

WEBVTT

00:00:00.000 --> 00:00:02.226 Funding for Yale Cancer Answers is

NOTE Confidence: 0.815077801818182

00:00:02.226 --> 00:00:04.330 provided by Smilow Cancer Hospital.

NOTE Confidence: 0.700128776666667

00:00:06.510 --> 00:00:08.665 Welcome to Yale Cancer Answers

NOTE Confidence: 0.700128776666667

00:00:08.665 --> 00:00:10.389 with Doctor Anees Chagpar.

NOTE Confidence: 0.700128776666667

00:00:10.390 --> 00:00:11.831 Yale Cancer Answers features

NOTE Confidence: 0.700128776666667

00:00:11.831 --> 00:00:13.566 the latest information on cancer

NOTE Confidence: 0.700128776666667

00:00:13.566 --> 00:00:15.376 care by welcoming oncologists and

NOTE Confidence: 0.700128776666667

00:00:15.376 --> 00:00:17.488 specialists who are on the forefront

NOTE Confidence: 0.700128776666667

00:00:17.488 --> 00:00:19.369 of the battle to fight cancer.

NOTE Confidence: 0.700128776666667

00:00:19.370 --> 00:00:21.488 This week it's a conversation about

NOTE Confidence: 0.700128776666667

00:00:21.488 --> 00:00:23.292 tobacco and e-cigarette use among

NOTE Confidence: 0.700128776666667

00:00:23.292 --> 00:00:25.308 young people with Doctor Grace Kong.

NOTE Confidence: 0.700128776666667

00:00:25.310 --> 00:00:27.062 Doctor Kong is an associate professor

NOTE Confidence: 0.700128776666667

00:00:27.062 --> 00:00:28.592 in the Department of Psychiatry

NOTE Confidence: 0.700128776666667

00:00:28.592 --> 00:00:30.410 at the Yale School of Medicine,

NOTE Confidence: 0.700128776666667

00:00:30.410 --> 00:00:33.668 where Doctor Chagpar is a professor  
NOTE Confidence: 0.700128776666667

00:00:33.668 --> 00:00:35.770 of surgical oncology.  
NOTE Confidence: 0.927598978695652

00:00:35.780 --> 00:00:37.924 Grace, maybe we can start off by you  
NOTE Confidence: 0.927598978695652

00:00:37.924 --> 00:00:39.858 telling us a little bit more about  
NOTE Confidence: 0.927598978695652

00:00:39.858 --> 00:00:41.940 yourself and what it is that you do.  
NOTE Confidence: 0.836985855

00:00:42.160 --> 00:00:44.494 Sure. I'm associate professor in  
NOTE Confidence: 0.836985855

00:00:44.494 --> 00:00:46.599 the Department of Psychiatry at Yale,  
NOTE Confidence: 0.836985855

00:00:46.600 --> 00:00:49.134 and I have a PhD in clinical  
NOTE Confidence: 0.836985855

00:00:49.134 --> 00:00:50.718 psychology with specialization in  
NOTE Confidence: 0.836985855

00:00:50.718 --> 00:00:52.438 child and adolescent psychology.  
NOTE Confidence: 0.836985855

00:00:52.440 --> 00:00:54.414 And my research is focused on  
NOTE Confidence: 0.836985855

00:00:54.414 --> 00:00:56.179 preventing tobacco use among youth  
NOTE Confidence: 0.836985855

00:00:56.179 --> 00:00:57.743 through conducting research that  
NOTE Confidence: 0.836985855

00:00:57.743 --> 00:00:59.698 could inform policies and also  
NOTE Confidence: 0.836985855

00:00:59.760 --> 00:01:01.576 develop and disseminate prevention  
NOTE Confidence: 0.836985855

00:01:01.576 --> 00:01:03.392 and cessation interventions that

NOTE Confidence: 0.836985855

00:01:03.392 --> 00:01:05.240 are relevant to youth.

00:01:07.430 --> 00:01:10.366 So let's take a step back and really

NOTE Confidence: 0.890378932105263

00:01:10.366 --> 00:01:13.191 talk about substance use and

NOTE Confidence: 0.890378932105263

00:01:13.191 --> 00:01:15.706 tobacco in particular amongst youth.

NOTE Confidence: 0.890378932105263

00:01:15.710 --> 00:01:18.956 You know, my perception is that

NOTE Confidence: 0.890378932105263

00:01:18.960 --> 00:01:22.200 if we look at just tobacco use in general,

NOTE Confidence: 0.890378932105263

00:01:22.200 --> 00:01:23.796 that rates are declining,

NOTE Confidence: 0.890378932105263

00:01:23.796 --> 00:01:26.645 do we find that it's declining amongst

NOTE Confidence: 0.890378932105263

00:01:26.645 --> 00:01:29.669 youth as well or are the youth still

NOTE Confidence: 0.890378932105263

00:01:29.669 --> 00:01:31.936 engaging in tobacco use and other

NOTE Confidence: 0.890378932105263

00:01:31.936 --> 00:01:34.390 substances as much as they used to?

NOTE Confidence: 0.830084406

00:01:35.060 --> 00:01:37.160 Yeah, that's a great question.

NOTE Confidence: 0.830084406

00:01:37.160 --> 00:01:39.162 When we were looking at

NOTE Confidence: 0.830084406

00:01:39.162 --> 00:01:40.739 tobacco use trends among youth,

NOTE Confidence: 0.830084406

00:01:40.740 --> 00:01:42.680 the trends are changing rapidly.

NOTE Confidence: 0.830084406

00:01:42.680 --> 00:01:43.916 So when we think about tobacco,

NOTE Confidence: 0.830084406  
00:01:43.920 --> 00:01:45.690 we think about cigarettes and  
NOTE Confidence: 0.830084406  
00:01:45.690 --> 00:01:47.460 cigarettes.  
NOTE Confidence: 0.830084406  
00:01:48.682 --> 00:01:51.126 It is what causes cancer,  
NOTE Confidence: 0.830084406  
00:01:51.130 --> 00:01:53.330 and they're the most used  
NOTE Confidence: 0.830084406  
00:01:53.330 --> 00:01:55.090 tobacco product among adults.  
NOTE Confidence: 0.830084406  
00:01:55.090 --> 00:01:57.075 But the cigarette smoking youth  
NOTE Confidence: 0.830084406  
00:01:57.075 --> 00:01:58.663 rates have decreased tremendously  
NOTE Confidence: 0.830084406  
00:01:58.663 --> 00:02:00.600 among youth and over the general  
NOTE Confidence: 0.830084406  
00:02:00.600 --> 00:02:02.590 population in the last two decades.  
NOTE Confidence: 0.830084406  
00:02:02.590 --> 00:02:04.290 So cigarettes are addictive and  
NOTE Confidence: 0.830084406  
00:02:04.290 --> 00:02:05.990 deadly product that causes cancer.  
NOTE Confidence: 0.830084406  
00:02:05.990 --> 00:02:07.999 But there are other tobacco products  
NOTE Confidence: 0.830084406  
00:02:07.999 --> 00:02:09.996 that are emerging in the market which  
NOTE Confidence: 0.830084406  
00:02:09.996 --> 00:02:12.070 are addictive and has serious health consequences,  
00:02:14.194 --> 00:02:15.787 and even unknown health consequences.  
NOTE Confidence: 0.830084406  
00:02:15.790 --> 00:02:19.059 And when we talk about tobacco trends

NOTE Confidence: 0.830084406

00:02:19.060 --> 00:02:19.774 in youth,

NOTE Confidence: 0.830084406

00:02:19.774 --> 00:02:22.273 we have to talk about E-cigarettes.

NOTE Confidence: 0.830084406

00:02:22.280 --> 00:02:24.470 These are electron nicotine electronic

NOTE Confidence: 0.830084406

00:02:24.470 --> 00:02:26.222 nicotine product that contain

NOTE Confidence: 0.830084406

00:02:26.222 --> 00:02:27.939 propylene glycol and vegetable

NOTE Confidence: 0.830084406

00:02:27.939 --> 00:02:29.964 glycerin and it contains different

NOTE Confidence: 0.830084406

00:02:29.964 --> 00:02:31.650 concentrations of nicotine and

NOTE Confidence: 0.830084406

00:02:31.650 --> 00:02:33.278 thousands of different flavors.

NOTE Confidence: 0.830084406

00:02:33.280 --> 00:02:35.605 And you could be customized

NOTE Confidence: 0.830084406

00:02:35.605 --> 00:02:37.465 in many different ways.

NOTE Confidence: 0.830084406

00:02:37.470 --> 00:02:40.251 So for example the level

NOTE Confidence: 0.830084406

00:02:40.251 --> 00:02:43.230 of the vapor could be controlled.

NOTE Confidence: 0.830084406

00:02:43.230 --> 00:02:45.614 So you could really have a large vapor

NOTE Confidence: 0.830084406

00:02:45.614 --> 00:02:47.703 that people could use to do vape tricks

NOTE Confidence: 0.830084406

00:02:47.703 --> 00:02:50.054 or as little vapor that cannot be seen

NOTE Confidence: 0.830084406

00:02:50.054 --> 00:02:52.056 and so that people could be using  
NOTE Confidence: 0.830084406

00:02:52.060 --> 00:02:54.540 these devices discreetly in schools  
NOTE Confidence: 0.830084406

00:02:54.540 --> 00:02:56.604 and of concern, this  
NOTE Confidence: 0.830084406

00:02:56.604 --> 00:02:59.184 nicotine level increased over time.  
NOTE Confidence: 0.830084406

00:02:59.190 --> 00:03:01.227 An example is Juul.  
NOTE Confidence: 0.830084406

00:03:01.230 --> 00:03:03.426 Juul is an E-cigarette brand that's  
NOTE Confidence: 0.830084406

00:03:03.426 --> 00:03:05.253 became extremely popular among youth  
NOTE Confidence: 0.830084406

00:03:05.253 --> 00:03:07.360 and these are shaped like a Flash Drive  
NOTE Confidence: 0.830084406

00:03:07.360 --> 00:03:09.250 and has nicotine salt which makes  
NOTE Confidence: 0.830084406

00:03:09.250 --> 00:03:11.375 nicotine a lot easier to inhale but  
NOTE Confidence: 0.830084406

00:03:11.375 --> 00:03:13.258 at the harsh effects and it comes  
NOTE Confidence: 0.830084406

00:03:13.318 --> 00:03:14.978 with diverse flavors and this  
NOTE Confidence: 0.830084406

00:03:14.978 --> 00:03:17.182 allowed very high levels of nicotine  
NOTE Confidence: 0.830084406

00:03:17.182 --> 00:03:20.434 to be in this e-cigarette product.  
NOTE Confidence: 0.830084406

00:03:20.440 --> 00:03:22.180 So E-cigarettes currently are  
NOTE Confidence: 0.830084406

00:03:22.180 --> 00:03:23.852 the highest tobacco use

NOTE Confidence: 0.830084406

00:03:23.852 --> 00:03:25.756 product used among US youth in

NOTE Confidence: 0.830084406

00:03:25.756 --> 00:03:27.120 the past several years.

