

# The impact of e-cigarette health warnings on motivation to vape and smoke

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UNC  
LINEBERGER

**Disclosure:** Grant # P50CA180907 from NCI/FDA. Brewer and Ribisl served as paid expert consultants in litigation against tobacco companies. No tobacco industry funding.

# Introduction

**FDA requires** e-cigarette packages and advertisements to carry a **single, text-only warning about nicotine addiction**

1. Does the FDA warning work?
2. Can we do better than the FDA warning?



# Methods

Online survey with **adult e-cigarette users or smokers** ( $n=2,218$ )

Randomized to view different types of e-cigarette warnings

**Control**

**Please refrain from  
littering  
e-cigarette refills.**

**FDA**

**This product  
contains nicotine.  
Nicotine is an  
addictive chemical.**

**Hazard**

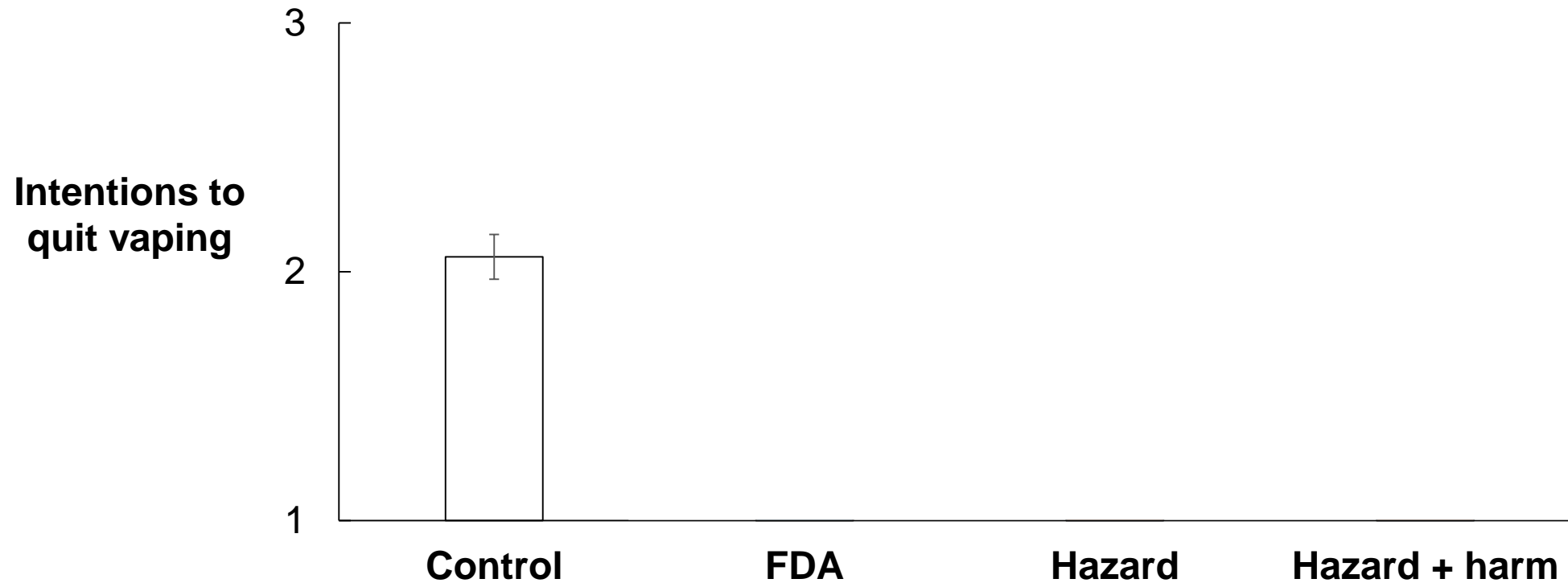
**E-cigarettes can  
explode.**

**Hazard + harm**

**E-cigarettes can  
explode and  
cause burns.**

# Impact of warnings on intentions to quit vaping

Primary outcome, among e-cigarette users

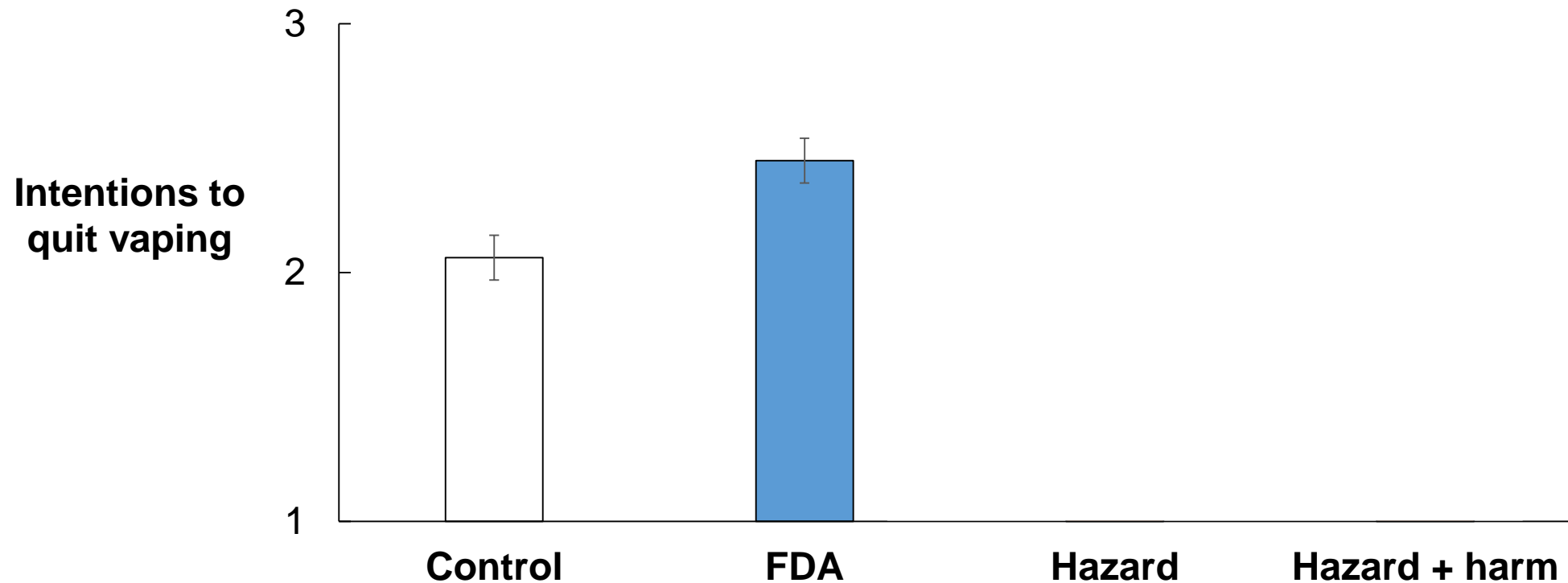


Error bars show standard errors. 1= low intentions, 4=high intentions. Preliminary results.

