



New England (HHS Region 1)

PTTC

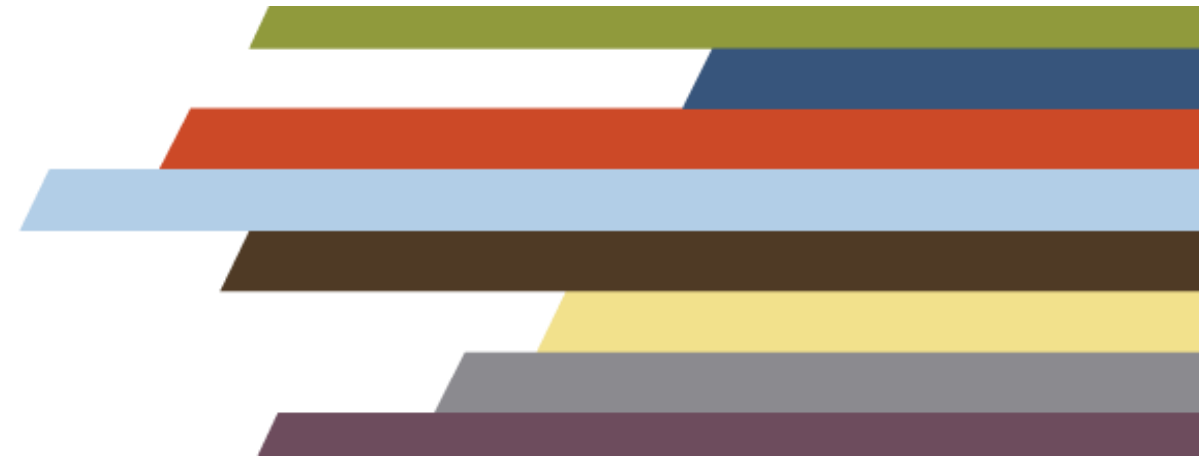
Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Prevention in Action: Data-driven Vaping Prevention Messaging in NH and ME

New England PTTC Webinar

October 20, 2020



The event in which you are about to participate is provided through the New England Prevention Technology Transfer Center (New England PTTC) a program funded through the Substance Abuse and Mental Health Services Administration's (SAMHSA). SAMHSA Cooperative Agreement #1H79SP081020-01.

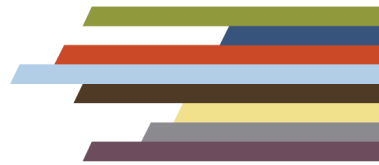
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New England (HHS Region 1)

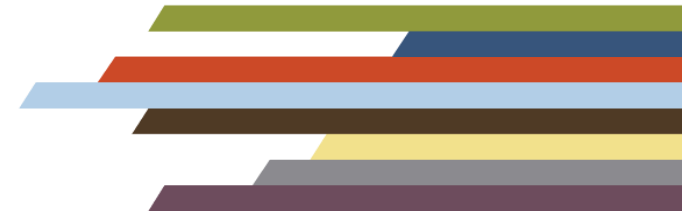
PTTC

Prevention Technology Transfer Center Network
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New England Prevention Technology Transfer Center

- The New England PTTC translates prevention science into trainings and technical assistance products to guide the prevention workforce in adopting and implementing prevention science in their communities.
- Products include in-person, distance-learning, and online trainings as well as prevention tools and resources.
- The Prevention Technology Transfer Center Network is funded by the Substance Abuse and Mental Health Services Administration.
- Find us online:
 - <https://pttcnetwork.org/centers/new-england-pttc>