NOTE Confidence: 0.835724214

00:03:28.530 --> 00:03:31.050 And so with that Grace,

NOTE Confidence: 0.835724214

00:03:31.050 --> 00:03:35.482 do we find that our youth are

NOTE Confidence: 0.835724214

00:03:35.482 --> 00:03:39.386 using more E-cigarettes and

NOTE Confidence: 0.835724214

00:03:39.386 --> 00:03:41.466 you mentioned that it's addictive,

NOTE Confidence: 0.835724214

00:03:41.470 --> 00:03:43.414 do we know the health consequences

NOTE Confidence: 0.835724214

00:03:43.414 --> 00:03:45.240 of these E-cigarettes as well?

NOTE Confidence: 0.811247117777778

00:03:46.670 --> 00:03:49.260 Yeah. So currently the long term health

NOTE Confidence: 0.811247117777778

00:03:49.260 --> 00:03:51.990 effects of E cigarettes are

NOTE Confidence: 0.811247117777778

00:03:51.990 --> 00:03:54.570 unknown and are being researched.

NOTE Confidence: 0.811247117777778

00:03:54.570 --> 00:03:55.962 They're still fairly new.

NOTE Confidence: 0.811247117777778

00:03:55.962 --> 00:03:57.702 It's been on the market

NOTE Confidence: 0.811247117777778

00:03:57.702 --> 00:03:59.568 for the past decade or so.

NOTE Confidence: 0.811247117777778

00:03:59.570 --> 00:04:01.178 So we don't really know the

NOTE Confidence: 0.811247117777778

00:04:01.178 --> 00:04:02.250 long term health effects.  
NOTE Confidence: 0.811247117777778

00:04:02.250 --> 00:04:04.428 There are some studies showing  
NOTE Confidence: 0.811247117777778

00:04:04.428 --> 00:04:07.960 acute effect and we do hear  
NOTE Confidence: 0.811247117777778

00:04:07.960 --> 00:04:09.960 anecdotally from youth about some  
NOTE Confidence: 0.811247117777778

00:04:10.033 --> 00:04:12.648 other health issues that they're  
NOTE Confidence: 0.811247117777778

00:04:12.648 --> 00:04:15.263 having which includes breathing issues,  
NOTE Confidence: 0.811247117777778

00:04:15.270 --> 00:04:16.466 coughing, just chest pains.  
NOTE Confidence: 0.811247117777778

00:04:16.466 --> 00:04:18.260 So there's more work that needs  
NOTE Confidence: 0.811247117777778

00:04:18.316 --> 00:04:19.744 to be done to really understand  
NOTE Confidence: 0.811247117777778

00:04:19.744 --> 00:04:21.361 the effect of E cigarette use  
NOTE Confidence: 0.811247117777778

00:04:21.361 --> 00:04:23.185 and the long term health effects.  
NOTE Confidence: 0.902516324545455

00:04:24.120 --> 00:04:26.694 And if I understood you  
NOTE Confidence: 0.902516324545455

00:04:26.694 --> 00:04:29.090 correctly there still is a high  
NOTE Confidence: 0.902516324545455

00:04:29.090 --> 00:04:31.430 concentration of nicotine in these products.  
NOTE Confidence: 0.902516324545455

00:04:31.430 --> 00:04:34.455 And so when we think about regular  
NOTE Confidence: 0.902516324545455

00:04:34.455 --> 00:04:36.730 cigarettes, one of the perceptions



NOTE Confidence: 0.902516324545455  
00:04:36.730 --> 00:04:40.060 I think that we have is that  
NOTE Confidence: 0.902516324545455  
00:04:40.060 --> 00:04:42.202 the nicotine is actually one of  
NOTE Confidence: 0.902516324545455  
00:04:42.277 --> 00:04:45.162 the elements that causes the long  
NOTE Confidence: 0.902516324545455  
00:04:45.162 --> 00:04:47.817 term effects of lung cancer.  
NOTE Confidence: 0.902516324545455  
00:04:47.820 --> 00:04:49.818 And other cancers.  
NOTE Confidence: 0.902516324545455  
00:04:49.818 --> 00:04:55.062 And so is it fair to hypothesize that  
NOTE Confidence: 0.902516324545455  
00:04:55.062 --> 00:04:59.029 E cigarettes will have a similar  
NOTE Confidence: 0.902516324545455  
00:04:59.030 --> 00:05:02.187 effect given the high  
NOTE Confidence: 0.902516324545455  
00:05:02.187 --> 00:05:05.130 concentration of nicotine or is it more  
NOTE Confidence: 0.902516324545455  
00:05:05.130 --> 00:05:07.392 about how that nicotine is delivered?  
NOTE Confidence: 0.710114098571429  
00:05:08.010 --> 00:05:09.669 Yeah, I think it's both,  
NOTE Confidence: 0.710114098571429  
00:05:09.670 --> 00:05:12.106 right, it's a level of concentration,  
NOTE Confidence: 0.710114098571429  
00:05:12.106 --> 00:05:14.388 level of nicotine that's in the  
NOTE Confidence: 0.710114098571429  
00:05:14.388 --> 00:05:16.439 product as well as the power in  
NOTE Confidence: 0.710114098571429  
00:05:16.439 --> 00:05:18.502 which the nicotine gets delivered.  
NOTE Confidence: 0.710114098571429

00:05:18.502 --> 00:05:23.052 So it is true that over the years E  
NOTE Confidence: 0.710114098571429

00:05:23.052 --> 00:05:25.180 cigarette concentration has increased  
NOTE Confidence: 0.710114098571429

00:05:25.180 --> 00:05:27.840 tremendously in this e-cigarrete product.  
NOTE Confidence: 0.710114098571429

00:05:27.840 --> 00:05:29.888 So Juul is a good example of one  
NOTE Confidence: 0.710114098571429

00:05:29.888 --> 00:05:32.311 that came in the market around 2017  
NOTE Confidence: 0.710114098571429

00:05:32.311 --> 00:05:36.217 and that's created this  
NOTE Confidence: 0.710114098571429

00:05:36.220 --> 00:05:39.097 huge youth use in E cigarettes.  
NOTE Confidence: 0.710114098571429

00:05:39.100 --> 00:05:43.344 So after Juul became somewhat regulated,  
NOTE Confidence: 0.710114098571429

00:05:43.344 --> 00:05:46.476 te FDA now said that e-cigarrete  
NOTE Confidence: 0.710114098571429

00:05:46.476 --> 00:05:48.060 cartridges like Juul  
NOTE Confidence: 0.710114098571429

00:05:48.060 --> 00:05:50.160 can not come in appealing flavors  
NOTE Confidence: 0.710114098571429

00:05:50.160 --> 00:05:52.130 other than tobacco and menthol.  
NOTE Confidence: 0.710114098571429

00:05:52.130 --> 00:05:54.526 So this allowed room for other  
NOTE Confidence: 0.710114098571429

00:05:54.526 --> 00:05:56.771 products like disposable E cigarettes  
NOTE Confidence: 0.710114098571429

00:05:56.771 --> 00:06:00.050 which come in as equal to or even  
NOTE Confidence: 0.710114098571429

00:06:00.050 --> 00:06:02.330 higher nicotine level.

00:06:03.132 --> 00:06:05.538 Nicotine is what makes  
NOTE Confidence: 0.710114098571429

00:06:05.538 --> 00:06:07.482 the products addictive and  
NOTE Confidence: 0.710114098571429

00:06:07.482 --> 00:06:10.580 what we see in youth in  
NOTE Confidence: 0.710114098571429

00:06:10.580 --> 00:06:12.918 Connecticut is that they're addicted.  
NOTE Confidence: 0.710114098571429

00:06:12.918 --> 00:06:15.630 So we have an intervention program  
NOTE Confidence: 0.710114098571429

00:06:15.630 --> 00:06:18.070 that we're delivering cognitive therapy  
NOTE Confidence: 0.710114098571429

00:06:18.070 --> 00:06:19.835 as well as incentives  
NOTE Confidence: 0.710114098571429

00:06:19.835 --> 00:06:21.600 to help youth to quit.  
NOTE Confidence: 0.710114098571429

00:06:21.600 --> 00:06:23.600 And what we see from these kids is  
NOTE Confidence: 0.710114098571429

00:06:23.600 --> 00:06:25.257 that they're really addicted to  
NOTE Confidence: 0.710114098571429

00:06:25.257 --> 00:06:27.459 nicotine and they're using E cigarettes  
NOTE Confidence: 0.710114098571429

00:06:27.459 --> 00:06:29.316 constantly and they need help to quit.  
00:06:32.100 --> 00:06:33.726 They are as addictive as cigarettes  
NOTE Confidence: 0.710114098571429

00:06:33.726 --> 00:06:35.671 and we're seeing youth who are  
NOTE Confidence: 0.710114098571429

00:06:35.671 --> 00:06:37.026 really addicted to these products  
NOTE Confidence: 0.710114098571429

00:06:37.026 --> 00:06:38.804 and we live in  
NOTE Confidence: 0.710114098571429

00:06:38.804 --> 00:06:40.100 a market free market where you

NOTE Confidence: 0.710114098571429

00:06:40.100 --> 00:06:41.600 know it's not just E cigarettes,

NOTE Confidence: 0.710114098571429

00:06:41.600 --> 00:06:43.290 there are cigarettes and other

NOTE Confidence: 0.710114098571429

00:06:43.290 --> 00:06:44.980 combustible tobacco in the market.

NOTE Confidence: 0.710114098571429

00:06:44.980 --> 00:06:46.432 So if they're addicted to E

NOTE Confidence: 0.710114098571429

00:06:46.432 --> 00:06:47.400 cigarettes they also

NOTE Confidence: 0.710114098571429

00:06:47.400 --> 00:06:48.896 could be using

NOTE Confidence: 0.710114098571429

00:06:48.896 --> 00:06:50.766 the products which also increases

NOTE Confidence: 0.710114098571429

00:06:50.766 --> 00:06:52.635 their health risk into getting

NOTE Confidence: 0.710114098571429

00:06:52.635 --> 00:06:54.067 cancer in the future.

