

Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

Abstract

An informational podcast for teachers that explores the growing problem of youth vaping in Canada.

Artist

Alice Chen (2022)

Caption

The Canadian Tobacco and Nicotine Survey (CTNS) 2020 reported a vaping prevalence of 14% among youth aged 15-19, unchanged from 15% in CTNS 2019. Adolescents point to curiosity, good flavours, use by friends and family, and low cost as their primary reasons for use, in descending order. Although Canada’s demographic structure is increasingly top heavy, due to population aging, 15-29 year-olds still represented 19.2% of the country's population in 2016. Therefore, youth vaping remains a highly relevant issue for Canadian regulators and educators alike. Second, youth face higher health consequences from vaping due to their age, as nicotine usage negatively impacts brain development and causes long-term harms.

Artist Lens

This audio submission is written as a segment from a fictional Canadian podcast, Education Today, that features conversations between educators and guest invitees on key subjects relevant to education. The target audience is educators. This episode centers around the health problem of youth vaping in Canada with the guest invitee, voiced by me, giving an overview of youth vaping in Canada, the health consequences of youth vaping, and a clear call to action for the educators. I chose the medium of podcasts as it is popular among several generations, including millennials, and allows for a higher density of information communicated verbally. In designing the podcast, I thought about the tone of voice I wanted to use in conversation (informative but friendly), the structure of a podcast as a piece of media (intro music, advertising breaks, etc.), and the title of the podcast. This also allowed for some engagement between guest and podcast host, providing context, personal anecdotes, lived experience, and a very feasible, easy-to-implement call to action for educators. The call-to-action simply asks educators to be critical facilitators for information about vaping to parents and peers of youth, given the evidence that social influence is a significant determinant of vaping. The key change in behavior is shifting teachers from passively and occasionally talking about the harms of vaping to integrating it at various points in interactions with students and parents.



Media

Audio

[Listen to the Youth Vaping in Canada Podcast](#)