

# TI3: True/False Statements and Answers



## TRUE OR FALSE Statements

1. E-cigarettes contain tobacco.

**FALSE** – E-cigarettes do not contain tobacco but does contain nicotine, which is highly addictive.

2. Young people's brains are still developing until their mid-twenties.

**TRUE** - Due to this they can become addicted to nicotine much faster than adults. Research suggests that nicotine can have a negative impact on brain development in young people, including increasing risk for future substance use. Research from the World Health Organisation suggests that children and adolescents who use e-cigarettes have up to a 3x greater risk of taking up smoking.

3. Vaping is **not** risk free.

**TRUE** - It is **not** risk free. We don't know much about the long-term health effects of vaping, however there is growing evidence to indicate that these are health-harming products. Recent studies suggest that e-cigarettes can negatively impact heart health, including heart rate and blood pressure. They may also impact lung health, particularly in those who already have asthma or other respiratory health issues.

Some of the more minor side effects of e-cigarettes have been reported to include dry cough, shortness of breath and headaches. Vaping can also cause other conditions such as gum disease, tooth decay and early tooth loss.

4. The tobacco industry only advertise products to adults.

**FALSE** - Most e-cigarettes are produced in China and some of the most well-known brands are owned by tobacco companies. The tobacco industry state that they advertise to adults only and their products are not designed to appeal to young people (TBIJ, 2021).

However, there are examples of how the tobacco industry market products in a way that could appeal to young people. This includes social media influencer marketing and appealing flavours, such as candy floss and bubblegum etc. A recent study found that young people who had never smoked or vaped noticed e-cigarette marketing at higher rates than adult smokers.

5. The tobacco industry promotes e-cigarettes on social media platforms such as TikTok, Instagram, Facebook and You Tube.

**TRUE** – E-cigarette marketing is heavily based on social media, concerts and sporting events, all of which could influence young people to use these products.

Popular platforms such as TikTok contain content that portrays vaping positively. This can contribute to glamourising the products and lead to misinformation about vaping among children and young people.

The majority of young people use social media platforms. The tobacco industry is promoting products including e-cigarettes across social media platforms despite social media policies restricting the promotion of such products. A recent study found high rates of young people noticing e-cigarette marketing across social media platforms despite it being prohibited (Cancer Research UK 2021).

We will look at some examples of this later in the activity.

6. The tobacco industry pays social influencers to use/promote their products.

**TRUE** – Investigations have found that influencers on social media platforms are being recruited as brand ambassadors and paid or incentivised to promote tobacco companies' products.

- Big Tobacco Targeting Youngsters - <https://www.thebureauinvestigates.com/stories/2021-02-21/new-products-old-tricks-concerns-big-tobacco-is-targeting-youngsters>
- E-cigarette marketing in the UK - [https://www.cancerresearchuk.org/sites/default/files/e-cigarette\\_marketing\\_in\\_the\\_uk\\_fullreport\\_march\\_2021.pdf](https://www.cancerresearchuk.org/sites/default/files/e-cigarette_marketing_in_the_uk_fullreport_march_2021.pdf)