NOTE Confidence: 0.918916856666667

00:06:54.680 --> 00:06:57.200 So one of the questions before

NOTE Confidence: 0.918916856666667

00:06:57.200 --> 00:06:59.657 we get into smoking cessation and

NOTE Confidence: 0.918916856666667

00:06:59.657 --> 00:07:02.977 trying to help kids who are

NOTE Confidence: 0.918916856666667

00:07:02.977 --> 00:07:05.504 addicted to E cigarettes, quit.

NOTE Confidence: 0.918916856666667

00:07:05.504 --> 00:07:08.108 One of the questions I always have

NOTE Confidence: 0.918916856666667

00:07:08.108 --> 00:07:11.260 is why do people start to begin with?

NOTE Confidence: 0.918916856666667  
00:07:11.260 --> 00:07:13.492 I mean do we have a sense of that?  
NOTE Confidence: 0.918916856666667  
00:07:13.500 --> 00:07:16.468 Is it the perception that  
NOTE Confidence: 0.918916856666667  
00:07:16.468 --> 00:07:20.281 this is cool or  
NOTE Confidence: 0.918916856666667  
00:07:20.281 --> 00:07:24.660 why do people start to begin with?  
NOTE Confidence: 0.85333101  
00:07:24.730 --> 00:07:27.832 Yeah, tobacco use typically  
NOTE Confidence: 0.85333101  
00:07:27.832 --> 00:07:29.711 starts in adolescence, right.  
NOTE Confidence: 0.85333101  
00:07:29.711 --> 00:07:31.958 So we know that 90 some  
NOTE Confidence: 0.85333101  
00:07:31.958 --> 00:07:33.884 percent of adult smokers start  
NOTE Confidence: 0.85333101  
00:07:33.884 --> 00:07:36.302 smoking before 18 years old.  
NOTE Confidence: 0.85333101  
00:07:36.310 --> 00:07:39.278 And in fact, 99% of adult smokers,  
NOTE Confidence: 0.85333101  
00:07:39.280 --> 00:07:41.190 they start before they're 26.  
NOTE Confidence: 0.85333101  
00:07:41.190 --> 00:07:44.046 So adolescent and young adult age is  
NOTE Confidence: 0.85333101  
00:07:44.046 --> 00:07:47.490 when lot of these tobacco use begins.  
NOTE Confidence: 0.85333101  
00:07:47.490 --> 00:07:49.340 So why do they start?  
NOTE Confidence: 0.85333101  
00:07:49.340 --> 00:07:52.035 They start because it's cool.  
NOTE Confidence: 0.85333101

00:07:52.040 --> 00:07:53.650 They come in many different  
NOTE Confidence: 0.85333101

00:07:53.650 --> 00:07:54.294 appealing flavors.  
NOTE Confidence: 0.85333101

00:07:54.300 --> 00:07:55.860 Of course cigarettes are different.  
NOTE Confidence: 0.85333101

00:07:55.860 --> 00:07:58.636 It only comes in menthol and tobacco flavor.  
NOTE Confidence: 0.85333101

00:07:58.640 --> 00:08:00.432 Other appealing flavors are  
NOTE Confidence: 0.85333101

00:08:00.432 --> 00:08:01.776 disallowed in cigarettes.  
NOTE Confidence: 0.85333101

00:08:01.780 --> 00:08:03.298 But that doesn't mean that other  
NOTE Confidence: 0.85333101

00:08:03.298 --> 00:08:04.446 tobacco product doesn't, right?  
NOTE Confidence: 0.85333101

00:08:04.446 --> 00:08:06.376 So cheap cigars come in  
NOTE Confidence: 0.85333101

00:08:06.380 --> 00:08:08.236 multiple different appealing flavors  
NOTE Confidence: 0.85333101

00:08:08.236 --> 00:08:11.552 are sold in stores such  
NOTE Confidence: 0.85333101

00:08:11.552 --> 00:08:13.837 as gas stations, convenience stores.  
NOTE Confidence: 0.85333101

00:08:13.840 --> 00:08:16.577 E cigarettes again come in more than  
NOTE Confidence: 0.85333101

00:08:16.577 --> 00:08:19.569 7000 flavors and are also marketed  
NOTE Confidence: 0.85333101

00:08:19.570 --> 00:08:22.404 differently. We live in  
NOTE Confidence: 0.85333101

00:08:22.404 --> 00:08:24.763 a connected digital media world,

NOTE Confidence: 0.85333101

00:08:24.770 --> 00:08:26.828 right, where social media really dominates,

NOTE Confidence: 0.85333101

00:08:26.830 --> 00:08:30.110 especially youth social interactions.

NOTE Confidence: 0.85333101

00:08:30.110 --> 00:08:32.637 And that's also been sort of pushed

NOTE Confidence: 0.85333101

00:08:32.637 --> 00:08:34.992 forward because of the COVID pandemic

NOTE Confidence: 0.85333101

00:08:34.992 --> 00:08:36.997 where people are more online,

NOTE Confidence: 0.85333101

00:08:37.000 --> 00:08:41.390 so these are marketed on social media.

NOTE Confidence: 0.85333101

00:08:41.390 --> 00:08:44.230 They're portrayed as cool,

NOTE Confidence: 0.85333101

00:08:44.230 --> 00:08:46.393 aspirational, fun products.

NOTE Confidence: 0.85333101

00:08:46.393 --> 00:08:49.277 So these are problems.

NOTE Confidence: 0.85333101

00:08:49.280 --> 00:08:51.866 That kind of drives young

NOTE Confidence: 0.85333101

00:08:51.866 --> 00:08:54.630 people to start using the product.

NOTE Confidence: 0.93345005375

00:08:54.980 --> 00:08:57.479 And so are there any interventions before

NOTE Confidence: 0.93345005375

00:08:57.479 --> 00:09:00.660 we get to trying to get people to quit?

NOTE Confidence: 0.93345005375

00:09:00.660 --> 00:09:03.024 Are there any interventions out there

NOTE Confidence: 0.93345005375

00:09:03.024 --> 00:09:05.560 trying to get people not to start?

NOTE Confidence: 0.93345005375

00:09:05.560 --> 00:09:08.096 I mean it seems to me that primary  
NOTE Confidence: 0.93345005375

00:09:08.096 --> 00:09:09.540 prevention would start there.  
NOTE Confidence: 0.866642286

00:09:10.320 --> 00:09:12.756 Yes. I think people now  
NOTE Confidence: 0.866642286

00:09:12.756 --> 00:09:14.380 recognize that for example,  
NOTE Confidence: 0.866642286

00:09:14.380 --> 00:09:17.152 e-cigarette use is a problem in  
NOTE Confidence: 0.866642286

00:09:17.152 --> 00:09:19.713 America that has really  
NOTE Confidence: 0.866642286

00:09:19.713 --> 00:09:21.668 highlighted the need for prevention  
NOTE Confidence: 0.866642286

00:09:21.668 --> 00:09:23.360 and cessation interventions.  
NOTE Confidence: 0.866642286

00:09:23.360 --> 00:09:25.390 So currently a lot of effort is  
NOTE Confidence: 0.866642286

00:09:25.390 --> 00:09:28.334 made by the FDA to develop and  
NOTE Confidence: 0.866642286

00:09:28.334 --> 00:09:29.837 disseminate prevention campaigns.  
NOTE Confidence: 0.866642286

00:09:29.840 --> 00:09:32.507 For example, they have the ad campaign  
NOTE Confidence: 0.866642286

00:09:32.507 --> 00:09:34.720 called the Real Cost campaign,  
NOTE Confidence: 0.866642286

00:09:34.720 --> 00:09:36.320 which highlights themes that  
NOTE Confidence: 0.866642286

00:09:36.320 --> 00:09:37.920 could appeal to youth.  
NOTE Confidence: 0.866642286

00:09:37.920 --> 00:09:40.440 So for example, educating youth about



NOTE Confidence: 0.866642286

00:09:40.440 --> 00:09:42.162 E cigarettes that they're just like

NOTE Confidence: 0.866642286

00:09:42.162 --> 00:09:44.293 cigarettes that puts them at risk for

NOTE Confidence: 0.866642286

00:09:44.293 --> 00:09:45.848 addiction and other health consequences.

NOTE Confidence: 0.866642286

00:09:45.850 --> 00:09:48.112 And that also highlights that

NOTE Confidence: 0.866642286

00:09:48.112 --> 00:09:50.135 E cigarettes contain other dangerous

NOTE Confidence: 0.866642286

00:09:50.135 --> 00:09:52.385 chemicals such as acrolein that

NOTE Confidence: 0.866642286

00:09:52.385 --> 00:09:54.185 causes irreversible lung damage,

NOTE Confidence: 0.866642286

00:09:54.190 --> 00:09:55.940 formaldehyde which is a cancer

NOTE Confidence: 0.866642286

00:09:55.940 --> 00:09:57.690 causing chemicals and so on.

NOTE Confidence: 0.866642286

00:09:57.690 --> 00:10:00.684 And these campaigns are disseminated

NOTE Confidence: 0.866642286

00:10:00.684 --> 00:10:03.192 on digital media platforms like

NOTE Confidence: 0.866642286

00:10:03.192 --> 00:10:05.808 social media and other like Spotify,

NOTE Confidence: 0.866642286

00:10:05.810 --> 00:10:07.474 Pandora and so on.

NOTE Confidence: 0.866642286

00:10:07.474 --> 00:10:09.554 They also have campaign NOTE Confidence:  
0.866642286

00:10:09.554 --> 00:10:11.049 flyers and materials that

NOTE Confidence: 0.866642286

00:10:11.050 --> 00:10:12.610 are distributed to schools because  
NOTE Confidence: 0.866642286

00:10:12.610 --> 00:10:14.977 we know that a lot of e-cigarette  
NOTE Confidence: 0.866642286

00:10:14.977 --> 00:10:16.469 use happens in schools,  
NOTE Confidence: 0.866642286

00:10:16.470 --> 00:10:17.784 especially school bathrooms.  
NOTE Confidence: 0.866642286

00:10:17.784 --> 00:10:20.850 So they have flyers and that  
NOTE Confidence: 0.866642286

00:10:20.925 --> 00:10:23.325 they could post in these settings.  
NOTE Confidence: 0.866642286

00:10:23.330 --> 00:10:25.724 The National Cancer Institute also has  
NOTE Confidence: 0.866642286

00:10:25.724 --> 00:10:28.390 an initiative to help people to quit,  
NOTE Confidence: 0.866642286

00:10:28.390 --> 00:10:31.419 particularly [teen.smokefree.gov](http://teen.smokefree.gov)  
NOTE Confidence: 0.866642286

00:10:31.419 --> 00:10:34.842 they have specific advice and skills  
NOTE Confidence: 0.866642286

00:10:34.842 --> 00:10:38.305 that youth could access to help them to quit.  
00:10:38.844 --> 00:10:40.179 Despite these programs out there,  
NOTE Confidence: 0.866642286