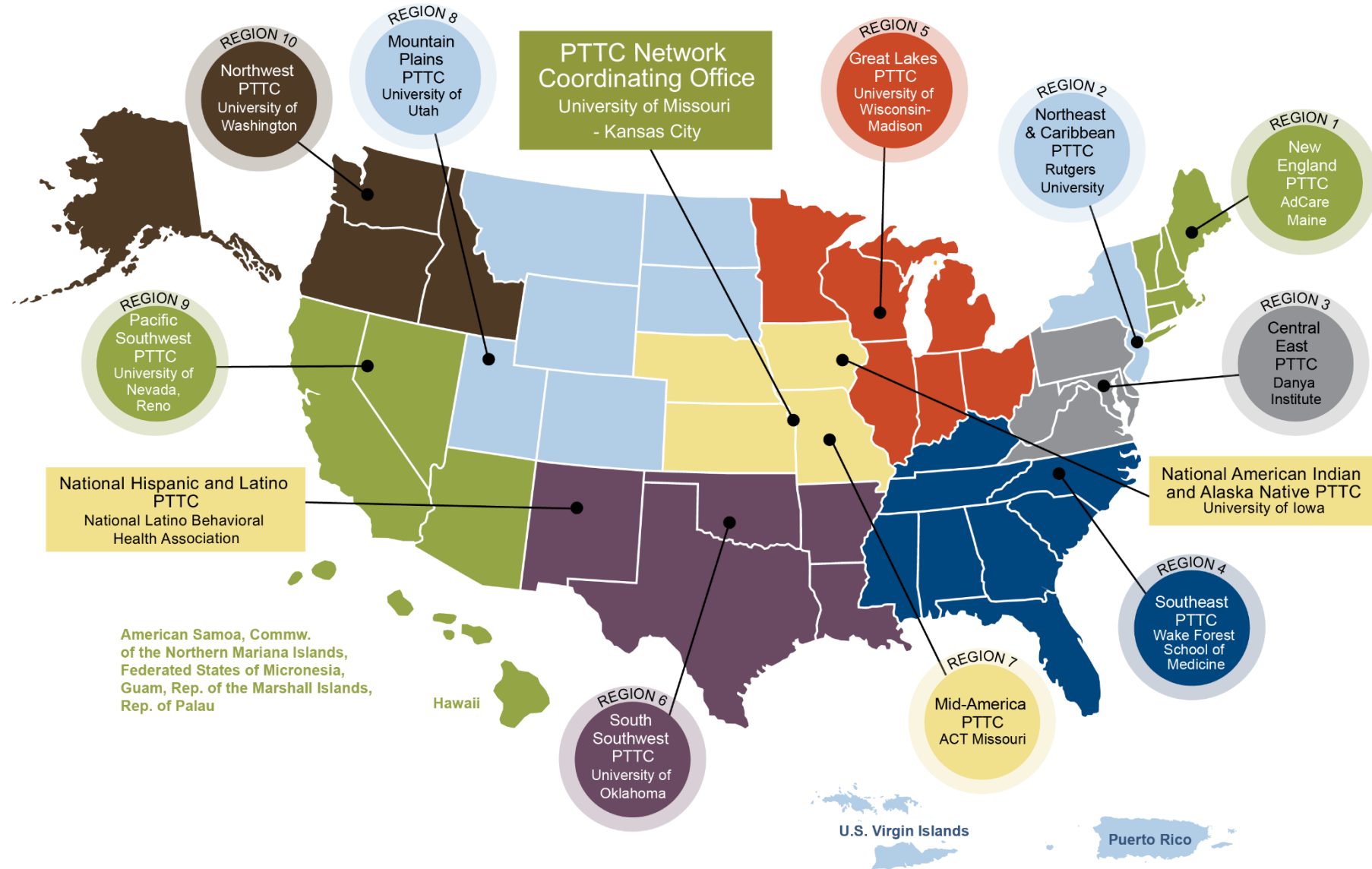




PTTC

Prevention Technology Transfer Center Network
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PTTC Network



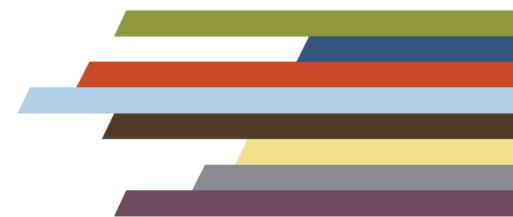
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

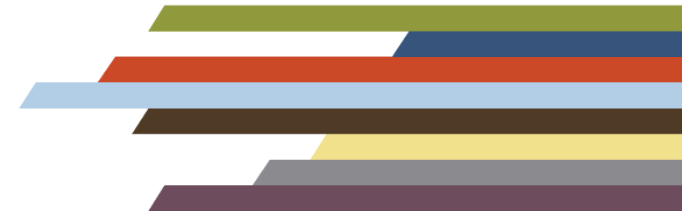
PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

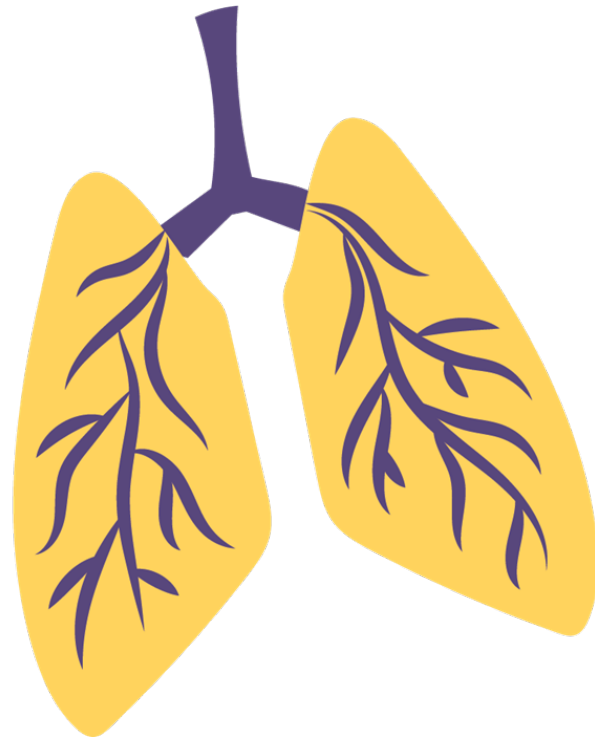


Webinar Agenda

- Save Your Breath – NH Youth Vaping Prevention Campaign Overview
 - Jessica Morton and Christin D'Ovidio
- Vaping: Don't Get Sucked In – Maine Youth Anti-Vaping Campaign Overview
 - David Pied, Garth Smith, Nikki Jarvais and Elizabeth Daniels
- Questions and Discussion



SAVE YOUR BREATH



NH Youth Vaping
Prevention Campaign
Overview



HEALTH
COMMUNICATION

Overview

- 2015 - 2019 NH Youth Risk Behavior Survey Data
- NH Youth Vaping Formative Assessment
- Save Your Breath Campaign
- Tobacco Quitline for Youth (My Life, My Quit)

