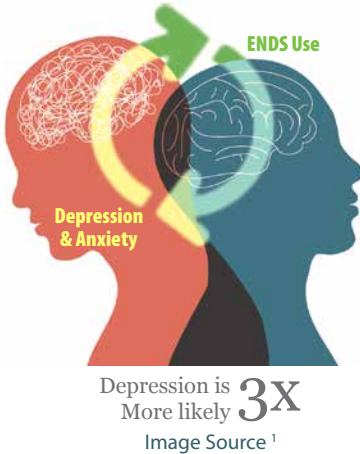


Special Populations: ENDS Use and Substance Use Disorders and Mental Health Diagnoses



How do ENDS relate to mental health?



ENDS users are almost 3 times as likely to report a clinical diagnosis of depression and 2.5 times as likely to report subjective poor mental health compared to non-users.

Research suggests there may be a bi-directional relationship between ENDS use and depressive symptoms, though they cannot draw any conclusions regarding causality due to the observational nature of the study.

Nicotine exposure in adolescence is associated with corticotropin-releasing factor, which is involved in initiating the stress response and could place ENDS users at higher risk of developing an anxiety disorder. Individuals with elevated anxiety may also be more likely to initiate ENDS use.

- One study found an association between e-cigarette use and internalizing symptoms (e.g., posttraumatic stress disorder, and low self-esteem) and externalizing conditions as well (e.g., attention-deficit hyperactivity disorder, gambling disorder, and impulsivity traits).
- E-cigarette adoption is increasing at a much faster rate among individuals with severe and persistent mental illness, compared to the general population.

How do ENDS relate to substance use disorders?

- After controlling for demographic characteristics among U.S. adults, e-cigarette users are about 1.5-2.5 times more likely to report using any alcohol, to have an alcohol use disorder, or to be identified as engaging in hazardous drinking compared to non-users of e-cigarettes.
- Adolescents who use ENDS are about 6 times as likely to endorse cannabis use compared to adolescents who do not use ENDS.



Follow Along:

Listen to Episode 7
Special Populations:
ENDS Use and Substance
Use Disorders and
Mental Health Diagnoses

Learning Objectives:

1. Review relationship between mental health conditions and ENDS use.
2. Cite research on the association between substance use conditions and ENDS use.
3. Review perceptions of and special considerations in ENDS use among those with a mental health or substance use diagnosis.



86% of individuals with mental illness who use ENDS also use conventional cigarettes, which is a much higher rate than in the general population.

1. <https://www.istockphoto.com/vector/metaphor-bipolar-disorder-mind-mental-double-face-split-personality-concept-mood-gm1294477039-388461111?phrase=depression+vector&searchscope=image%2Cfilm>

2. <https://www.istockphoto.com/vector/blue-brain-with-pie-chart-graph-number-percentage-gm1316573783-404268339>

3. <https://epuffer.com/e-cigs-vaporizers/ecig-nicotine-may-cure-depression/>

What is the role of marketing campaigns?

- Research suggests individuals with a mental health or substance use disorder may be more vulnerable to marketing campaigns that portray ENDS use as socially desirable than the general population.
- ENDS marketing campaigns make claims¹ that ENDS products can help decrease the use of other substances, which could place individuals with substance use disorders at higher risk of initiating ENDS use.
- Some marketing campaigns have made false claims that ENDS can help with psychiatric conditions, even going as far as to claim that e-cigarettes can cure depression.

What are perceptions of ENDS among individuals with mental health diagnoses?

- The most commonly reported reasons for e-cigarette use in individuals with a substance use disorder were: a belief that e-cigarettes are less harmful than conventional cigarettes and a desire to reduce or quit smoking.
- ENDS users are more likely to endorse the belief that ENDS are less harmful than conventional cigarettes compared to those who do not use ENDS (68% vs. 44%, respectively)
- One study showed that among individuals receiving outpatient treatment for a substance use disorder, 17% actually believed e-cigarettes could assist in reducing their use of alcohol and other substances.



Image Source³

ENDS companies utilize predatory tactics to target vulnerable populations with false claims like “ECigs may help to Cure Depression.”

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Up Next...

Episode 8
Special Populations:
ENDS Use in Active
Military and Veterans