00:10:40.180 --> 00:10:41.538 you know, there's still a great need,  
NOTE Confidence: 0.866642286

00:10:41.540 --> 00:10:43.619 we get calls from schools all over  
NOTE Confidence: 0.866642286

00:10:43.619 --> 00:10:45.285 Connecticut saying that e  
NOTE Confidence: 0.866642286

00:10:45.285 --> 00:10:46.965 cigarette use is a problem in their  
NOTE Confidence: 0.866642286

00:10:47.025 --> 00:10:48.535 school and the punitive measures  
NOTE Confidence: 0.866642286

00:10:48.535 --> 00:10:50.834 that they have actually do not work.  
NOTE Confidence: 0.866642286

00:10:50.834 --> 00:10:53.578 So there's really a need to develop  
NOTE Confidence: 0.866642286

00:10:53.578 --> 00:10:56.270 and test interventions that appeal  
NOTE Confidence: 0.866642286

00:10:56.270 --> 00:10:59.035 to youth because one intervention  
NOTE Confidence: 0.866642286

00:10:59.035 --> 00:11:00.628 does not fit all.  
00:11:01.488 --> 00:11:03.486 And we want intervention that works, right.  
NOTE Confidence: 0.866642286

00:11:03.486 --> 00:11:05.142 So we need researchers to develop  
NOTE Confidence: 0.866642286

00:11:05.142 --> 00:11:06.247 intervention that appeals to  
NOTE Confidence: 0.866642286

00:11:06.247 --> 00:11:07.397 youth and that actually works.  
NOTE Confidence: 0.868396691111111

00:11:08.330 --> 00:11:10.778 The one preventative measure that  
NOTE Confidence: 0.868396691111111

00:11:10.778 --> 00:11:14.200 I wanted to ask you about before we  
NOTE Confidence: 0.868396691111111

00:11:14.200 --> 00:11:16.872 get into your intervention is taxation.  
NOTE Confidence: 0.868396691111111

00:11:16.872 --> 00:11:21.622 I mean, it seems to me that in regular  
NOTE Confidence: 0.868396691111111

00:11:21.622 --> 00:11:24.990 cigarette use that when people tried,  
NOTE Confidence: 0.868396691111111

00:11:24.990 --> 00:11:27.674 you know, education, they tried putting  
NOTE Confidence: 0.868396691111111

00:11:27.674 --> 00:11:30.244 gruesome pictures onto  
NOTE Confidence: 0.8683966911111111

00:11:30.244 --> 00:11:33.004 cigarette packages, they tried  
NOTE Confidence: 0.8683966911111111

00:11:33.004 --> 00:11:37.160 having some barriers to purchase.  
NOTE Confidence: 0.8683966911111111

00:11:37.160 --> 00:11:38.840 You have to show your ID.  
NOTE Confidence: 0.8683966911111111

00:11:38.840 --> 00:11:41.540 It's often behind a locked cabinet.  
NOTE Confidence: 0.8683966911111111

00:11:41.540 --> 00:11:44.468 It seems to me, and you know this  
NOTE Confidence: 0.8683966911111111

00:11:44.468 --> 00:11:45.998 literature better than I do,  
NOTE Confidence: 0.8683966911111111

00:11:46.000 --> 00:11:48.856 that one of the things that had the  
NOTE Confidence: 0.8683966911111111

00:11:48.856 --> 00:11:51.558 biggest impact was when there was such  
NOTE Confidence: 0.8683966911111111

00:11:51.558 --> 00:11:54.234 significant taxation that the cost really  
NOTE Confidence: 0.8683966911111111

00:11:54.234 --> 00:11:57.349 drove people to make the decision between  
NOTE Confidence: 0.8683966911111111

00:11:57.350 --> 00:12:00.779 do I smoke or do I eat?  
NOTE Confidence: 0.8683966911111111

00:12:00.780 --> 00:12:04.396 And that often was the kind  
NOTE Confidence: 0.8683966911111111

00:12:04.396 --> 00:12:07.392 of extreme measure that got  
NOTE Confidence: 0.8683966911111111

00:12:07.392 --> 00:12:11.150 people to choose not to smoke.  
NOTE Confidence: 0.8683966911111111

00:12:11.150 --> 00:12:12.890 Have people tried that for

NOTE Confidence: 0.868396691111111  
00:12:12.890 --> 00:12:14.630 E cigarettes for the youth.  
NOTE Confidence: 0.868396691111111  
00:12:14.630 --> 00:12:17.526 I mean it would seem to me that  
NOTE Confidence: 0.868396691111111  
00:12:17.530 --> 00:12:19.835 adolescents have a smaller  
NOTE Confidence: 0.868396691111111  
00:12:19.835 --> 00:12:21.679 pocketbook than adults,  
00:12:23.236 --> 00:12:26.008 And that's a good point.  
NOTE Confidence: 0.852005465555556  
00:12:26.010 --> 00:12:27.650 I think that the pricing  
NOTE Confidence: 0.852005465555556  
00:12:27.650 --> 00:12:28.962 would help, hike the price,  
NOTE Confidence: 0.852005465555556  
00:12:28.970 --> 00:12:31.250 would help youth to stay away from  
NOTE Confidence: 0.852005465555556  
00:12:31.250 --> 00:12:31.942 these cigarettes.  
NOTE Confidence: 0.852005465555556  
00:12:31.942 --> 00:12:34.364 But it's also important to keep in  
NOTE Confidence: 0.852005465555556  
00:12:34.364 --> 00:12:36.700 mind that youth or some youth are not  
NOTE Confidence: 0.852005465555556  
00:12:36.700 --> 00:12:38.480 purchasing their own E cigarettes.  
NOTE Confidence: 0.852005465555556  
00:12:38.480 --> 00:12:40.016 They're really borrowing from their friends,  
NOTE Confidence: 0.852005465555556  
00:12:40.020 --> 00:12:41.020 getting it from their friends,  
NOTE Confidence: 0.852005465555556  
00:12:41.020 --> 00:12:43.270 getting from their parents who think  
NOTE Confidence: 0.852005465555556  
00:12:43.270 --> 00:12:45.279 these are safer product to use.

NOTE Confidence: 0.852005465555556  
00:12:45.280 --> 00:12:48.394 So other things to keep in mind is that  
NOTE Confidence: 0.852005465555556  
00:12:48.394 --> 00:12:51.499 while E cigarettes might be more costly,  
NOTE Confidence: 0.852005465555556  
00:12:51.500 --> 00:12:52.848 there are other really  
NOTE Confidence: 0.852005465555556  
00:12:52.848 --> 00:12:54.196 cheap products out there.  
NOTE Confidence: 0.852005465555556  
00:12:54.200 --> 00:12:55.148 For example,  
NOTE Confidence: 0.852005465555556  
00:12:55.148 --> 00:12:58.466 cigarillos and little cigars are cheaper  
NOTE Confidence: 0.852005465555556  
00:12:58.466 --> 00:13:01.548 than cigarettes and they're sold  
NOTE Confidence: 0.852005465555556  
00:13:01.550 --> 00:13:03.998 widely in other places.  
NOTE Confidence: 0.852005465555556  
00:13:03.998 --> 00:13:04.940 So yes,  
NOTE Confidence: 0.852005465555556  
00:13:04.940 --> 00:13:06.920 I do think that increasing prices  
NOTE Confidence: 0.852005465555556  
00:13:06.920 --> 00:13:09.372 is 1 strategy to help you stay  
NOTE Confidence: 0.852005465555556  
00:13:09.372 --> 00:13:10.768 away from tobacco products.  
NOTE Confidence: 0.852005465555556  
00:13:10.770 --> 00:13:12.800 But it has to be more comprehensive  
NOTE Confidence: 0.852005465555556  
00:13:12.800 --> 00:13:14.689 and there has to be other  
NOTE Confidence: 0.852005465555556  
00:13:14.689 --> 00:13:15.844 approaches  
NOTE Confidence: 0.852005465555556

00:13:15.844 --> 00:13:17.929 that will eventually keep youth  
NOTE Confidence: 0.852005465555556

00:13:17.929 --> 00:13:20.320 out of using these products.  
NOTE Confidence: 0.889692456923077

00:13:20.390 --> 00:13:22.287 We're going to talk a  
NOTE Confidence: 0.889692456923077

00:13:22.287 --> 00:13:24.350 lot more about the other strategies,  
NOTE Confidence: 0.889692456923077

00:13:24.350 --> 00:13:26.846 including the ones that you've been  
NOTE Confidence: 0.889692456923077

00:13:26.846 --> 00:13:29.507 working on and developing to help get  
NOTE Confidence: 0.889692456923077

00:13:29.507 --> 00:13:31.656 youth the help that they need to  
NOTE Confidence: 0.889692456923077

00:13:31.660 --> 00:13:34.585 quit smoking and avoid  
NOTE Confidence: 0.889692456923077

00:13:34.585 --> 00:13:36.340 E cigarettes altogether  
NOTE Confidence: 0.889692456923077

00:13:36.340 --> 00:13:38.083 after we take a short  
NOTE Confidence: 0.889692456923077

00:13:38.083 --> 00:13:40.076 break for a medical minute.  
NOTE Confidence: 0.889692456923077

00:13:46.330 --> 00:13:48.538 Funding for Yale Cancer Answers is  
NOTE Confidence: 0.812135958181818

00:13:48.538 --> 00:13:50.630 provided by Smilow Cancer Hospital,  
NOTE Confidence: 0.812135958181818

00:13:50.630 --> 00:13:52.066 where their survivorship clinic  
NOTE Confidence: 0.812135958181818

00:13:52.066 --> 00:13:53.861 is available to educate survivors  
NOTE Confidence: 0.812135958181818

00:13:53.861 --> 00:13:55.554 on the prevention, detection,

NOTE Confidence: 0.812135958181818  
00:13:55.554 --> 00:13:57.490 and treatment of complications  
NOTE Confidence: 0.812135958181818  
00:13:57.490 --> 00:13:59.426 resulting from cancer treatment.  
NOTE Confidence: 0.812135958181818  
00:13:59.430 --> 00:14:03.450 Smilowcancerhospital.org.  
NOTE Confidence: 0.812135958181818  
00:14:03.450 --> 00:14:05.274 The American Cancer Society  
NOTE Confidence: 0.812135958181818  
00:14:05.274 --> 00:14:07.473 estimates that more than 65,000  
NOTE Confidence: 0.812135958181818  
00:14:07.473 --> 00:14:09.338 Americans will be diagnosed with  
NOTE Confidence: 0.812135958181818  
00:14:09.338 --> 00:14:11.519 head and neck cancer this year,  
NOTE Confidence: 0.812135958181818  
00:14:11.520 --> 00:14:15.240 making up about 4% of all cancers diagnosed.  
NOTE Confidence: 0.812135958181818  
00:14:15.240 --> 00:14:16.800 When detected early, however,  
NOTE Confidence: 0.812135958181818  
00:14:16.800 --> 00:14:19.140 head and neck cancers are easily  
NOTE Confidence: 0.812135958181818  
00:14:19.212 --> 00:14:21.000 treated and highly curable.  
NOTE Confidence: 0.812135958181818  
00:14:21.000 --> 00:14:23.008 Clinical trials are currently  
NOTE Confidence: 0.812135958181818  
00:14:23.008 --> 00:14:25.016 underway at federally designated  
NOTE Confidence: 0.812135958181818  
00:14:25.016 --> 00:14:26.734 Comprehensive cancer centers such  
NOTE Confidence: 0.812135958181818  
00:14:26.734 --> 00:14:29.016 as Yale Cancer Center and Smilow  
NOTE Confidence: 0.812135958181818