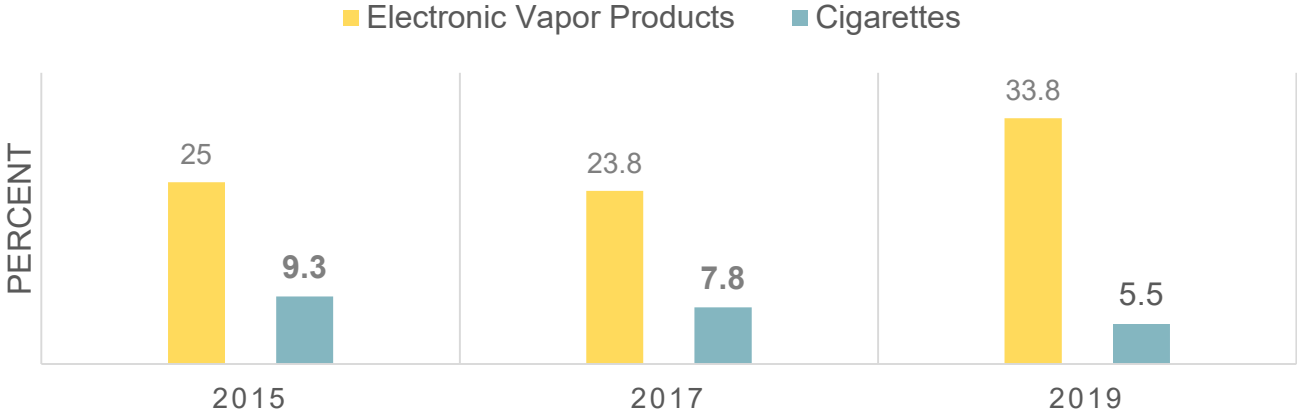
Background

41%
2017

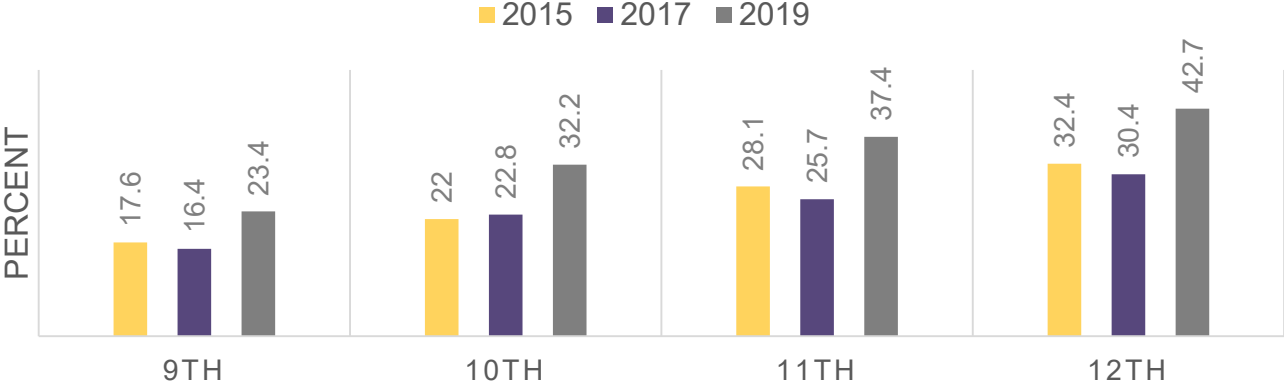
2019 NH YRBS

50%

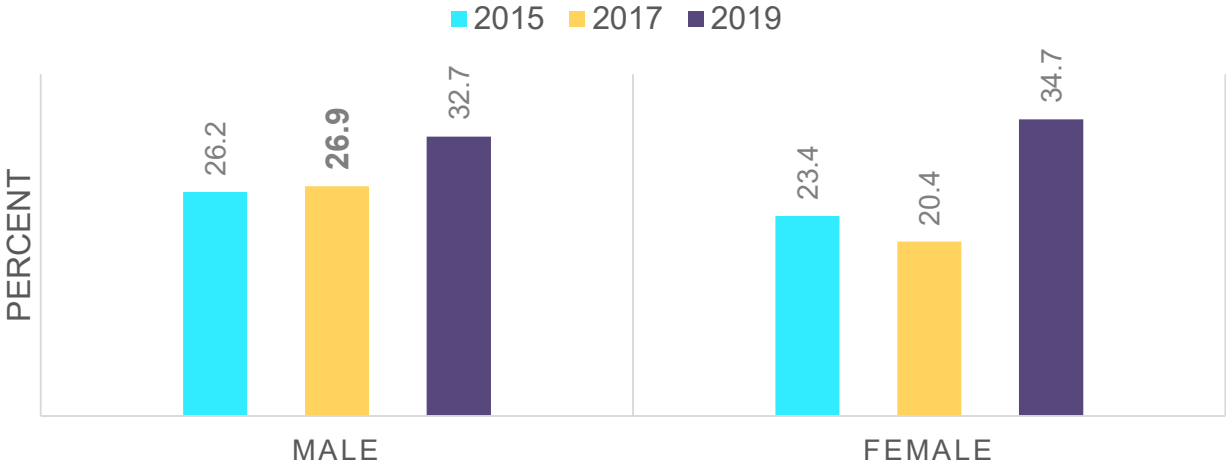
THREE-YEAR TREND OF NH HIGH SCHOOL STUDENTS WHO REPORTED CURRENT USE OF ELECTRONIC VAPOR PRODUCTS AND CIGARETTES, YRBS 2015 - 2019



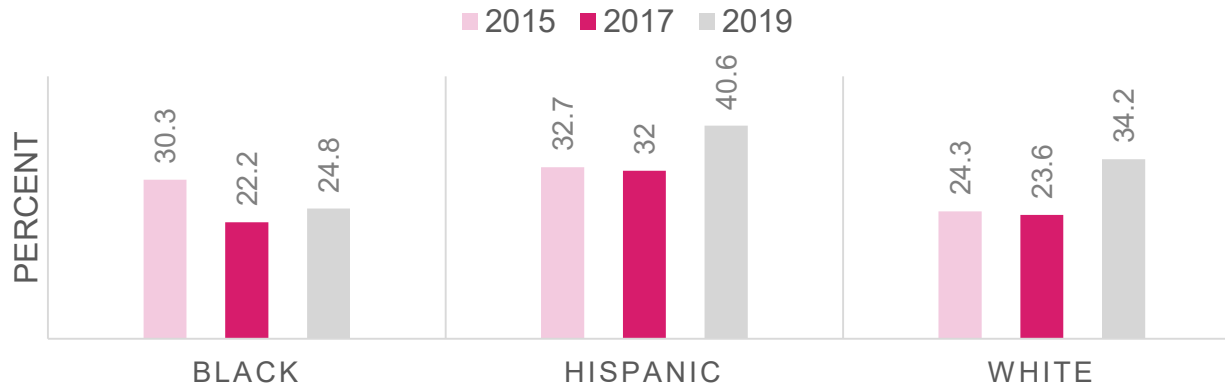
THREE-YEAR TREND OF NH HIGH SCHOOL STUDENTS WHO REPORTED CURRENT USE ELECTRONIC VAPOR PRODUCTS, BY GRADE, YRBS 2015 - 2019



THREE-YEAR TREND OF NH HIGH SCHOOL STUDENTS WHO REPORTED CURRENT USE OF ELECTRONIC VAPOR PRODUCT, BY SEX, YRBS 2015 - 2019



THREE-YEAR TREND OF NH HIGH SCHOOL STUDENTS WHO REPORTED CURRENT USE ELECTRONIC VAPOR PRODUCTS, BY RACE/ETHNICITY, YRBS 2015 - 2019



The ENDS Project in NH



Survey Goals

Goals:

1. Estimate the size of peer crowds in NH youth and the prevalence of Electronic Nicotine Delivery Systems(ENDS) use for each peer crowd.
2. Estimate the knowledge, attitudes and beliefs related to ENDS use for each peer crowd.