Brewer, et al. (2019) *Tobacco Control*

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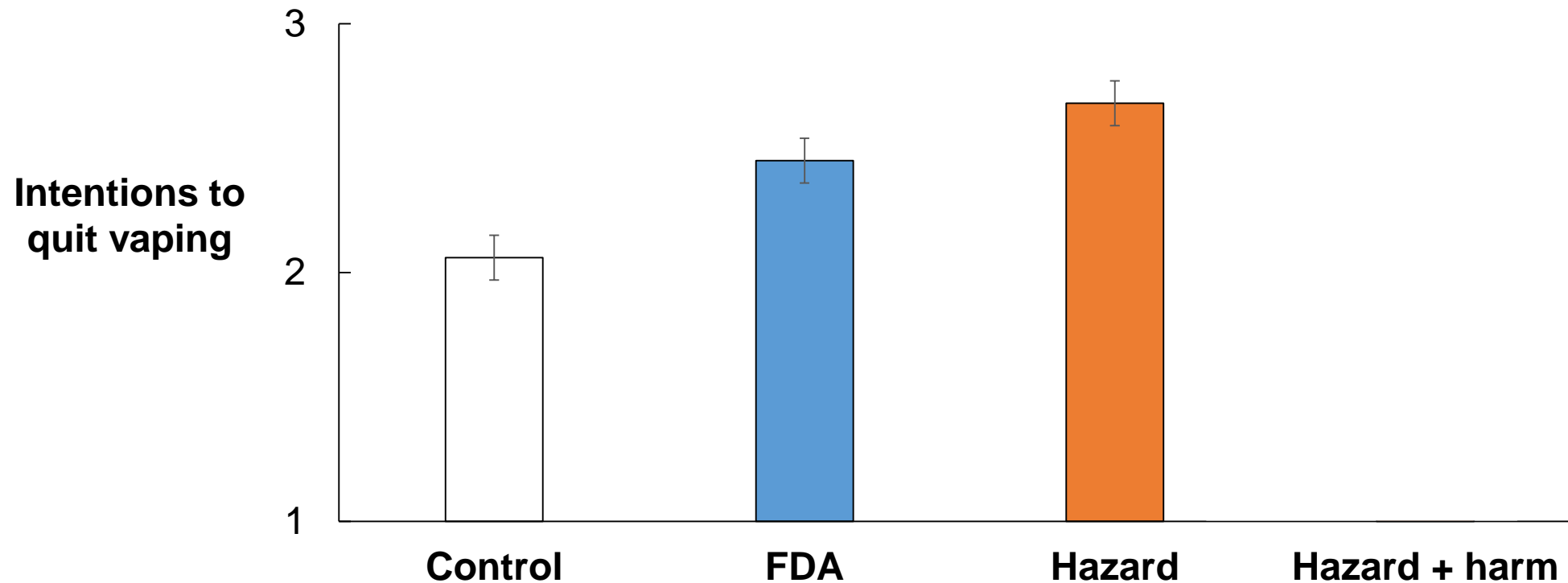


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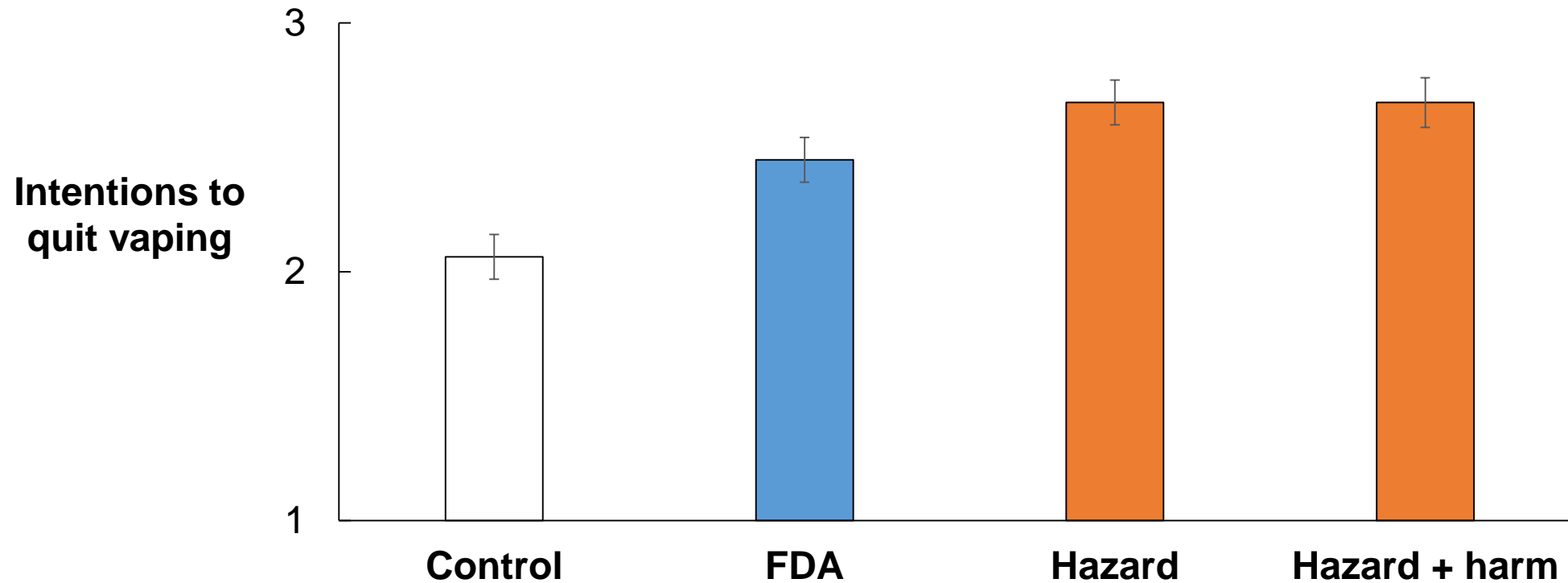