00:14:29.016 --> 00:14:31.225 Cancer Hospital to test innovative new  
NOTE Confidence: 0.812135958181818

00:14:31.225 --> 00:14:33.457 treatments for head and neck cancers.  
NOTE Confidence: 0.812135958181818

00:14:33.457 --> 00:14:35.542 Yale Cancer Center was recently  
NOTE Confidence: 0.812135958181818

00:14:35.542 --> 00:14:37.642 awarded grants from the National  
NOTE Confidence: 0.812135958181818

00:14:37.642 --> 00:14:39.796 Institutes of Health to fund the  
NOTE Confidence: 0.812135958181818

00:14:39.796 --> 00:14:42.478 Yale Head and neck Cancer Specialized  
NOTE Confidence: 0.812135958181818

00:14:42.478 --> 00:14:44.530 program of Research Excellence,  
NOTE Confidence: 0.812135958181818

00:14:44.530 --> 00:14:45.278 or SPORE,  
NOTE Confidence: 0.812135958181818

00:14:45.278 --> 00:14:47.148 to address critical barriers to  
NOTE Confidence: 0.812135958181818

00:14:47.148 --> 00:14:49.886 treatment of head and neck squamous cell  
NOTE Confidence: 0.812135958181818

00:14:49.886 --> 00:14:52.208 carcinoma due to resistance to immune,  
NOTE Confidence: 0.812135958181818

00:14:52.210 --> 00:14:53.434 DNA damaging,  
NOTE Confidence: 0.812135958181818

00:14:53.434 --> 00:14:55.270 and targeted therapy.  
NOTE Confidence: 0.812135958181818

00:14:55.270 --> 00:14:57.686 More information is available  
NOTE Confidence: 0.812135958181818

00:14:57.686 --> 00:14:58.732 at [yalecancercenter.org](http://yalecancercenter.org).  
NOTE Confidence: 0.812135958181818

00:14:58.732 --> 00:15:01.384 You're listening to Connecticut public radio.

NOTE Confidence: 0.831838195

00:15:02.650 --> 00:15:04.930 Welcome back to Yale Cancer Answers.

NOTE Confidence: 0.831838195

00:15:04.930 --> 00:15:06.748 This is doctor Anees Chagpar and

NOTE Confidence: 0.831838195

00:15:06.748 --> 00:15:08.530 I'm joined tonight by my guest,

NOTE Confidence: 0.831838195

00:15:08.530 --> 00:15:09.721 Doctor Grace Kong.

NOTE Confidence: 0.831838195

00:15:09.721 --> 00:15:11.706 We're talking about health disparities

NOTE Confidence: 0.831838195

00:15:11.706 --> 00:15:13.570 and substance use amongst youth.

NOTE Confidence: 0.831838195

00:15:13.570 --> 00:15:15.114 And before the break,

NOTE Confidence: 0.831838195

00:15:15.114 --> 00:15:18.453 Grace was telling us about how tobacco use

NOTE Confidence: 0.831838195

00:15:18.453 --> 00:15:21.750 amongst youth is really trending upwards,

NOTE Confidence: 0.831838195

00:15:21.750 --> 00:15:25.224 but more so in the form of E cigarettes.

NOTE Confidence: 0.831838195

00:15:25.224 --> 00:15:28.097 We talked a little bit about

NOTE Confidence: 0.831838195

00:15:28.100 --> 00:15:30.697 measures that can be taken to stop

NOTE Confidence: 0.831838195

00:15:30.697 --> 00:15:33.099 people from actually starting to smoke.

NOTE Confidence: 0.831838195

00:15:33.100 --> 00:15:33.788 But Grace,

NOTE Confidence: 0.831838195

00:15:33.788 --> 00:15:36.540 let's get into some of your work

NOTE Confidence: 0.831838195

00:15:36.540 --> 00:15:39.130 looking at how we can help you  
NOTE Confidence: 0.831838195

00:15:39.130 --> 00:15:41.498 to quit smoking and quit  
NOTE Confidence: 0.831838195

00:15:41.498 --> 00:15:43.458 their use of E cigarettes.  
NOTE Confidence: 0.831838195

00:15:43.460 --> 00:15:45.294 Can you tell us more about your  
NOTE Confidence: 0.831838195

00:15:45.294 --> 00:15:47.310 work and what you've been finding?  
NOTE Confidence: 0.855180524761905

00:15:47.540 --> 00:15:51.545 Yes. So we have a study that's funded by the  
NOTE Confidence: 0.855180524761905

00:15:51.545 --> 00:15:54.410 American Heart Association to develop  
NOTE Confidence: 0.855180524761905

00:15:54.410 --> 00:15:58.360 interventions to help youth to quit and  
NOTE Confidence: 0.855180524761905

00:15:58.360 --> 00:16:00.248 this is a project that's been  
NOTE Confidence: 0.855180524761905

00:16:00.248 --> 00:16:02.075 led by Doctor Suchitra Krishnan-Sarin  
NOTE Confidence: 0.855180524761905

00:16:02.075 --> 00:16:04.390 who I've worked with for many years.  
NOTE Confidence: 0.855180524761905

00:16:04.390 --> 00:16:07.522 And and we initially started this  
NOTE Confidence: 0.855180524761905

00:16:07.522 --> 00:16:09.326 project with cigarette smoking youth  
NOTE Confidence: 0.855180524761905

00:16:09.326 --> 00:16:11.240 many years ago before  
NOTE Confidence: 0.855180524761905

00:16:11.293 --> 00:16:12.409 E cigarettes came on  
NOTE Confidence: 0.855180524761905

00:16:12.410 --> 00:16:14.650 the market and became popular.

NOTE Confidence: 0.855180524761905  
00:16:14.650 --> 00:16:17.016 And now we're extending this to E  
NOTE Confidence: 0.855180524761905  
00:16:17.016 --> 00:16:19.603 cigarettes and what we're doing is  
NOTE Confidence: 0.855180524761905  
00:16:19.603 --> 00:16:21.615 we're providing individualized cognitive  
NOTE Confidence: 0.855180524761905  
00:16:21.615 --> 00:16:23.949 behavior therapy skills that teachers  
NOTE Confidence: 0.855180524761905  
00:16:23.949 --> 00:16:26.205 use to deal with withdrawal symptoms  
NOTE Confidence: 0.855180524761905  
00:16:26.205 --> 00:16:28.400 to avoid high risk situations that  
NOTE Confidence: 0.855180524761905  
00:16:28.400 --> 00:16:31.045 puts them in risk for vaping  
NOTE Confidence: 0.855180524761905  
00:16:31.045 --> 00:16:33.085 and individualized personal  
NOTE Confidence: 0.855180524761905  
00:16:33.085 --> 00:16:35.890 plans and as well as skills to  
NOTE Confidence: 0.855180524761905  
00:16:35.890 --> 00:16:37.720 help them manage their stress,  
NOTE Confidence: 0.855180524761905  
00:16:37.720 --> 00:16:39.855 anger, or depression that may  
NOTE Confidence: 0.855180524761905  
00:16:39.855 --> 00:16:42.690 put them at risk for vaping.  
NOTE Confidence: 0.855180524761905  
00:16:42.690 --> 00:16:46.253 And we also incentivize them to stay  
NOTE Confidence: 0.855180524761905  
00:16:46.253 --> 00:16:49.067 abstinent from vaping and so  
NOTE Confidence: 0.855180524761905  
00:16:49.067 --> 00:16:51.212 that's the intervention that we're  
NOTE Confidence: 0.855180524761905

00:16:51.212 --> 00:16:53.235 currently conducting in Connecticut high  
NOTE Confidence: 0.855180524761905

00:16:53.235 --> 00:16:55.783 schools as well as to young adults.  
NOTE Confidence: 0.87338123375

00:16:56.620 --> 00:16:59.196 And so tell us how that's been working.  
NOTE Confidence: 0.87338123375

00:16:59.200 --> 00:17:01.756 I mean it seems to me that people would  
NOTE Confidence: 0.87338123375

00:17:01.756 --> 00:17:04.739 need to be motivated to quit even to kind  
NOTE Confidence: 0.87338123375

00:17:04.739 --> 00:17:07.210 of contemplate participating in the study.  
NOTE Confidence: 0.841353201333333

00:17:07.740 --> 00:17:10.848 Yeah. So it's interesting what we're seeing  
NOTE Confidence: 0.841353201333333

00:17:10.848 --> 00:17:14.288 now are youth who are motivated to quit.  
NOTE Confidence: 0.841353201333333

00:17:14.290 --> 00:17:16.690 I think several years have passed where  
NOTE Confidence: 0.841353201333333

00:17:16.690 --> 00:17:18.856 they thought it was cool, they're doing  
NOTE Confidence: 0.841353201333333

00:17:18.856 --> 00:17:21.125 it and now they're feeling some health  
NOTE Confidence: 0.841353201333333

00:17:21.125 --> 00:17:22.885 effects, immediate health effects and  
NOTE Confidence: 0.841353201333333

00:17:22.885 --> 00:17:25.390 so they want to make this positive  
NOTE Confidence: 0.841353201333333

00:17:25.390 --> 00:17:27.904 changes for themselves and for  
NOTE Confidence: 0.841353201333333

00:17:27.904 --> 00:17:29.885 them it's hard to find resources  
NOTE Confidence: 0.841353201333333

00:17:29.885 --> 00:17:32.130 to really help them to quit.

