



the supplement
FACILITATING VITALITY



MARCH 2019 MY MORNING NEWSPAPER



I am one of those people who still subscribes to a daily newspaper. I look forward to it every day and am noticeably irritated when it is late or not there at all. I don't devour every page. I scan it, read the odd article, grab the coupons for my coupon-clipping buddy and definitely finish the crossword puzzle (the hard one in the editorial section). It is part of my morning routine and has been for years. Lately, I find myself mesmerized by full-page advertisements urging smokers to make the switch and join the e-cigarette community. What has me so captivated? According to Edward L. Deci and Richard M. Ryan, psychologists and experts in motivation, my fascination with these advertisements is fulfilling one of three basic human needs: **autonomy, competence or interpersonal connectedness.**

AUTONOMY

Deci and Ryan define autonomy as "the urge to be the causal agent in one's own life and act in harmony with one's integrated self." It doesn't mean to be independent of others, but to live in congruence with one's values. Having choice is central to autonomy. I exercise choice by still buying a newspaper when online versions are widely available. My need for autonomy is rattled by my attraction to these advertisements. I have absolutely no desire to join the community of e-cigarette smokers. Joining would be incongruent with who I am. Yet, like a rubbernecker at a car accident, I am gawking.

COMPETENCE

Competence is the need to feel accomplished, to do something well. When I complete the hard crossword, I feel competent. When I do the easy ones, it feels like I am filling out a form—no skill required. When I am drawn to these ads, I feel manipulated.

INTERPERSONAL CONNECTEDNESS

Also referred to as relatedness, interpersonal connectedness is the need to interact, to be connected to, and to experience caring for others. Let's consider the coupon part of my newspaper routine. I used to love clipping coupons. I would scour the ads every Sunday and Wednesday. Then I took a marketing course and learned that coupons entice you to buy things. Then I switched to a whole food diet and noticed that coupons are mostly for new versions of processed products that I don't use anyway. So now when I grab the coupons, I give them to my buddy who loves the coupon game. Because he doesn't get a daily paper, he is getting a great ROI. Because I don't buy much of anything that would offer a coupon, I am helping a friend and fulfilling my need for relatedness.



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So, what is the answer to my question? Why am I captivated by these join-the-e-cigarette-community advertisements? What need is fulfilled?

Autonomy? Because I am a former smoker and I long to be cool again?

Competence? Because as a health promotion expert I know that these ads are in response to accusations of targeting the youth market with social media, yummy-flavored cartridges, and motifs of a young fun carefree lifestyle?

Relatedness? Because I can't wait to get back together with my high school friends who smoked in the bathroom?

I think I know the answer. I am trained as a change agent and can recognize that the ads touch on every basic human need of a group that has been socially ostracized for years. This is marketing genius and consistent with one e-cigarette manufacturer's mission to make the world better by eliminating cigarettes. Is it a good idea to join the community? The jury is still out.

TO VAPE OR NOT TO VAPE?

To vape or not-to-vape? That is the question A few facts as shared in a November 2018 Forbes article. Is it safer than smoking? Maybe, not enough research to state either way.

- 01 Is it addictive? Yes.
- 02 Is it big business? Yes, it is estimated at \$1 billion with 6.9 million US adult users.
- 03 Does it help people quit? That is the intention, but more research is needed.



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Patricia M. Fuller has dedicated the last 20 years to designing and delivering wellness programs. Her events earn consistently excellent ratings for her holistic approach and her real world application.

Prior to concentrating in wellness, Pat taught accounting and auditing as an adjunct professor at the University of Tampa. She earned her CPA designation in 1992 as a senior associate for Coopers & Lybrand. She has a Masters in Business Administration from the University of Utah.

Pat has a PhD in holistic nutrition. In 2010, she was board certified by the Holistic Nutrition Credentialing Board. Her areas of research include stress management and eating habits. She is a Certified Wellcoach and a member of the Institute of Coaching. She is an annual attendee to The Harvard Medical School Conference, Coaching In Leadership & Healthcare.

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