

Developing Media Messages that Target Perceptions about Hookah Smoking among Multi-Ethnic Young Adults: A Qualitative Analysis

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Background

Hookah:

Usage Among Young Adults (aged 18-24)

- Popular flavored tobacco product for young adults
- Positive attitudes, normative beliefs, and cessation-related self-efficacy held by young adult users

The Truth About Hookah

- Single session: 1.7X nicotine, 6.5X CO, 46.4X tar exposure than cigarettes

Study Aim

- Conduct a content analysis of extant data for perceptions of hookah smoking among young adults
- Findings will be used to develop media messages that address risk perceptions for hookah tobacco among referent group

Methodology

Qualitative Research Design

Inclusion Criteria:

- (1) African American or White, (2) aged 18-30 years old, (3) enrolled at least part-time in participating universities, and (4) smoked hookah at least once in past 30 days

Participants:

• N=64

Demographics				
Gender	39.9% Male		60.1% Female	
Race	33.3% Black/African American	17.9% White	15.4% Other	5.1% Hispanic/Latino
Mean Age	20.2 years, SD = 2.3			

Data Collection:

- 8 focus groups conducted April-June 2012 at two participating Georgia universities

Analysis

Qualitative Analysis Approach

Conceptual Model



Derived from Theory Of Planned Behavior and Slovic's Risk Perception Theory

Constructs

Attitudes	Norms	Self-Efficacy	Affect
Risk Perceptions: Absolute and Comparative	Addiction	Peer Pressure	Media: Portrayals and Anti-Tobacco Campaigns
Sources of Information	Advertising: Incentives and Promotions	Health Consequences	

Results: Emerging Themes

Theme 1: Addiction

Subtheme 1: Definition of Addiction

- "If you're an addict, you're going to do it morning, noon, and night."

Subtheme 2: Addictiveness of Hookah

- "Water vapor filters the nicotine out, so you can't get addicted."
- "I crave the social environment, I'm not addicted."

Theme 2: Risk

Subtheme 1: Absolute Risk

- "We know the risks" vs "The smoke is filtered..."

Subtheme 2: Comparative Risk

- "...it's better than smoking cigarettes."

Theme 3: Role of Media

Subtheme 1: Anti-Tobacco Campaigns

- No one reported seeing hookah-specific PSAs

Conclusions and Next Steps

How do young adults view hookah?

- Less addictive than cigarettes
- Harmful agents are filtered by water vapor
- More socially acceptable and fashionable than cigarettes
- Lack of media messaging targeting hookah smoking

Development of Media Messaging

- Currently developing counter-marketing media messages to address hookah safety misperceptions

Implications for FDA

- Qualitative results provide evidence of individual cognitive and affective factors associated with hookah use (FDA Priority Research Question #9)
- Informs FDA's development of tobacco product standards for characterizing flavors in hookah tobacco and possible restrictions of its advertising
- Informs the development of FDA's public education campaign about hookah smoking

Funding Sources

Study data funded by American Lung Association, SB-188046-N (PI: Sterling)

Pilot Award funded through the Pilot and Development Core of GSU TCORS supported (1P50DA036128-01) from NIDA and FDA CTP