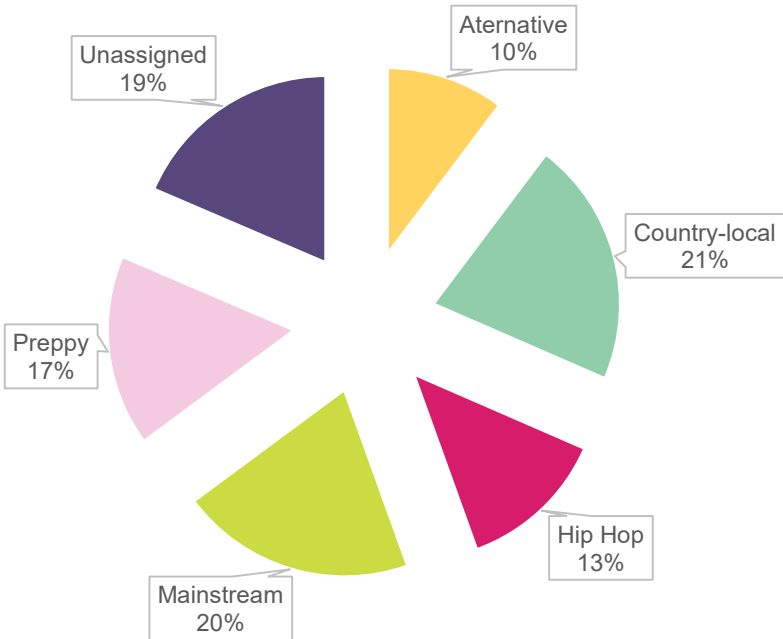
The ENDS Project in NH



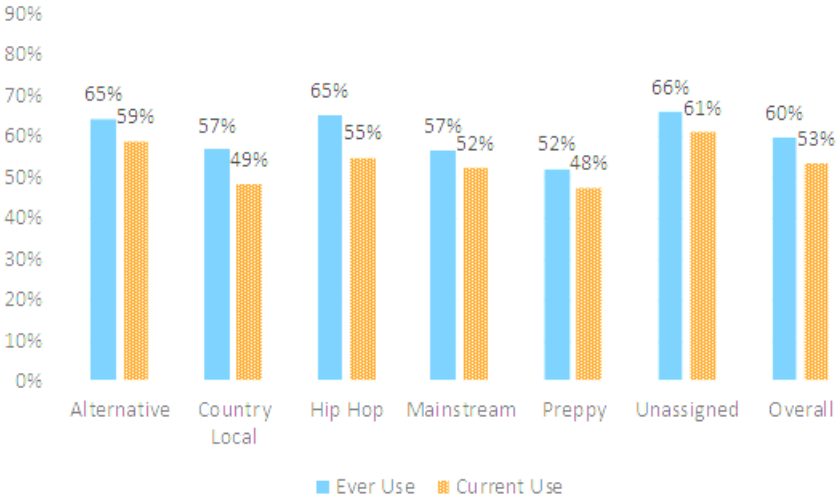
60%

2019 JSI

Survey Results



Peer Crowds Assigned to NH Youth



Prevalence of ENDS Use by Peer Crowds Ever & Current, full sample (2,220)



ENDS Beliefs and Attitudes about Vaping

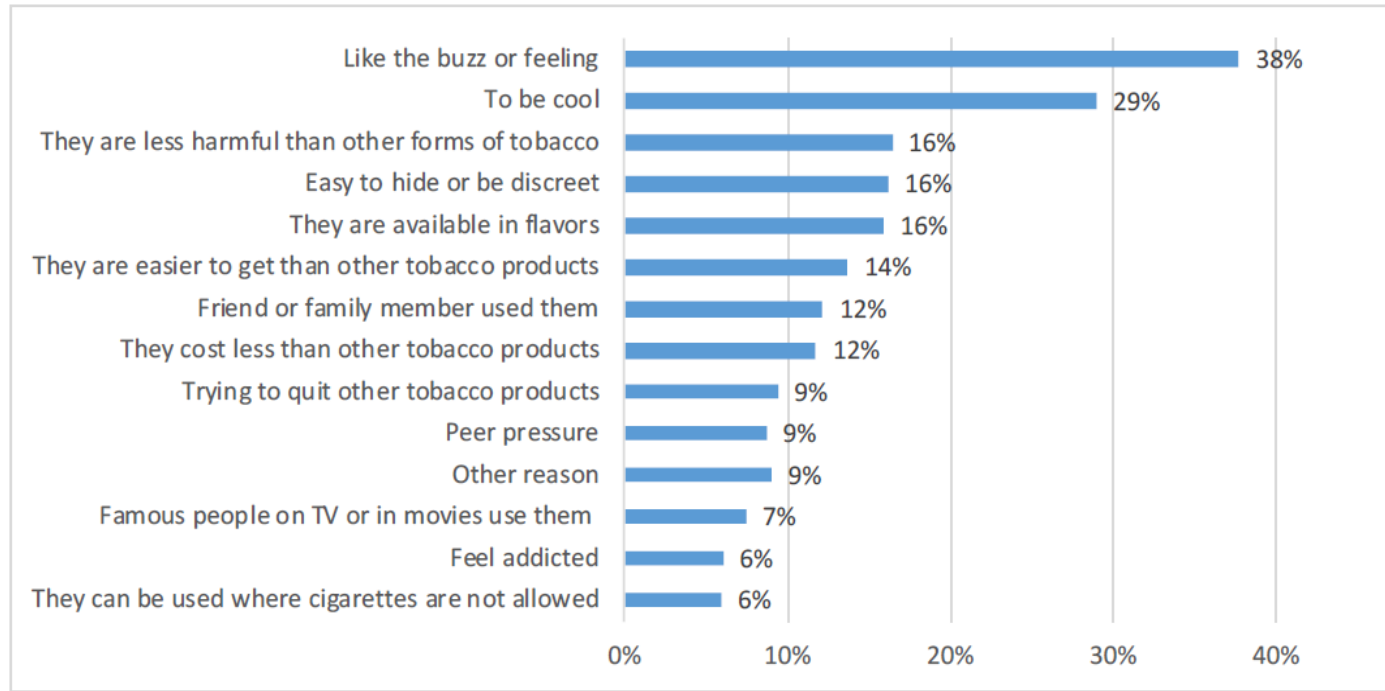
Table 6 Beliefs and Attitudes about Vaping, by Peer Crowd (N=2,220)

Peer Crowd	It is as addicting as smoking cigarettes	It is OK to vape socially	If you only vape socially, you are not a vaper	Vaping is a great way to start a conversation	People look cool when they vape	Not a big deal if friends vape
Alternative	61%	55%	44%	51%	52%	54%
Country-Local	60%	41%	32%	41%	40%	39%
Hip Hop	54%	52%	27%	41%	52%	53%
Mainstream	60%	43%	37%	40%	49%	48%
Preppy-Popular	59%	46%	42%	44%	46%	44%
Unassigned	60%	49%	40%	51%	50%	46%
Overall	59%	46%	38%	44%	47%	46%

Note: Numbers in **red bold** are 5 or more percentage points different than the overall value for the belief or attitude.



