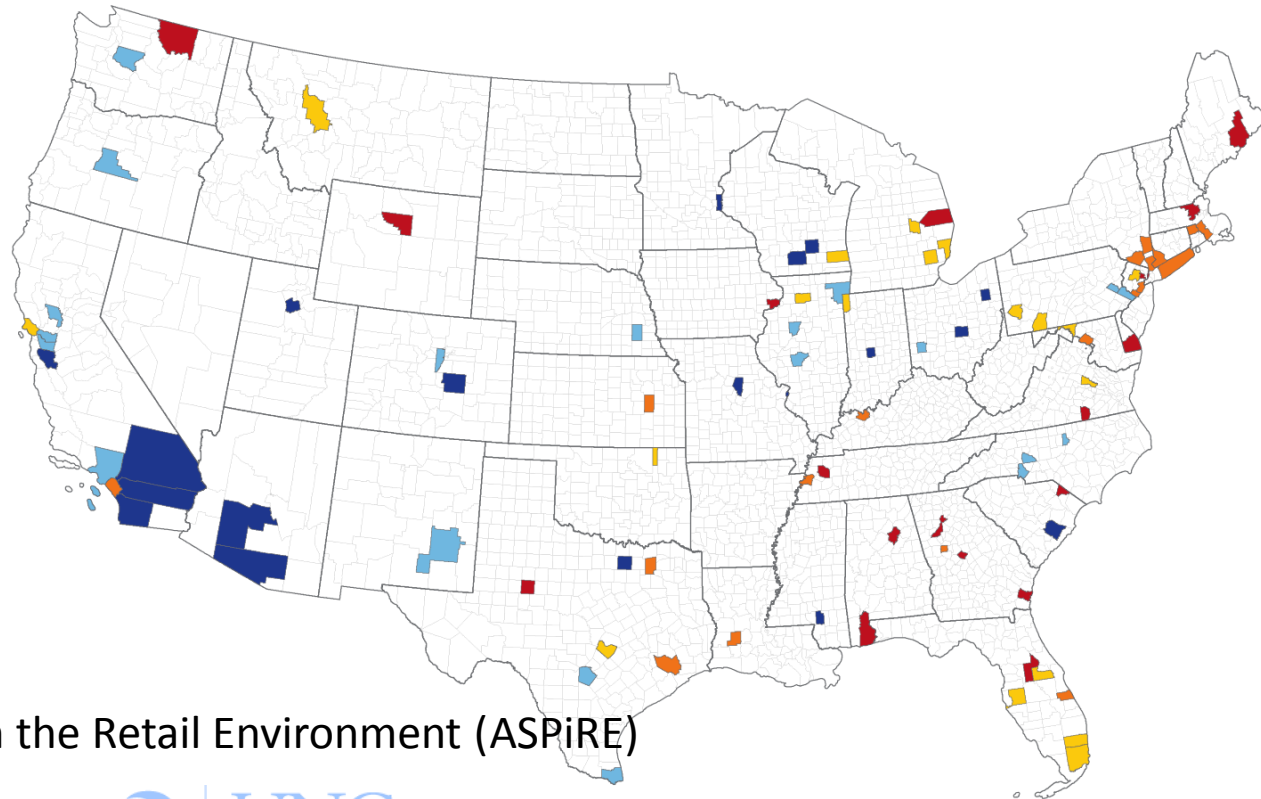
# ENDS on campus: Changes in retail and policy environments (TRDRP)

- Aim 1: Estimate number of ENDS retailers in California that are licensed and unlicensed and characterize their location with respect to neighborhood demographics
- Aim 2: Examine differences in the availability and marketing of ENDS near college campuses and relate to smoking policies
- Aim 3: Translate relevant findings for policymakers



# 374,584 tobacco retailers in the US (2012)

- 97 counties selected in proportion to population
- Likely retailers identified by nine business types
- Merged two address lists
- Eliminated chains known not to sell

