Perceptions and Motivations of Parents Who Use E-Cigarettes

A qualitative study exploring parents' beliefs about vaping

The use of e-cigarettes has dramatically increased over the past decade, particularly among individuals of child-bearing age.

So we wanted to know...

For parents who vape, what are their opinions about e-cigarettes and why do they use them?

What did we do?

22 parents completed a survey about their vaping beliefs and the top five reasons they started vaping.

6 of the parents participated in a focus group, providing more information about their vaping habits and beliefs.

What did we find?

Survey Results

- The top reason parents started vaping was to quit smoking
- Most parents:
  - Believed vaping was a minor health hazard or not a health hazard at all
  - Did not know whether passive exposure to e-cigarettes could have harmful effects on children

Focus Group Themes

The power of addiction

Parents described addiction to both nicotine and the habit of vaping/smoking and making adaptations to continue use, such as vaping away from others.

Appeal of vaping

Parents said that what helped them smoke e-cigarettes more is that it is odorless, does not bother people around them, and is stress-relieving and convenient.

The cycle of judgment

Parents feel judged by society and the healthcare system, but, in turn, must be mindful of not judging other smokers/vapers for habits they no longer have.

"And you know, one day I think, um, it fell on the floor and so it wouldn't work. And I mean, I-I had somewhat of a panic attack and I went to like every gas station there was immediately, you know, and I just had to find something."
- Quote from a parent, referring to the power of addiction

What does this study tell us?

This study and others have found inconsistent results about whether e-cigarettes help people quit smoking.

- While many of the participants began vaping to quit smoking, at least half continued to use both.
- Addiction to the nicotine found in e-cigarettes and the habit of smoking and vaping is a reality for these parents.
- Participants believed that e-cigarettes were not harmful, or not as harmful as conventional cigarettes, even though e-cigarettes can contain nicotine and other harmful chemicals.

For more information about e-cigarettes and making your home smoke and vape free...

Smoke-Free Homes website:
http://smokefreehomes.emory.edu/

CDC website for smoke-free homes:
https://www.cdc.gov/tobacco/secondhand-smoke/home.html

CDC website on e-cigarettes:
https://www.cdc.gov/tobacco/e-cigarettes/index.html

Call 1-800-QUIT-NOW

Data from a research study conducted by HERCULES faculty members Jeannie Rodriguez PhD, RN, APRN and Irene Yang PhD, MSN, RN

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HERCULES is funded by the National Institute of Environmental Health Sciences (P30ES019776)