Utilizing TikTok's Media Platform to Help Counter Pro E-Cigarettes and Vaping Messages to Teens

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Introduction

A recent Pew Research Center survey of US teenagers ages 13 to 17 finds TikTok a top social media platform for teens. Unfortunately, this platform has provided primarily pro e-cigarette and vaping content.

The Surgeon General reported that e-cigarettes in 2024 were the most commonly used tobacco product among middle and high school students in the US. Recommendations include the need for evidence informed and engaging anti-e-cigarette and vaping content to correctly counter this content.

Objective

To produce engaging anti-vaping/video content on TikTok targeting teens.

Methods

Utilizing the author's social media platform (12M+Views) one video was written, directed, and produced airing on September 21, 2024. The video was less than a minute, lighthearted, engaging, positive, and included reasons for not utilizing e-cigarettes and vaping (Figures 1-5).

Results

- Results have been positive with over 1.2K views.
- Multiple likes
- All positive comments



Figure 1



Figure 2



Figure 3

Conclusion

- The TikTok video was well received and provided helpful information.
- There is a need for further evidence-informed and engaging anti-vaping and e-cigarettes to counter teen pro-vaping content.



Figure 4

Don't let then win
Don't vape!

Figure 5