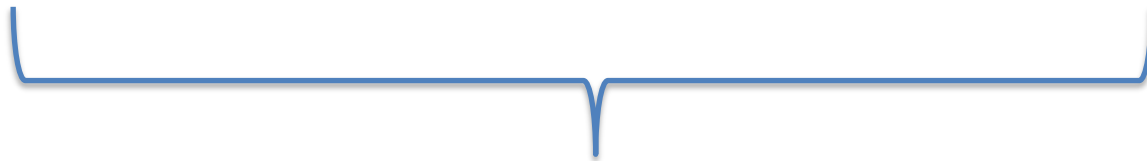


Advancing Science and Policy in the Retail Environment (ASPiRE)

# Identify likely e-cigarette retailers and validate sampling frame with LOCAL licensing



e-cigarette forum  
vapers supporting vapers since 2007



CTCP Policy Evaluation Tracking System



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# Consumer knowledge

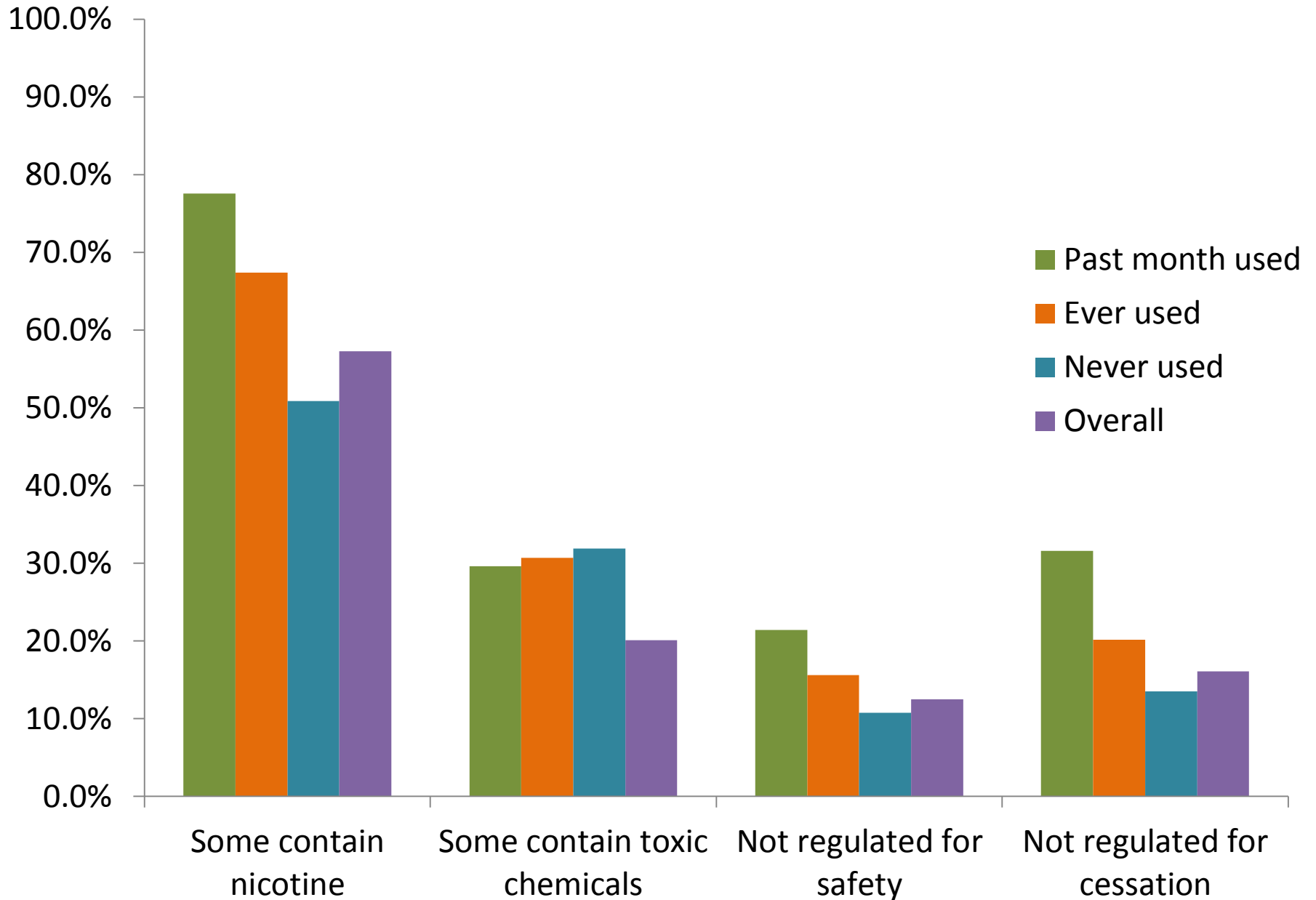
- In the absence of labeling requirements, what do consumers understand about nicotine contents?