NOTE Confidence: 0.841353201333333  
00:17:32.130 --> 00:17:34.300 So we are in schools recruiting  
NOTE Confidence: 0.841353201333333  
00:17:34.300 --> 00:17:36.023 participants who want to quit and  
NOTE Confidence: 0.841353201333333  
00:17:36.023 --> 00:17:37.731 as well we're on social media  
NOTE Confidence: 0.841353201333333  
00:17:37.786 --> 00:17:39.514 and we're finding that kids are  
NOTE Confidence: 0.841353201333333  
00:17:39.514 --> 00:17:41.560 motivated to quit at this point.  
NOTE Confidence: 0.88470376  
00:17:41.930 --> 00:17:44.800 Tell us more  
NOTE Confidence: 0.88470376  
00:17:44.800 --> 00:17:47.320 about what you've been finding in  
NOTE Confidence: 0.88470376  
00:17:47.320 --> 00:17:50.159 terms of the quit rates.  
NOTE Confidence: 0.88470376  
00:17:50.160 --> 00:17:52.666 Are all youth able to quit and  
NOTE Confidence: 0.88470376  
00:17:52.666 --> 00:17:55.854 are all youth able to access the  
NOTE Confidence: 0.88470376  
00:17:55.854 --> 00:17:57.886 services that you're providing?  
NOTE Confidence: 0.932996425714286  
00:17:58.240 --> 00:18:00.718 So we are conducting research right now,  
NOTE Confidence: 0.932996425714286  
00:18:00.720 --> 00:18:02.696 so we do not know the quit rates.  
NOTE Confidence: 0.932996425714286  
00:18:02.700 --> 00:18:05.160 However, just looking across the literature,  
NOTE Confidence: 0.932996425714286  
00:18:05.160 --> 00:18:07.420 the quit rate is pretty low.  
NOTE Confidence: 0.932996425714286

00:18:07.420 --> 00:18:09.836 That's why there is a really strong need  
NOTE Confidence: 0.932996425714286

00:18:09.836 --> 00:18:12.086 to develop interventions to help  
NOTE Confidence: 0.932996425714286

00:18:12.086 --> 00:18:14.850 people quit and stay quit over time.  
NOTE Confidence: 0.932996425714286

00:18:14.850 --> 00:18:16.965 So we do not know the rates right now,  
NOTE Confidence: 0.932996425714286

00:18:16.970 --> 00:18:18.854 but if you're looking at the  
NOTE Confidence: 0.932996425714286

00:18:18.854 --> 00:18:20.110 cigarette smoking literature again,  
NOTE Confidence: 0.932996425714286

00:18:20.110 --> 00:18:22.648 I think you see a higher quit rate  
NOTE Confidence: 0.932996425714286

00:18:22.648 --> 00:18:25.189 when rewards are provided for quitting,  
NOTE Confidence: 0.932996425714286

00:18:25.190 --> 00:18:26.766 which is called contingency  
NOTE Confidence: 0.932996425714286

00:18:26.766 --> 00:18:29.130 management and that's in the upwards  
NOTE Confidence: 0.932996425714286

00:18:29.191 --> 00:18:31.100 of 30 to 40% quit rate.  
NOTE Confidence: 0.932996425714286

00:18:31.100 --> 00:18:34.140 But again, the challenge with this  
NOTE Confidence: 0.932996425714286

00:18:34.140 --> 00:18:36.130 is really maintaining motivation to  
NOTE Confidence: 0.932996425714286

00:18:36.130 --> 00:18:38.730 quit over a long period of time.  
NOTE Confidence: 0.905856363571429

00:18:39.780 --> 00:18:43.476 I mean, it seems to me that  
NOTE Confidence: 0.905856363571429

00:18:43.476 --> 00:18:46.538 incentivizing people to adopt good behaviors,

NOTE Confidence: 0.905856363571429  
00:18:46.540 --> 00:18:48.052 whether it's quitting smoking  
NOTE Confidence: 0.905856363571429  
00:18:48.052 --> 00:18:49.942 or losing weight or doing  
NOTE Confidence: 0.905856363571429  
00:18:49.942 --> 00:18:51.790 pretty much anything you want,  
NOTE Confidence: 0.905856363571429  
00:18:51.790 --> 00:18:54.558 one of the issues that I always  
NOTE Confidence: 0.905856363571429  
00:18:54.558 --> 00:18:57.319 think about is how sustainable is that?  
NOTE Confidence: 0.905856363571429  
00:18:57.320 --> 00:18:59.957 I mean, if you're going to pay people to  
NOTE Confidence: 0.905856363571429  
00:18:59.957 --> 00:19:02.410 quit the moment you stop paying them,  
NOTE Confidence: 0.905856363571429  
00:19:02.410 --> 00:19:04.916 the incentive now is gone and it  
NOTE Confidence: 0.905856363571429  
00:19:04.916 --> 00:19:07.123 would be easier to relapse and  
NOTE Confidence: 0.905856363571429  
00:19:07.123 --> 00:19:09.580 so if you keep paying them well  
NOTE Confidence: 0.905856363571429  
00:19:09.580 --> 00:19:11.701 that turns out not to be very  
NOTE Confidence: 0.905856363571429  
00:19:11.701 --> 00:19:13.780 sustainable over the long run.  
NOTE Confidence: 0.844889202941176  
00:19:13.860 --> 00:19:16.676 Right, and so I think combining  
NOTE Confidence: 0.844889202941176  
00:19:16.676 --> 00:19:18.646 contingency management with other skills  
NOTE Confidence: 0.844889202941176  
00:19:18.646 --> 00:19:20.254 like cognitive behavioral therapy,  
NOTE Confidence: 0.844889202941176



00:19:20.260 --> 00:19:22.360 so when people are saying that you  
NOTE Confidence: 0.844889202941176

00:19:22.360 --> 00:19:24.352 know they can't stand their withdrawal  
NOTE Confidence: 0.844889202941176

00:19:24.352 --> 00:19:27.179 symptoms or they don't know how to  
NOTE Confidence: 0.844889202941176

00:19:27.179 --> 00:19:29.375 deal with these high risk situations,  
NOTE Confidence: 0.844889202941176

00:19:29.375 --> 00:19:32.236 we are really teaching them skills to deal  
NOTE Confidence: 0.844889202941176

00:19:32.236 --> 00:19:34.870 with these situations that hopefully  
NOTE Confidence: 0.844889202941176

00:19:34.949 --> 00:19:37.757 they could learn and try again  
NOTE Confidence: 0.844889202941176

00:19:37.760 --> 00:19:40.119 in the future, because we know from  
NOTE Confidence: 0.844889202941176

00:19:40.119 --> 00:19:41.479 cigarette smoking literature that  
NOTE Confidence: 0.844889202941176

00:19:41.479 --> 00:19:43.249 many people quit several times before  
NOTE Confidence: 0.844889202941176

00:19:43.249 --> 00:19:44.450 they quit for good.  
NOTE Confidence: 0.844889202941176

00:19:44.450 --> 00:19:46.436 So just having this standard situation  
NOTE Confidence: 0.844889202941176

00:19:46.436 --> 00:19:48.441 where they're taught these lessons  
NOTE Confidence: 0.844889202941176

00:19:48.441 --> 00:19:50.618 will hopefully give them skills that they  
NOTE Confidence: 0.844889202941176

00:19:50.618 --> 00:19:52.720 could really use in the long run.  
NOTE Confidence: 0.93936516

00:19:54.110 --> 00:19:57.358 Can you talk a little bit about your

NOTE Confidence: 0.93936516

00:19:57.358 --> 00:20:01.126 focus on marginalized youth and the

NOTE Confidence: 0.93936516

00:20:01.126 --> 00:20:03.316 disproportionate levels of of tobacco

NOTE Confidence: 0.93936516

00:20:03.316 --> 00:20:05.937 related cancers and other illnesses in

NOTE Confidence: 0.93936516

00:20:05.937 --> 00:20:08.403 that population and what you're

NOTE Confidence: 0.93936516

00:20:08.403 --> 00:20:10.952 trying to do to really target that

NOTE Confidence: 0.93936516

00:20:10.952 --> 00:20:13.000 population to help them to quit?

NOTE Confidence: 0.870135485833333

00:20:13.470 --> 00:20:15.493 Yes. So when you look at tobacco

NOTE Confidence: 0.870135485833333

00:20:15.493 --> 00:20:17.290 use rates as an aggregate,

NOTE Confidence: 0.870135485833333

00:20:17.290 --> 00:20:19.078 we see that marginalized youth such

NOTE Confidence: 0.870135485833333

00:20:19.078 --> 00:20:21.250 as youth who are native Hawaiian,

NOTE Confidence: 0.870135485833333

00:20:21.250 --> 00:20:23.580 Pacific Islander, or American Indians,

NOTE Confidence: 0.870135485833333

00:20:23.580 --> 00:20:25.480 are more like to use

NOTE Confidence: 0.870135485833333

00:20:25.480 --> 00:20:26.620 commercialized tobacco products.

NOTE Confidence: 0.870135485833333

00:20:26.620 --> 00:20:29.200 We are also seeing exponentially higher

NOTE Confidence: 0.870135485833333

00:20:29.200 --> 00:20:32.077 use rates across all different tobacco

NOTE Confidence: 0.870135485833333

00:20:32.077 --> 00:20:35.305 products across LGBTQ population of youth.

NOTE Confidence: 0.870135485833333

00:20:35.310 --> 00:20:37.690 And when you're also

NOTE Confidence: 0.870135485833333

00:20:37.690 --> 00:20:39.594 looking at specific tobacco,

NOTE Confidence: 0.870135485833333

00:20:39.600 --> 00:20:42.780 we see a different risk in

NOTE Confidence: 0.870135485833333

00:20:42.780 --> 00:20:44.127 marginalized communities.

NOTE Confidence: 0.870135485833333

00:20:44.127 --> 00:20:44.988 For example,

NOTE Confidence: 0.870135485833333

00:20:44.988 --> 00:20:47.259 if you just look at tobacco use rate,

NOTE Confidence: 0.870135485833333

00:20:47.260 --> 00:20:49.020 you see that black youth are

00:20:50.780 --> 00:20:52.832 smoking less cigarettes and they're

NOTE Confidence: 0.870135485833333

00:20:52.832 --> 00:20:54.640 using less tobacco products overall.

NOTE Confidence: 0.870135485833333

00:20:54.640 --> 00:20:56.935 But if you break it down by tobacco product,

NOTE Confidence: 0.870135485833333

00:20:56.940 --> 00:20:59.004 what you see is that black

NOTE Confidence: 0.870135485833333

00:20:59.004 --> 00:21:00.960 youth are using cheap cigars,

NOTE Confidence: 0.870135485833333

00:21:00.960 --> 00:21:02.700 little cigarillos, at a lot higher rates

00:21:04.440 --> 00:21:06.340 and this is problematic.

