

ASPIRE 2025

SEMINAR

2.00pm, Friday 10 May, 2019

University of Otago, Wellington | 23a Mein St. Newtown
Small Lecture Theatre

“The Lesser Evil”: Communicating about comparative risks of electronic and combusted cigarettes

Electronic cigarettes (e-cigarettes) contain lower amounts of harmful chemicals than combusted cigarettes. Smokers otherwise not willing to quit could potentially benefit by switching to e-cigarettes completely.

How should we communicate to these smokers about e-cigarettes to increase positive (complete switching) and minimise negative (dual use, initiation among non-smokers and former smokers) consequences?

This talk will present the results of qualitative studies and randomized controlled experiments on messages communicating comparative risk of electronic and combusted cigarettes and discuss promising strategies to address comparative risk, presence of nicotine, and warnings on e-cigarettes.



Keynote speaker: Dr Lucy Popova

Lucy Popova (Ph.D., University of California Santa Barbara) is an Assistant Professor at the School of Public Health at Georgia State University in Atlanta, Georgia, USA.

Her research focuses on how consumers understand risks of different tobacco products, and their emotional and cognitive responses to marketing and health education messages. She is a recipient of a National Institutes of Health Career Development Award.

Dr Popova’s synthesis of the research literature on fear appeals “The Extended Parallel Process Model: Illuminating the Gaps in Research” received the 2013 Lawrence W. Green Paper of the Year Award from the journal *Health Education & Behaviour*.

Seminar Schedule

2.00pm Tea/Coffee

2.30pm Lucy Popova

3.30pm Questions
& Discussion

4.00pm Finish

How to register

To register, please email aspire2025@otago.ac.nz

By Wednesday the
8th of May, 2019

NOTE: This seminar is
also available by
web-conference.

Please email
ASPIRE2025 for further
details.

ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health & Development.