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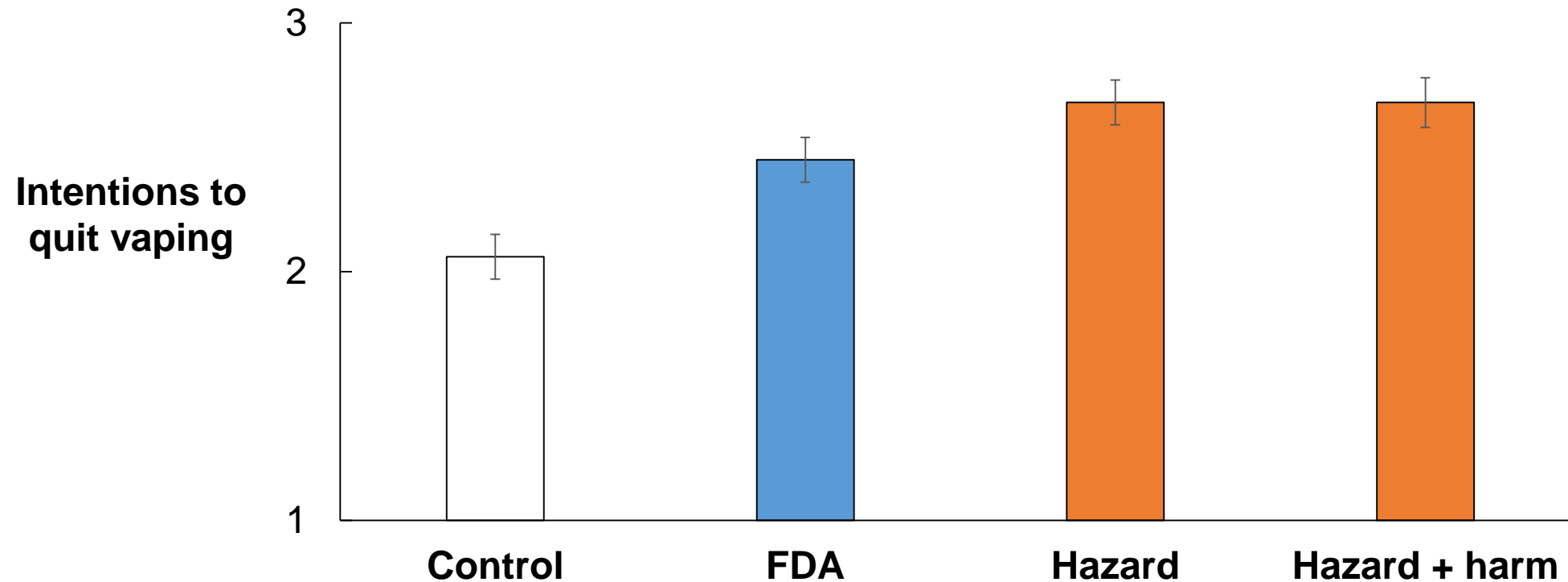


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Primary outcome, among e-cigarette users



None of the warnings increased interest in **smoking** (all  $p > .05$ ).



# UNC Convenience Store Lab

At UNC satellite office

- Accessible location
- Adaptable floor plan



Obesity prevention research

- Pilot study,  $n=50$
- RWJF trial,  $n=300$



Tobacco control research ideas



# Thank you!

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## Reference:

Brewer NT, Jeong M, Hall MG, Baig SB, Mendel JR, Lazard AJ, Noar SM, Kameny M, Ribisl KM. (2019). The impact of e-cigarette health warnings on motivation to vape and smoke. *Tobacco Control*.