# Young adults' knowledge about e-cigarettes: Product constituents and regulation

- National sample of 1,250 US young adults (GfK)
- March 2014 (before FDA deeming rule)
- 12.9% non-daily smoker, 9.5% daily smoker
- 7.9% used e-cig past month, 18.0% ever tried

# Young adults' knowledge by e-cig use: % Correct



# Message framing for behavior change

- Systematic reviews about framing messages for smoking prevention and cessation



A TIP FROM A FORMER SMOKER

**RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.**

Terrie, Age 52  
North Carolina

Smoking causes immediate damage to your body. For Terrie, it gave her throat cancer. You can quit. For free help, call 1-800-QUIT-NOW. #CDCtips

© CDC



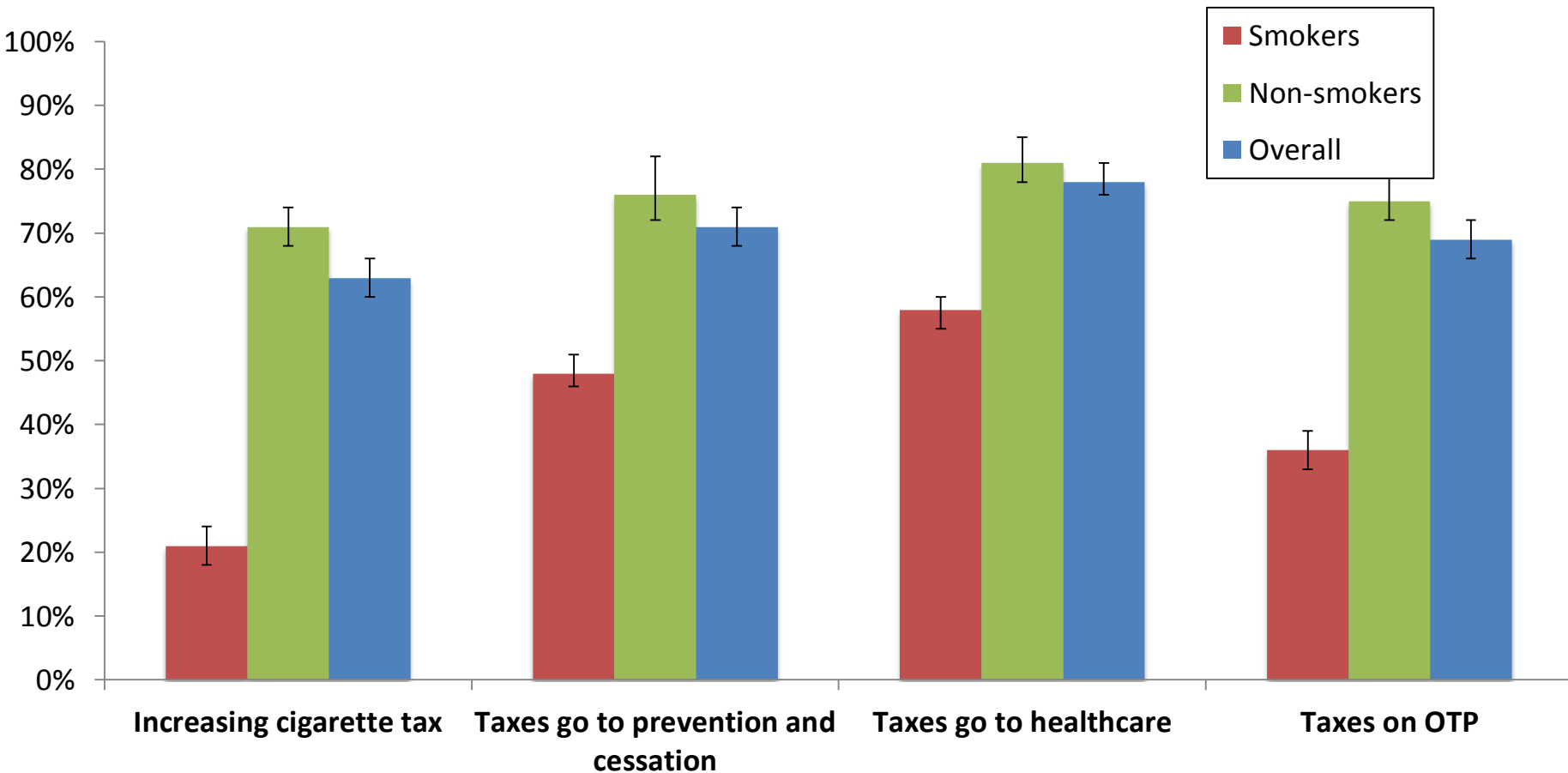
**ex** re-learn life without cigarettes.