Reasons for Vaping Among Current Users



Survey Results



28%

**10 to 30 Days a
Month**

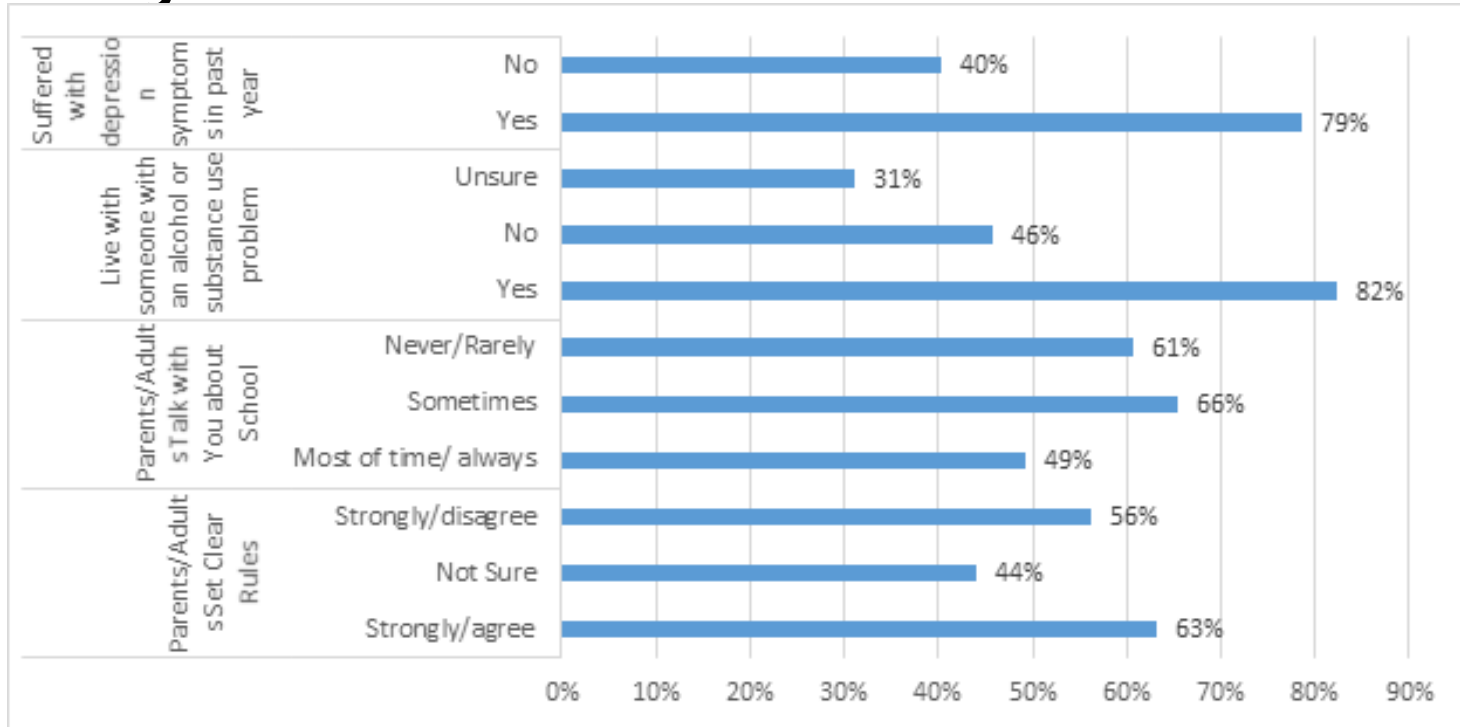
Survey Results



57%

2 to 3x per Day

Survey Results



Prevalence of Ever ENDS Use, by Depression Status and Family Life Characteristics

Recommendations from survey

- The campaign should appeal broadly or to each peer crowd (perhaps incorporating survey data on musical tastes, interests, and self-descriptions).
- The campaign may want to incorporate special consideration for youth experiencing mental health issues or substance use issues in their home.
- There are existing campaigns that address some of the survey respondents' beliefs relative to ENDS use harm and acceptability that could be tested alongside new messaging for a NH ENDS prevention social marketing campaign.

Creative Process & Testing

	Ad A (Winner)	Ad B
Image		
Content	<p>Coughing up blood? Another cute side effect of vaping*</p> <p>*In addition to inhaling over 31 harmful chemicals, including nicotine</p>	<p>Sharing, it's just what friends do. If you're sharing a Juul with your friend, you're probably vaping their spit and other backwash, in addition to over 31 harmful chemicals.</p>
Reach	10,232	10,432
Impressions	13,404	19,476
Clicks	39	20
Cost per Result	\$2.05	\$4.00

	Ad A	Ad B (Winner)
Image		
Content	<p>You've been there for me since the very beginning. We always said we'd never lie to each other, but we lied to ourselves when we said vaping was safe and we wouldn't get addicted. Vaping is addictive, and it can even be deadly.</p>	<p>Don't let vaping cloud your judgement. Most vape pods contain nicotine, which is addictive.</p>
Reach	8,748	11,072
Impressions	15,533	16,532
Clicks	18	34
Cost per Result	\$4.43	\$2.35

Campaign Concepts

Campaign Title _____

No Vape NH

Visual Inspiration _____



Fonts _____

PT SANS BOLD - Titles/Headings

PT Sans Narrow - Subheadings/body

Color Scheme _____



Key Messages _____

- Coughing up blood? Another cute side effect of vaping*
*In addition to inhaling over 31 harmful chemicals, including nicotine
There are less disgusting hobbies you can spend your time on.

- If you share your friend's vape, you're really just inhaling your friend's backwash. Think that's disgusting? Wait until you hear about the 31 harmful chemicals in each vape.