NOTE Confidence: 0.870135485833333

00:21:06.340 --> 00:21:08.715 Because cigars also cause cancer,

NOTE Confidence: 0.870135485833333

00:21:08.720 --> 00:21:09.620 and if you again

NOTE Confidence: 0.870135485833333  
00:21:09.620 --> 00:21:11.442 break it down by  
NOTE Confidence: 0.870135485833333  
00:21:11.442 --> 00:21:12.678 different tobacco products,  
NOTE Confidence: 0.870135485833333  
00:21:12.680 --> 00:21:14.934 you do see this difference as in  
NOTE Confidence: 0.870135485833333  
00:21:14.934 --> 00:21:16.240 marginalized groups which might  
NOTE Confidence: 0.870135485833333  
00:21:16.240 --> 00:21:18.480 contribute to their  
NOTE Confidence: 0.870135485833333  
00:21:18.480 --> 00:21:21.340 overall cancer rate in the future.  
NOTE Confidence: 0.870135485833333  
00:21:21.340 --> 00:21:24.200 Another example is smokeless tobacco.  
NOTE Confidence: 0.870135485833333  
00:21:24.200 --> 00:21:26.600 We also see that smokeless tobacco  
NOTE Confidence: 0.870135485833333  
00:21:26.600 --> 00:21:29.399 tends to be used more by  
NOTE Confidence: 0.870135485833333  
00:21:29.400 --> 00:21:33.299 rural youth, also males and athletes.  
NOTE Confidence: 0.870135485833333  
00:21:33.300 --> 00:21:36.000 And this is problematic too because  
NOTE Confidence: 0.870135485833333  
00:21:36.000 --> 00:21:37.495 you know smokeless tobacco has  
NOTE Confidence: 0.870135485833333  
00:21:37.495 --> 00:21:39.516 been linked to oral cancer as well  
NOTE Confidence: 0.870135485833333  
00:21:39.516 --> 00:21:40.932 as other cancer in the stomach  
NOTE Confidence: 0.870135485833333  
00:21:40.932 --> 00:21:42.558 and so on because  
NOTE Confidence: 0.870135485833333

00:21:42.560 --> 00:21:44.088 they're digested.  
NOTE Confidence: 0.915998977333333

00:21:45.580 --> 00:21:47.974 And it seems to me that  
NOTE Confidence: 0.915998977333333

00:21:47.974 --> 00:21:50.778 as we think about different communities,  
NOTE Confidence: 0.915998977333333

00:21:50.780 --> 00:21:52.990 they'll each have their  
NOTE Confidence: 0.915998977333333

00:21:52.990 --> 00:21:54.758 own particular tastes and  
NOTE Confidence: 0.915998977333333

00:21:54.758 --> 00:21:56.661 preferences for tobacco products.  
NOTE Confidence: 0.915998977333333

00:21:56.661 --> 00:21:59.583 But when you think about the  
NOTE Confidence: 0.915998977333333

00:21:59.583 --> 00:22:01.978 LGBTQ community, for example,  
NOTE Confidence: 0.915998977333333

00:22:01.978 --> 00:22:05.770 who has a higher rate of tobacco use,  
NOTE Confidence: 0.915998977333333

00:22:05.770 --> 00:22:09.570 I wonder whether one strategy  
NOTE Confidence: 0.915998977333333

00:22:09.570 --> 00:22:12.796 to help reduce tobacco use,  
NOTE Confidence: 0.915998977333333

00:22:12.796 --> 00:22:14.688 particularly in that Community,  
NOTE Confidence: 0.915998977333333

00:22:14.690 --> 00:22:17.847 is to engage the LGBT community themselves.  
NOTE Confidence: 0.915998977333333

00:22:17.850 --> 00:22:19.554 I mean, when we think about  
NOTE Confidence: 0.915998977333333

00:22:19.554 --> 00:22:20.406 the AIDS epidemic,  
NOTE Confidence: 0.915998977333333

00:22:20.410 --> 00:22:23.798 the reason why we now have gotten

NOTE Confidence: 0.915998977333333  
00:22:23.798 --> 00:22:26.556 AIDS under control is in large  
NOTE Confidence: 0.915998977333333  
00:22:26.556 --> 00:22:28.974 part a great credit to the  
NOTE Confidence: 0.915998977333333  
00:22:28.980 --> 00:22:32.020 LGBTQ community who really rallied  
NOTE Confidence: 0.915998977333333  
00:22:32.020 --> 00:22:35.773 together and were very proactive about  
NOTE Confidence: 0.915998977333333  
00:22:35.773 --> 00:22:38.858 educating their own community members  
NOTE Confidence: 0.915998977333333  
00:22:38.858 --> 00:22:42.528 and being proactive in terms of programs.  
00:22:43.106 --> 00:22:45.410 I wonder whether  
NOTE Confidence: 0.915998977333333  
00:22:45.410 --> 00:22:47.745 some initiatives have been taken  
NOTE Confidence: 0.915998977333333  
00:22:47.745 --> 00:22:50.080 to really engage that Community  
NOTE Confidence: 0.915998977333333  
00:22:50.161 --> 00:22:52.276 in tobacco cessation as well.  
00:22:55.106 --> 00:22:56.850 With the tobacco control community,  
NOTE Confidence: 0.842624341818182  
00:22:56.850 --> 00:22:59.074 I have seen a huge shift in the  
NOTE Confidence: 0.842624341818182  
00:22:59.074 --> 00:23:01.450 focus in marginalized communities.  
NOTE Confidence: 0.842624341818182  
00:23:01.450 --> 00:23:04.146 So there are a lot of studies that are  
NOTE Confidence: 0.842624341818182  
00:23:04.146 --> 00:23:06.536 ongoing  
NOTE Confidence: 0.842624341818182  
00:23:06.536 --> 00:23:08.716 focused on these populations.  
NOTE Confidence: 0.842624341818182

00:23:08.720 --> 00:23:11.186 So yes, getting people from the  
NOTE Confidence: 0.842624341818182

00:23:11.186 --> 00:23:13.815 community involved in the  
NOTE Confidence: 0.842624341818182

00:23:13.815 --> 00:23:16.085 conversation to advocate for tobacco  
NOTE Confidence: 0.842624341818182

00:23:16.085 --> 00:23:18.739 control policies to improve the health  
NOTE Confidence: 0.842624341818182

00:23:18.739 --> 00:23:21.567 is a really important key element.  
NOTE Confidence: 0.842624341818182

00:23:21.570 --> 00:23:24.018 I also want to talk a little about  
NOTE Confidence: 0.842624341818182

00:23:24.018 --> 00:23:25.809 social media because a lot of  
NOTE Confidence: 0.842624341818182

00:23:25.810 --> 00:23:28.324 the social norms are  
NOTE Confidence: 0.842624341818182

00:23:28.324 --> 00:23:30.000 reinforced through social media  
NOTE Confidence: 0.842624341818182

00:23:30.075 --> 00:23:32.631 and I think especially when we're  
NOTE Confidence: 0.842624341818182

00:23:32.631 --> 00:23:34.975 talking about targeting youth and  
NOTE Confidence: 0.842624341818182

00:23:34.975 --> 00:23:37.247 providing interventions towards youth,  
NOTE Confidence: 0.842624341818182

00:23:37.250 --> 00:23:39.758 having policies in place  
NOTE Confidence: 0.842624341818182

00:23:39.760 --> 00:23:41.748 to restrict targeted tobacco  
NOTE Confidence: 0.842624341818182

00:23:41.748 --> 00:23:43.736 promotion to these marginalized  
NOTE Confidence: 0.842624341818182

00:23:43.736 --> 00:23:46.105 groups of vulnerable groups is

NOTE Confidence: 0.842624341818182  
00:23:46.105 --> 00:23:48.709 also very important in the overall  
NOTE Confidence: 0.842624341818182  
00:23:48.710 --> 00:23:51.340 climate to reduce tobacco use.  
NOTE Confidence: 0.871522057  
00:23:51.890 --> 00:23:53.870 When we think  
NOTE Confidence: 0.871522057  
00:23:53.870 --> 00:23:55.190 about social media though,  
NOTE Confidence: 0.871522057  
00:23:55.190 --> 00:23:56.978 I think that there's two  
NOTE Confidence: 0.871522057  
00:23:56.978 --> 00:23:58.550 prongs that one could take.  
NOTE Confidence: 0.871522057  
00:23:58.550 --> 00:24:02.950 One is to restrict disinformation,  
NOTE Confidence: 0.871522057  
00:24:02.950 --> 00:24:06.438 advertising of harmful products,  
NOTE Confidence: 0.871522057  
00:24:06.438 --> 00:24:09.110 etcetera, but the other is  
NOTE Confidence: 0.871522057  
00:24:09.110 --> 00:24:11.360 really to engage key influencers.  
NOTE Confidence: 0.871522057  
00:24:11.360 --> 00:24:15.494 I mean, I'm thinking about why is it  
NOTE Confidence: 0.871522057  
00:24:15.494 --> 00:24:18.070 that people think that smoking is cool?  
NOTE Confidence: 0.871522057  
00:24:18.070 --> 00:24:19.648 Oftentimes, especially historically,  
NOTE Confidence: 0.871522057  
00:24:19.648 --> 00:24:22.804 when we think about tobacco use,  
NOTE Confidence: 0.871522057  
00:24:22.810 --> 00:24:24.370 it was because  
NOTE Confidence: 0.871522057



00:24:24.370 --> 00:24:27.387 there was the Marlboro man,  
NOTE Confidence: 0.871522057

00:24:27.390 --> 00:24:30.190 I can't even say that correctly anymore.  
NOTE Confidence: 0.871522057

00:24:30.190 --> 00:24:33.690 But the whole perception  
NOTE Confidence: 0.871522057

00:24:33.690 --> 00:24:37.190 of this being really cool through what  
NOTE Confidence: 0.871522057

00:24:37.190 --> 00:24:39.345 was then popularized media figures.  
NOTE Confidence: 0.871522057

00:24:39.345 --> 00:24:43.152 And so when we think about social media,  
NOTE Confidence: 0.871522057

00:24:43.152 --> 00:24:47.786 I wonder whether another tactic is to engage  
NOTE Confidence: 0.871522057

00:24:47.786 --> 00:24:52.260 key influencers in a positive quit campaign?  
NOTE Confidence: 0.871522057

00:24:52.260 --> 00:24:55.844 So instead of saying we're not going to  
NOTE Confidence: 0.871522057

00:24:55.844 --> 00:24:58.080 advertise E cigarettes on social media,  
NOTE Confidence: 0.871522057

00:24:58.080 --> 00:24:59.043 which is fine,  
NOTE Confidence: 0.871522057

00:24:59.043 --> 00:25:02.359 but may be perceived as a form of censorship.  
NOTE Confidence: 0.871522057

00:25:02.360 --> 00:25:05.900 Whether an equally or perhaps even  
NOTE Confidence: 0.871522057

00:25:05.900 --> 00:25:08.054 more powerful suggestion might  
NOTE Confidence: 0.871522057

00:25:08.054 --> 00:25:10.489 be to get key influencers,  
NOTE Confidence: 0.871522057

00:25:10.490 --> 00:25:12.716 you know the rap artists,

NOTE Confidence: 0.871522057

00:25:12.720 --> 00:25:15.010 the movie stars,

NOTE Confidence: 0.871522057

00:25:15.010 --> 00:25:18.406 the hip hop artists, et cetera,

NOTE Confidence: 0.871522057

00:25:18.410 --> 00:25:22.070 to come out and to in a very forceful way,

NOTE Confidence: 0.871522057

00:25:22.070 --> 00:25:24.330 say to their own constituents,

NOTE Confidence: 0.871522057

00:25:24.330 --> 00:25:26.416 the people who look up to them

NOTE Confidence: 0.871522057

00:25:26.416 --> 00:25:27.310 as role models,

00:25:27.967 --> 00:25:32.566 smoking sucks and people should quit.

