

Enhancing Vaping Knowledge Via Social Media

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Introduction & Background

- Vaping is the use of e-cigarettes or other devices that allow users to breathe in nicotine or other drugs as a vapor rather than smoke.
- An electronic cigarette, also referred to as an "e-cigarette", is a device that typically includes a rechargeable battery, heating element, and a place to hold liquid
- Vaping has become increasingly popular, especially among university students
- E-cigarette aerosol can contain harmful substances including nicotine, drugs, flavorings, volatile organic compounds, cancer-causing chemicals, and heavy metals.
- Utilizing social media channels shows promise in getting patients more involved in their health care



Problem Statement

Despite the university's current efforts, vaping rates remain high among university students as 12.5% of university students currently vape.

Aims & Objectives

To create educational social media pages that enhance vaping related education, and thereby decrease the rates of young adults that vape

Objectives

- Collect data and analysis about current e-cigarette knowledge and usage
- Collect data and analysis after implementation of social media education
- Measure if social media education is an effective means of vaping related education

Review of Literature

Influences

- Social, flavors, convenience, cigarette smoking cessation, & marketing

Risks

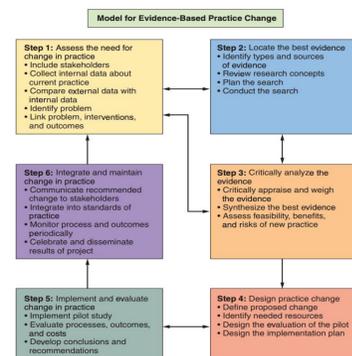
- Nicotine dependence, traditional cigarette use, substance abuse, health risks, mental health, secondary risks, & dual users
- Total of 2,807 e-cigarette, or vaping, product use-associated lung injury (EVALI) cases, with 68 confirmed deaths

Social Media

- 90% of young adults report use of at least one social media platform
- Nearly 75% of adult e-cigarette users searched online for information
- Social media platforms have become a source of information about e-cigarettes

Theoretical Model

- The Model for Evidence-Based Practice Change (MEBPC)
- Integrates principles of quality improvement and evidence-based translation strategies



Setting & Population

Setting

- Social Media Channels:
 - Facebook, Instagram, & Twitter
- University campus and student health center

Study Population

- University students
- Social Media users

Methodology

Social Media Pages

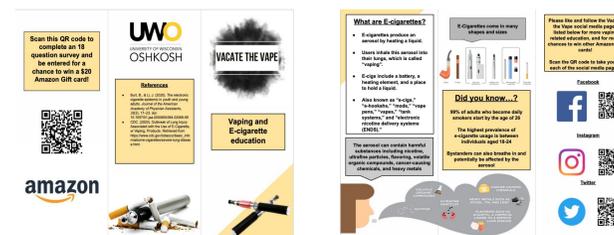
- Personal brand name *Vacate the Vape* and logo
- Weekly educational posts on all 3 social media pages for 2 months

Marketing

- Handout in the student health center
 - QR codes to access social media pages
 - QR code to access survey
- University Campus Vision Television

Data Collection

- Pre and Post Surveys
- Social media pages



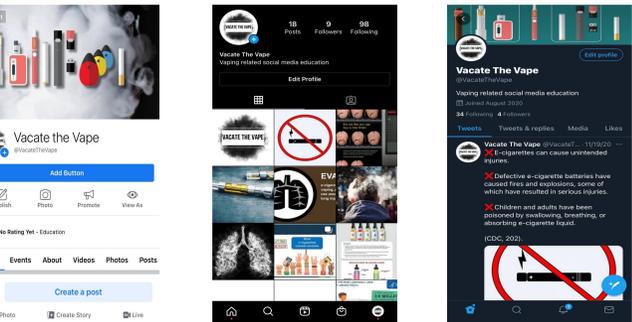
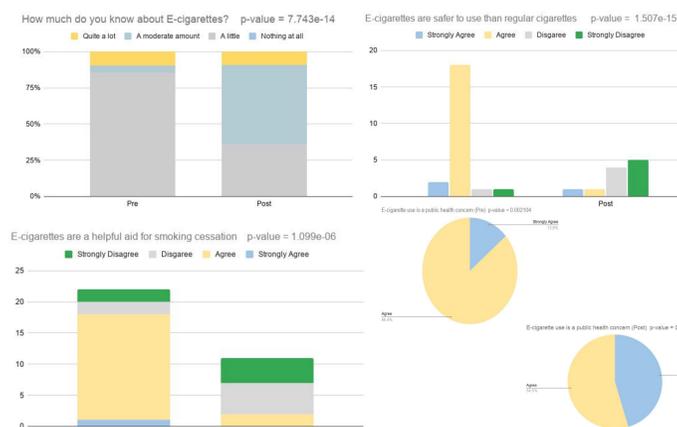
Data Analysis & Results

Analysis

- Survey Analysis - Qualtrics
- Chi-Square test - RStudio

Results

- Survey responses N = 35
 - Pre n = 23 students
 - Post n = 12 students
 - 55% of the participants in the post-survey answered that they are more likely to quit vaping or refrain from ever using vaping products after following the social media pages.



Quality, Ethics, & Human Subjects Protection

- Submitted to the University Institutional Review Board (IRB) and considered exempt
- Participants were informed that participation in the surveys was completely voluntary.
- In order to protect student confidentiality, the online surveys were non-identifiable.

Conclusion

The *Vacate the Vape* social media pages have made a positive impact on the student population based on the survey results. 60% of participants agreed that they would like to continue using social media in the future to enhance health and wellness education.

Recommendations

- Incorporate vaping related social media education on your campus
- Develop and provide handouts in the health center
- Enhance marketing of a tobacco free campus

Acknowledgments

Special thank you to everyone who contributed to this project, especially:

- Michelle Lehr, DNP, APNP, FNP-C
 - Scholarly Project Chair
- Karen Sanchez, RN, MSN, FNP-BC
 - Student Health Center Director
- Juliana Kahrs, MS, CHES
 - Assistant Director of Health Promotion