- Nothing ruins a sexy makeout more than mouth sores and coughing up blood. Vaping will kill your dating life. Skip the vape and have more dates.

Mock Ad _____



Facebook/Instagram Copy:

Cotton Candy flavored e-juice sounds good. Mouth sores? Not so good.

Vaping will kill your dating life.



Campaign Concepts

Campaign Title

LAST BREATH / SAVE YOUR BREATH

Visual Inspiration



Fonts

BEBAS NEUE - TITLES/HEADLINES

Geneva - Subheadings/Body

Color Scheme



Key Messages

- Understand what's really happening when you vape: the vape irritates your lungs and give you chemical burns, making you cough up blood. Don't let vaping steal your last breath.
- Vape flavors, like cotton candy or mango, make vaping sound harmless, but vaping can leave you feeling stressed, anxious, and upset. Don't let vaping steal your last breath.
- Flavored liquids lure kids like you to vaping, and the nicotine in your vape hurts your lungs and makes you more stressed out and anxious. Don't let vaping steal your last breath.

Mock Ad



Facebook/Instagram Copy:

Flavored liquids lure kids like you to vaping, and now a lung illness outbreak puts young lives at risk.

**SAVE YOUR
BREATH**

Campaign Concepts

Campaign Title _____ Color Scheme _____

REFILL YOUR KILL

Visual Inspiration _____



Fonts _____

BANGERS - TITLES/HEADLINES

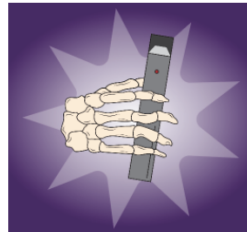
Helvetica - Subheadings/Body



Key Messages _____

- Vape companies want you to think vaping is safe, but we can see through their lies. Vapes are packed with 31 dangerous chemicals that hurt your lungs, making it hard to breathe. Save your own life /Don't refill the kill
- Vape companies want us to waste our time, money, and health buying into their products, but we see through their lies. Save your own life/Stand up to Big Tobacco
- Tobacco companies want to get you hooked on vaping so they can make millions of dollars off of teens like us. We can see through their lies. Save your own life/Stand up to Big Tobacco

Mock Ad _____



Facebook/Instagram Copy:

Don't let vaping cloud your judgement. Most vape pods contain nicotine, which is addictive.

**SAVE YOUR
BREATH** 

Final Campaign

IMAGERY AND MESSAGING

Save Your Breath is characterized by bright colors, illustrations, and images of teens (the primary demographic). Messaging revolves mainly around pointing out the lies from the tobacco industry and opting out of using ENDS.



AD COPY

Vape companies want us to waste our time, money, and health buying into their products, but we see through their lies. Tell them they can save their breath.



AD COPY

Flavored liquids mask the harsh chemicals in vapes and put young lives at risk. See the lie, save your breath.



AD COPY

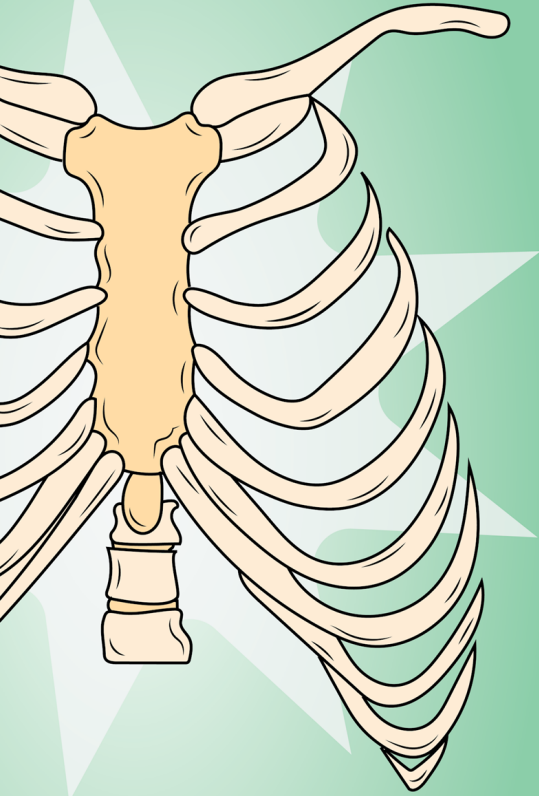
Most vape pods contain nicotine, which is addictive. Save your breath.



TAGLINE: "SEE THE LIE, SAVE YOUR BREATH."

HASHTAG: #SAVEYOURBREATHNH

#000000	#57477c	#ffd35d	#8ccea	#cadc41	#d11b68
C 0 M 0 Y 0 K 100	C 76 M 81 Y 24 K 9	C 0 M 16 Y 74 K 0	C 46 M 0 Y 42 K 0	C 25 M 0 Y 91 K 0	C 14 M 100 Y 36 K 1
R 0 G 0 B 0	R 87 G 71 B 124	R 255 G 211 B 93	R 144 G 206 B 170	R 202 G 220 B 65	R 209 G 27 B 104



SAVE YOUR BREATH

In partnership with the NH Tobacco Prevention and Cessation Program, JSI/CHI developed “Save Your Breath”, a social marketing campaign with the intention of preventing vaping initiation among youth aged 13-18 living in the state.

The campaign encourages youth to stand up to Big Tobacco and ENDS manufacturers in order to take back control of their physical and mental health, money, and time.

Save Your Breath will run from June 2020 through November 2020.

An independent evaluation will be conducted to measure campaign ad recall and brand awareness, harm perception and behavior/acceptability or social norming (measured by a pre and post survey).





KEY MESSAGES

- Vaping companies design products to hook us on nicotine. They use flavors like mango and mint and bright packaging to make people think vaping is harmless.
- Vape and Big Tobacco: vaping IS tobacco use - it is just as harmful as other forms of tobacco, including cigarettes and chew and can cause cancer and popcorn lung.
- Vaping is more than water vapor: vape e-liquid can contain more than 31 harmful chemicals, including nicotine.
- Some youth say they vape to relax, but the truth is nicotine can make people feel more anxious, depressed, and stressed.
- Vaping doesn't just harm mental health, it can also damage our physical health by burning our lungs and making it harder to breathe.