NOTE Confidence: 0.871522057

00:25:32.570 --> 00:25:34.964 And I wonder whether that has

NOTE Confidence: 0.871522057

00:25:34.964 --> 00:25:37.010 been contemplated as well in

NOTE Confidence: 0.871522057

00:25:37.010 --> 00:25:38.518 the social media space.

NOTE Confidence: 0.915773293846154

00:25:39.130 --> 00:25:40.780 Yeah, people are trying

NOTE Confidence: 0.915773293846154

00:25:40.780 --> 00:25:42.800 to figure out how to best utilize

NOTE Confidence: 0.915773293846154

00:25:42.800 --> 00:25:45.134 social media to disseminate this

NOTE Confidence: 0.915773293846154

00:25:45.134 --> 00:25:47.667 prevention messages and I think you're

NOTE Confidence: 0.915773293846154

00:25:47.667 --> 00:25:49.942 absolutely right, getting

NOTE Confidence: 0.915773293846154

00:25:49.942 --> 00:25:51.768 influencers or celebrities

NOTE Confidence: 0.915773293846154  
00:25:51.768 --> 00:25:54.138 to relate these anti vaping messages  
NOTE Confidence: 0.915773293846154  
00:25:54.138 --> 00:25:56.806 is going to be important because we  
NOTE Confidence: 0.915773293846154  
00:25:56.806 --> 00:25:59.984 do know that when they talk about pro  
NOTE Confidence: 0.915773293846154  
00:25:59.984 --> 00:26:02.204 tobacco use messaging that works.  
NOTE Confidence: 0.915773293846154  
00:26:02.210 --> 00:26:04.618 So it makes sense to start looking  
NOTE Confidence: 0.915773293846154  
00:26:04.618 --> 00:26:07.417 at social media as a way to utilize  
NOTE Confidence: 0.915773293846154  
00:26:07.417 --> 00:26:09.578 some of these techniques that work  
NOTE Confidence: 0.915773293846154  
00:26:09.578 --> 00:26:11.588 to promote these messages.  
NOTE Confidence: 0.915773293846154  
00:26:11.590 --> 00:26:12.988 It has not been done yet.  
NOTE Confidence: 0.915773293846154  
00:26:12.990 --> 00:26:14.496 And has not been done well.  
NOTE Confidence: 0.915773293846154  
00:26:14.500 --> 00:26:16.726 So it's still in the very beginning  
00:26:18.592 --> 00:26:20.338 we're still asking these questions like  
NOTE Confidence: 0.915773293846154  
00:26:20.338 --> 00:26:22.966 how can we use social media to better  
NOTE Confidence: 0.915773293846154  
00:26:22.966 --> 00:26:24.294 promote healthy behaviors including  
NOTE Confidence: 0.915773293846154  
00:26:24.347 --> 00:26:26.200 tobacco use, not using tobacco?  
00:26:26.560 --> 00:26:29.017 And getting back to some  
NOTE Confidence: 0.846867748125

00:26:29.017 --> 00:26:31.780 of the disparities that you had mentioned,

NOTE Confidence: 0.846867748125

00:26:31.780 --> 00:26:33.820 you wonder as well,

NOTE Confidence: 0.846867748125

00:26:33.820 --> 00:26:36.046 I think I'd be really interested

NOTE Confidence: 0.846867748125

00:26:36.046 --> 00:26:38.369 in any research that's out there

NOTE Confidence: 0.846867748125

00:26:38.369 --> 00:26:40.673 in terms of differences in cancer

NOTE Confidence: 0.846867748125

00:26:40.673 --> 00:26:42.799 rates amongst different products.

NOTE Confidence: 0.846867748125

00:26:42.800 --> 00:26:44.240 So when you talk about

NOTE Confidence: 0.846867748125

00:26:44.240 --> 00:26:47.586 African American men for example,

NOTE Confidence: 0.846867748125

00:26:47.590 --> 00:26:50.866 youth using more of the

NOTE Confidence: 0.846867748125

00:26:50.866 --> 00:26:52.504 cigarettos, well,

NOTE Confidence: 0.846867748125

00:26:52.510 --> 00:26:55.583 does that have a higher rate

NOTE Confidence: 0.846867748125

00:26:55.583 --> 00:26:59.027 of cancer risk or a lower rate

NOTE Confidence: 0.846867748125

00:26:59.027 --> 00:27:03.803 or does the modality of

NOTE Confidence: 0.846867748125

00:27:03.810 --> 00:27:06.345 nicotine or tobacco consumption not

NOTE Confidence: 0.846867748125

00:27:06.345 --> 00:27:09.435 make a difference in terms of cancer

NOTE Confidence: 0.846867748125

00:27:09.435 --> 00:27:11.875 risk that any kind of

NOTE Confidence: 0.846867748125

00:27:11.875 --> 00:27:13.889 tobacco is still tobacco and it's

NOTE Confidence: 0.846867748125

00:27:13.889 --> 00:27:16.090 still going to increase your risk of

NOTE Confidence: 0.846867748125

00:27:16.090 --> 00:27:19.194 a dozen different kinds of cancers?

NOTE Confidence: 0.838042005263158

00:27:19.510 --> 00:27:22.023 And I think that's an important

NOTE Confidence: 0.838042005263158

00:27:22.023 --> 00:27:24.622 question because of the variety of

NOTE Confidence: 0.838042005263158

00:27:24.622 --> 00:27:26.715 tobacco products that's out there,

NOTE Confidence: 0.838042005263158

00:27:26.715 --> 00:27:28.570 because I think the question now

NOTE Confidence: 0.838042005263158

00:27:28.570 --> 00:27:30.616 is which tobacco product is

NOTE Confidence: 0.838042005263158

00:27:30.616 --> 00:27:32.810 most harmful and which is less harmful.

NOTE Confidence: 0.838042005263158

00:27:32.810 --> 00:27:34.925 And that kind of research is still not done.

NOTE Confidence: 0.838042005263158

00:27:34.930 --> 00:27:37.504 Even even asking about cigarillos and

NOTE Confidence: 0.838042005263158

00:27:37.504 --> 00:27:40.708 cigar use is more of a recent thing.

NOTE Confidence: 0.838042005263158

00:27:40.710 --> 00:27:42.565 You know, ten years ago people didn't

NOTE Confidence: 0.838042005263158

00:27:42.565 --> 00:27:44.210 even ask people these questions.

NOTE Confidence: 0.838042005263158

00:27:44.210 --> 00:27:46.478 So when you're looking to differentiate

NOTE Confidence: 0.838042005263158

00:27:46.480 --> 00:27:48.590 which cigar products, for example,  
NOTE Confidence: 0.838042005263158

00:27:48.590 --> 00:27:49.746 have more health risk,  
NOTE Confidence: 0.838042005263158

00:27:49.746 --> 00:27:51.760 even that question is hard to ask.  
NOTE Confidence: 0.838042005263158

00:27:51.760 --> 00:27:53.144 It's hard to differentiate.  
NOTE Confidence: 0.838042005263158

00:27:53.144 --> 00:27:55.780 And also people are using multiple products.  
NOTE Confidence: 0.838042005263158

00:27:55.780 --> 00:27:57.364 So for example,  
NOTE Confidence: 0.838042005263158

00:27:57.364 --> 00:28:00.532 cigar smokers tend to smoke cigarettes.  
NOTE Confidence: 0.838042005263158

00:28:00.540 --> 00:28:03.207 So it's hard to also identify which  
NOTE Confidence: 0.838042005263158

00:28:03.207 --> 00:28:05.366 product has greater risk because  
NOTE Confidence: 0.838042005263158

00:28:05.366 --> 00:28:07.258 they're being used together.  
NOTE Confidence: 0.838042005263158

00:28:07.260 --> 00:28:08.900 So it's a great question,  
NOTE Confidence: 0.838042005263158

00:28:08.900 --> 00:28:09.965 an important question,  
NOTE Confidence: 0.838042005263158

00:28:09.965 --> 00:28:11.740 but hard to answer currently.  
NOTE Confidence: 0.9144035111111111

00:28:12.570 --> 00:28:14.598 Doctor Grace Kong is an associate  
NOTE Confidence: 0.9144035111111111

00:28:14.598 --> 00:28:16.636 professor in the Department of Psychiatry  
NOTE Confidence: 0.9144035111111111

00:28:16.636 --> 00:28:18.508 at the Yale School of Medicine.

NOTE Confidence: 0.9144035111111111  
00:28:18.510 --> 00:28:20.554 If you have questions,  
NOTE Confidence: 0.9144035111111111  
00:28:20.554 --> 00:28:22.539 the address is canceranswers@yale.edu,  
NOTE Confidence: 0.9144035111111111  
00:28:22.539 --> 00:28:25.233 and past editions of the program  
NOTE Confidence: 0.9144035111111111  
00:28:25.233 --> 00:28:27.574 are available in audio and written  
NOTE Confidence: 0.9144035111111111  
00:28:27.574 --> 00:28:28.483 form at yalecancercenter.org.  
NOTE Confidence: 0.9144035111111111  
00:28:28.483 --> 00:28:30.827 We hope you'll join us next week to  
NOTE Confidence: 0.9144035111111111  
00:28:30.827 --> 00:28:32.618 learn more about the fight against  
NOTE Confidence: 0.9144035111111111  
00:28:32.618 --> 00:28:34.390 cancer here on Connecticut Public Radio.  
NOTE Confidence: 0.9144035111111111  
00:28:34.390 --> 00:28:36.400 Funding for Yale Cancer Answers is  
NOTE Confidence: 0.9144035111111111  
00:28:36.400 --> 00:28:38.300 provided by Smilow Cancer Hospital.