

THE NETWORK: TOWARDS UNITY  
FOR HEALTH & FACULTAD DE MEDICINA,  
UNAM, PRESENT



THE NETWORK  
TOWARDS UNITY FOR HEALTH



Facultad de Medicina



# TUFH2020 MEXICO

VIRTUAL CONFERENCE

"PRIMARY HEALTH CARE: A PATH  
TOWARDS SOCIAL JUSTICE"

SYSTEMS AND COMMUNITY BASED  
RESPONSES TO COVID-19

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## TUFH 2020 Abstracts

Title	<b>"ADVERTISEMENTS OF VAPING INDUSTRY IN MEXICO ARE USING ICONIC SYMBOLS TO CATCH YOUNG PEOPLE "</b>
Type	Oral Presentation <i>Working with Underserved Populations towards Community Empowerment</i>
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Country	Mexico
Abstract N°	TUFH439
Content	<p>Despite Electronic Nicotine Delivery Systems (ENDS) are legally forbidden in Mexico, the offer of these devices on internet and their advertisement in social media are increasing. This communication aims to show and describe the characteristics of vaping-related advertisements in particular on Instagram in Mexico. We analyzed Instagram using vaping related keywords and found mainly three advertising strategies: a)vape models, b)giveaways, and c)advertising coming from public figures ("influencers"). It was interesting to find that plenty of the ads were using iconic images from Mexican culture such as devices using the Aztec calendar as a design on a vape case, "Catrina-like makeup" in the model posing with the device models and "nutritionists" as well as famous places and buildings including churches and sports-related sites such as the Mexico City racecourse. Giveaways consist in sending free vapers or vape juice flavors to the contestant who manages to tag more friends or who has the greatest number of likes in their comments. All these strategies are aimed at young people. While there is a legal vacuum regulating the use of social media to promote and sell ENDS in Mexico, there is an arising problem related to the number of pro-vaping strategies and users taking advantage of iconic Mexican symbols, to create the idea of regional attachment. There is an urgent need to improve public health surveillance, survey development, and educational campaigns so new consumers and prospects can take into account the risk of these products.</p>