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# Which Anti-Vaping Messages Work for Sexual and Gender Minority Youth?

Pluta et al., 2025

## Key Takeaways

When anti-vaping messages reflect the identities of SGM youth, they are

- More likely to **notice**
- More likely to **connect**
- More likely to **share**

This can help make anti-vaping campaigns more effective for this high-risk group.

## Introduction:

**Sexual and gender minority (SGM) youth** are more likely to vape, but there aren't many anti-vaping campaigns designed specifically for them.

We asked SGM youth about the **types of anti-vaping messages** that they would pay attention to and connect with if they saw them on social media.

## Method

We developed images for every combination of SGM identity and number of people. We used a discrete choice experiment to understand which combinations were most positively viewed by SGM youth.

### Participants:

**245 SGM youth  13-18 years old**

### Data Collection:

*Images varied by*

**SGM representation:**
→ none, a little, or a lot

**Number of people shown:**
→ 1 person, 2 people, or 3+ people

*Images were selected/vetted by youth advisors and community advisory board members

## Results

Representation mattered more than how many people are in the image.

### Top Picks:

- 2 people with high sexual and gender minority representation (e.g., queer couples).
- Groups (3+) with some or no sexual and gender minority cues.

### Least Popular:

Group images with high representation were less popular, possibly because they felt less relatable or more staged.

HEALTH COMMUNICATION & EQUITY LAB

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