# Message framing for ballot box tobacco control

- Know less about how to persuade opinion leaders and public to support a tax increase



# Support for tobacco tax increase: New York



# New York City case study (ASPiRE)

- Issue salience precedes policy support

**This is tobacco marketing.**

*Kids who see it are more likely to smoke.*

**It's a fact:**  
Research shows that kids who shop at stores with tobacco marketing two or more times a week are 64% more likely to start smoking than their peers who don't.

**Our kids have seen enough.**

Take action to protect them at  
[TobaccofreeNYS.org](http://TobaccofreeNYS.org)

Source: Henikoff, Schlachter, Feighery and Fortmann. Pediatrics. The Official Journal of the American Academy of Pediatrics. July 19, 2010. DOI: 10.1542/peds.2009.3321



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# Vaping education ads are uncharted territory

## PROTECT YOUR FAMILY FROM E-CIGARETTES

The Facts You Need to Know



**E-CIGARETTES ARE HARMFUL, LIKE CIGARETTES  
NOT ALLOWED IN PUBLIC  
VAPE AND SMOKE ONLY AT THE CURB.**

Vaping and Smoking are **not** allowed in: Buildings • **Muni & BART** Lobbies • Enclosed Structures • **Restrooms** • Indoor & Outdoor Dining Hallways • **Elevators** • Cab Stands • Lounges • **Waiting Areas** Sports Arenas • Playing Fields • Marine Facilities • Piers • Docks • Wharfs Residential Hotels • Laundry Facilities • **Ticket Lines** • Farmer's Markets Workplaces • Eating & Break Rooms • Senior Housing & Condos Covered Parking Areas • Entrances to Public Places • Event Lines Playgrounds & Tot Lots • ATM & Bank Teller Windows • Meeting Rooms **Public Transit Buses & Trains** • City Parks & Recreational Areas SF Housing Authority Buildings • Single Room Occupancy Hotels Taxis/Vehicles for Hire • Outdoor Events on City & County Property Multi-Unit Housing Enclosed Common Areas • **Ticketing Areas Stairways** • Outdoors within 15 Feet of Operable Windows & Vents



# Message framing for ballot box tobacco control

- How to **inoculate** against industry's pro-vaping and anti-tax messaging

