

What is the Appeal of E-Cigarettes/Vapes? Activity

<u>Purpose & Preparation</u>	<u>Procedure</u>
<p>Purpose:</p> <p>This activity will help students analyze and understand why e-cigarettes/vape pens are becoming more appealing to and used by youth.</p> <p>Materials Needed:</p> <ul style="list-style-type: none"> ○ Computer ○ Unit 4: Why Do E-Cigarettes/Vape Pens Matter to Young People? PowerPoint ○ Internet Access or Previously downloaded PowerPoint ○ Projector <p>Handouts:</p> <ul style="list-style-type: none"> ○ Brainstorm Worksheet ○ "Why Do E-Cigarettes and Vape Pens Matter to Young People?" PowerPoint 	<p>Procedure:</p> <p>Using the brainstorm worksheets, ask the students to name:</p> <ol style="list-style-type: none"> a. Some reasons young people smoke e-cigarettes/vape pens b. Reasons adults smoke e-cigarettes/vape pens, and reasons young people choose not to smoke e-cigarettes/vape pens. <p>Using Paper Worksheets:</p> <ol style="list-style-type: none"> 1. Project the worksheets one at a time and as the students list reasons, write the reasons on the worksheet around the silhouette figure. 2. As the list of reasons grows, the silhouette figure will appear crowded on the page. 3. After the students are done listing reasons, draw arrows from the listed reasons pointing towards the figure. 4. Explain that there are many factors that influence an individual's decision to smoke e-cigarettes/vape pens and their opinions about e-cigarettes/vape pens. 5. Ask, "What do you notice about these responses?" "What similarities or differences stand out to you?" <p style="text-align: center;"><i>More directions below, please continue reading</i></p>



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Using PowerPoint:

1. Working in small groups, have students write the reasons on the worksheet around the silhouette figure. Use the prompting questions to guide them if necessary. As the list of reasons grows, the silhouette figure will appear crowded on the page.
2. After the students are done listing reasons, have them read some responses aloud and type them over the red question marks on the corresponding slides.
3. Project the slides one at a time after students list reasons. Click and arrows from the listed reasons will point towards the figure.
4. Explain that there are many factors that influence an individual's decision to smoke e-cigarettes/vape pens and their opinions about e-cigarettes/vape pens.
5. Allow for discussion and/or observations on the discussion slide.

Brainstorming (10 minutes)

- **Why do people your age use e-cigarettes/vape pens?**
 - How do e-cig/vape commercials influence a teen's choice?
 - How could friends influence a teen's choice?
 - How could parents/family influence a teen's choice?
 - In what ways could myths or misinformation about e-cigarettes/vape pens affect a teen's choice?

More directions below, please continue reading



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- In what ways does social media influence a teen's decision?
- How do the many flavor options make e-cigarettes/vape pens appealing?
- **Why do you think adults use e-cigarettes/vape pens?**
 - How does an adult's social environment influence their decision to smoke?
 - How could someone's job affect their choice to smoke?
 - In what ways does social media influence an adult's decision?
 - How an adult's past decision to smoke cigarettes affect their decision to use e-cigarettes/vape pens?
- **Why do people your age don't use e-cigarettes/vape pens?**
 - How do e-cig/vape commercials influence a teen's choice?
 - How could friends influence a teen's choice?
 - How could parents/family influence a teen's choice?
 - In what ways could information about e-cigarettes/vape pens affect a teen's choice?
 - In what ways does social media influence a teen's decision?

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Discussion (10 minutes)

Facilitate a discussion about responses.

- What do you notice about our responses? (allow for discussion)
- What similarities or differences stand out to you? (allow for discussion)
- It's important to remember that individuals' choices about whether to use e-cigarettes/vape pens can be very different and can be influenced by many factors
- E-cig/vape companies recognize these differences between individuals and have made ad campaigns meant to target groups of people based on these characteristics.
- Examples of these targeting tactics are discussed in the "[Flavors, Manipulation, and Targeting](#)" PowerPoint.