Campaign GOALS

- Reframe ENDS use as an undesirable, harmful activity instead of a “cool” and “interesting” activity among the audience(s) of focus
- Increase self efficacy among audience segments to seek alternatives to ENDS use and say “no” to using ENDS
- Increase awareness of the harmfulness of ENDS, including the short- and long-term effects, among New Hampshire youth
- Increase visits to saveyourbreathnh.com another national cessation resource to obtain ENDS quit and prevention information and materials among audience of focus

KEY PERFORMANCE INDICATORS

- Engagements (likes, comments, shares, interactions) with campaign content on digital platforms
- Cost per engagement on digital platforms
- Click through rates on digital platforms
- Amount of partner resources downloaded
- Visits to the campaign website
- Click through to the nh.quitlogix website - <https://mylifemyquit.org/>



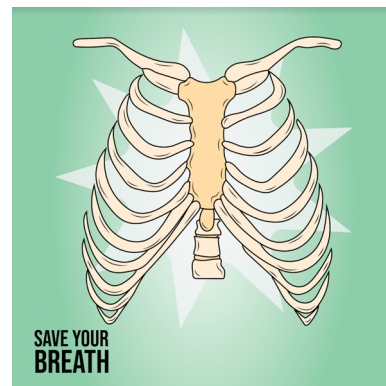
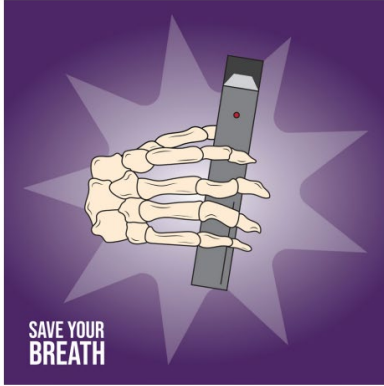


DIGITAL CHANNELS

	Paid	Organic
YouTube	✓	✓
TikTok	✓	✓
Snapchat	✓	
Instagram	✓	✓
Campaign Website		✓
Google Ads	✓	
Influencer Marketing	✓	✓
Spotify	✓	

SAMPLE MATERIALS

SAVE YOUR
BREATH 



Video and Graphic Art



- [Here is our current TikTok Ad](#)
- <https://www.tiktok.com/@saveyourbreath.nh/video/6854209069520047365>

And our YouTube and Snapchat and Instagram all run video ads as well
<https://saveyourbreathnh.org/partner-resources/>



LEARN MORE

saveyourbreathnh.org



[Home](#) [Quit It](#)

SEE THE LIE. SAVE YOUR BREATH.

Understand what's happening when you vape: your lungs fill with harmful chemicals.

Big Tobacco wants to trick you into thinking vaping is safe so they can take your money, your time, and your health.



IT'S STILL TOBACCO

Nicotine comes from the tobacco plant. Even though it comes in many forms, all tobacco products are addictive.

The tobacco plant is the source of nicotine found in all products — cigarettes, dip or chew, hookah, and all electronic cigarettes. Talk or chat with a coach to help you quit using all tobacco.



Other Channels

- Save Your Breath Partner Toolkit
- Posters for Schools and Partners
- Facemasks
- Youth Influencers

Toolkit



PARTNER RESOURCES

When it comes to nicotine use, NH youth are using electronic nicotine delivery systems (ENDS), also known as vapes, at an increasingly high rates.

Save Your Breath is a social marketing campaign to raise awareness about the harms of vaping among youth aged 13-18 living in the state. The campaign encourages youth to stand up to Big Tobacco and ENDS manufacturers in order to take back control of their physical and mental health, money, and time.

[Check out our Partner Toolkit. ↘](#)

We Can See Through Their Lies



Masks & Posters

MASK CONTEST

SHARE YOUR MASK SELFIES!

Show off your Save Your Breath face mask and win a gift card for up to \$100!

Enter our contest* by posting a selfie and tagging us on Instagram [@SaveYourBreath.NH](#) and using the campaign hashtag [#SaveYourBreathNH](#). If your account is private, don't forget to DM the photo to us!

The winner will be picked in November. Follow [@SaveYourBreath.NH](#) on Instagram for updates.

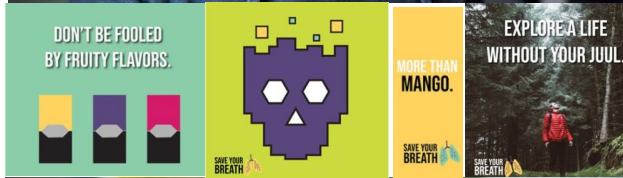
*Read [the fine print](#).



REQUEST A FREE MASK

SAVE YOUR
BREATH 

Questions?



DO YOU KNOW WHAT'S HIDING IN YOUR VAPE?



**SAVE YOUR
BREATH** 

SEE THE LIE. SAVE YOUR BREATH. DITCH THE VAPE.
SAVEYOURBREATHNH.ORG

Thank you!

Jessica Morton – New Hampshire Department of Health and Human Services,
Tobacco Prevention and Cessation Program

Jessica.E.Morton@dhhs.nh.gov



Christin H. D'Ovidio – John Snow/JSI Research and Training Institute, Inc.

cdovidio@jsi.com



HEALTH
COMMUNICATION

2020

Youth Anti-Vaping Campaign

MAINE



Where We Started

Needs:

- Anti-Tobacco Campaign to Reach Maine Youth 10-17 Years of Age

Objectives:

- Convince youth to stop vaping
- Convince youth to never start vaping.
- Educate youth about the dangers and misconceptions of e-cigarettes and vaping.

Goals:

- Reduce / Eliminate the amount of Maine youth vaping.



Process

Reviewed the landscape and existing campaign, including ours (You Are The Target)

Assessed messaging and platforms that were effective in reaching youth

Develop new concepts to test with key stakeholders, Maine youth and youth nation-wide

Tested styles with audiences to determine look & feel for campaign (colors, fonts, graphic elements)



#1



The Vape Escape

Kids these days are being trapped by greedy, deceiving vaping corporations. Using candy flavors, technological delivery systems, and deceptive terminology, companies like Juul hook kids on what they think is harmless vapor, when it's really nicotine in disguise. We can encourage Maine youth to not only avoid but escape from the tricky and trendy tactics of vaping. We can take something that's so "cool" and communicate that it's harmful and the impact on their health is still mostly unknown.

