

Vaping harms awareness messaging: Exploring young South Australians' responses to vaping prevention campaign materials.

Joshua Trigg^{1,2}, [Ola Ela](mailto:ola.ela@flinders.edu.au)^{1,2}, Jacqueline Bowden^{2,3}, Ashlea Bartram^{2,3}, Billie Bonevski^{1,2}

¹ *Flinders Health and Medical Research Institute, College of Medicine and Public Health, Flinders University, South Australia, Australia.*, ² *School of Medicine and Public Health, College of Medicine, Health and Wellbeing, University of Newcastle, New South Wales, Australia.*, ³ *National Centre for Education and Training on Addiction, Flinders University, Flinders University, South Australia, Australia.*

Presenter's email: ola.ela@flinders.edu.au

Introduction: Nicotine vaping product (NVP) inhalation can harm young adults, produce nicotine dependence, and increase tobacco smoking likelihood. Despite having a role in smoking cessation, with increasing use by younger people, prevention campaigns are designed to influence views on vaping health risks. This study examines perceptions of vaping prevention campaigns among young people who do and who not use NVPs to inform vaping prevention messaging.

Method: South Australians aged 16-26 years (n=27) shared perceptions on three health organisation vaping prevention media campaigns: 'Epidemic' (United States), 'Do you know what you're vaping' and 'Unveil what you inhale' (Australia). Focus groups and interviews assessed which messaging aspects were easily understood, appropriate, relevant, credible, and effective in communicating key messages.

Findings: Each campaign would influence thoughts and actions regarding vaping. The 'Do you know what you're vaping' campaign prompted those who vaped to consider uncertainty inherent to vaping and their own health, though felt this was not enough to motivate them towards cessation. The 'Unveil' campaign was considered effective, with those not vaping indicating they would click through for resources. Those who vaped responded well to 'challenge' messaging characteristics. The fear appeal in the 'Epidemic' campaign did not prompt changes in vaping views or behaviors.

Conclusion: Using a challenge approach can potentially generate conversation about vaping harms, while fear-appeal messaging risks being dismissed by younger audiences. Evidence-based message hooks, and providing multiple versions of content, were considered effective. Showing various devices or symptoms allows identification with different parts of campaign collateral.

Disclosure of Interest Statement: *This research was supported by an SA Health service agreement. JT was also supported by NHMRC grant GNT1198301.*