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The Effectiveness of the Protection Motivation Theory in Reducing Vaping Behaviour in a Student Population

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According to Statistics Canada, more than one-third of Canadian students have tried vaping products at some point in their lives with the highest rates of trying vaping being among young adults (18-24 years). The aim of the proposed study is to investigate whether the use of an 8-minute informational video, following the threat appraisal components of the Protection Motivation Theory (PMT) framework and the effect it has on:

1. Affective intention and behaviour related to reduction in vaping behaviour directly following intervention and after the 6-week follow-up;
2. Whether perceived vulnerability or perceived severity are associated with a reduction in intentions to vape and overall vaping use among the intervention group.

Results will corroborate regular e-cigarette users (at least 3x a month) affected responses to a single-site health information video, highlighting the threats associated with e-cigarettes on psychological variables and vaping behaviour.

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