Escape the deception.
Escape the temptation.
Escape the addiction.

The Vape Escape starts now.



#2



Vaping Sucks

Teenagers think of their vape or their Juul as just another electronic device... but would they be willing to suck on their laptop, an iPad or a video game controller? No way. So why are they sucking on a vaping device that's dressed up like a sleek USB drive or fancy pen? Vaping Sucks. It's sneaky and misleading. It sucks you in before you can realize that it's full of nicotine and other chemicals. The worst part is, Maine teens don't even know that vaping is harmful. It's hurting them and they can't even see it past the haze of the fruity, fun, friend-approved flavor cloud that got them vaping to begin with. What sucks is that while they're busy buying pods and vaping with friends, people are dying because they thought it was harmless.

Vaping Sucks.



#3



Test Subject

Why are YOU willing to be the test subject for vaping? To date, there is little to no information about the long-term health impacts of vaping. While we wait on the results, which we will get from reported vaping deaths and illnesses, you are helping the data to be formed. With every fruity pull off your vape and every cotton candy exhale, you build the information that will be used decades from now to describe an epidemic.

Do you want to be part of an experiment? You are the test of the unknown. Don't be a test subject for the vaping companies. Test your knowledge of the harmful effects vaping causes.

#NotYourTestSubject

#IQuitBeingATestSubject



Tested Styles

Logo Design



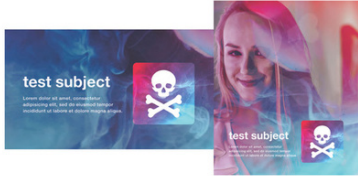
Color Palette



Fonts

Helvetica Neue Family
abcdefghijklmnopqrstuvwxyz Bold
 abcdefghijklmnopqrstuvwxyz Medium

Look & Feel



Icons



Logo Design



Color Palette



Fonts

ABCDEFHIJKLMNPOQRSTUVWXYZ 56th Street Regular
 abcdefghijklmnopqrstuvwxyz Special Elite

Look & Feel



Logo Design



Color Palette



Fonts

ABCDEFGHIJKLMNPOQRSTUVWXYZ Deming EP
 abcdefghijklmnopqrstuvwxyz H.H. Samuel

Look & Feel



Bonus: Operation game style depiction of aging illnesses and effects on the body

Icons



Icons



Implementation

Vaping Sucks - Vaping Don't Get Sucked In

Execution on Traditional and Digital Media Platforms

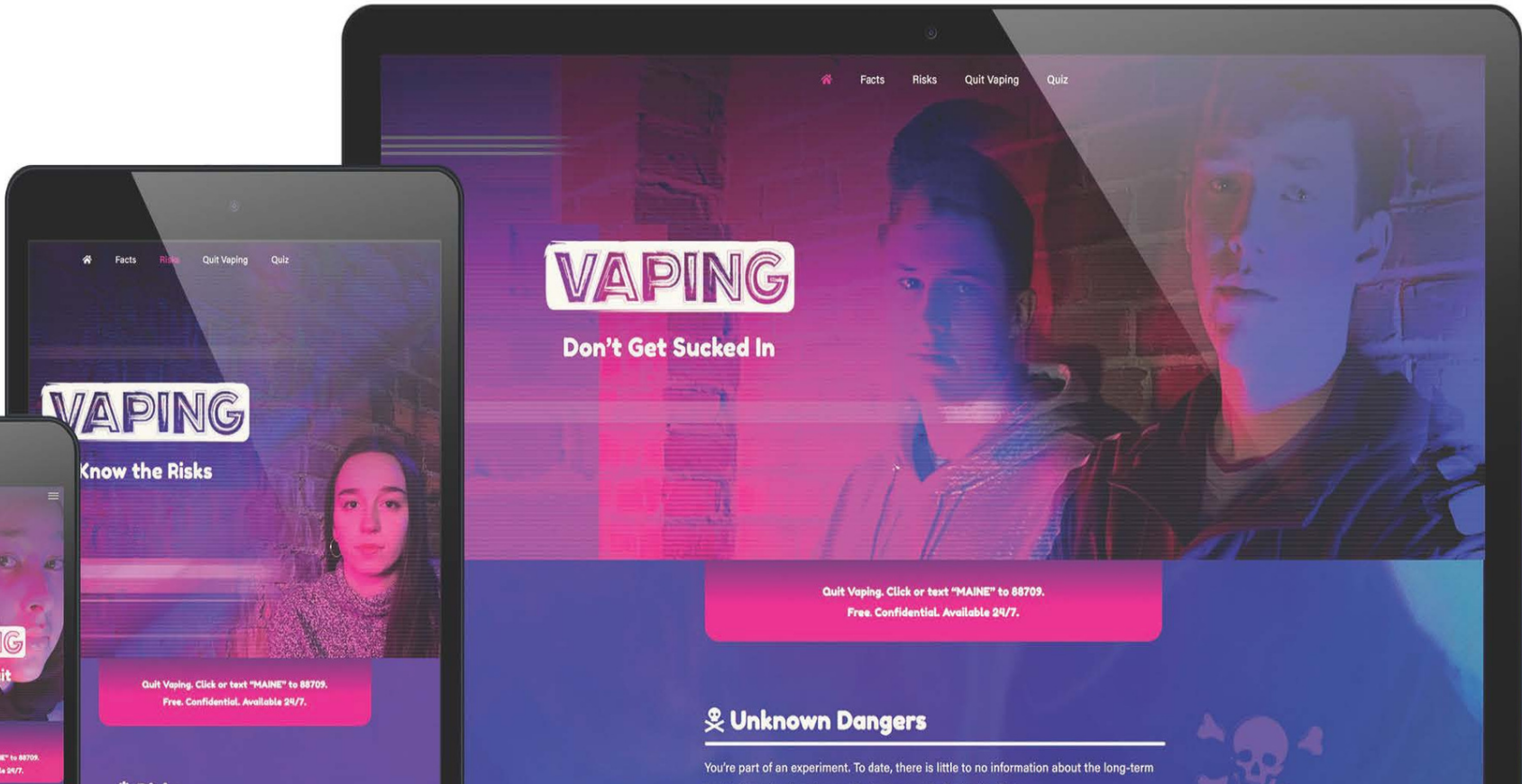
Campaign Runs for 2 Years

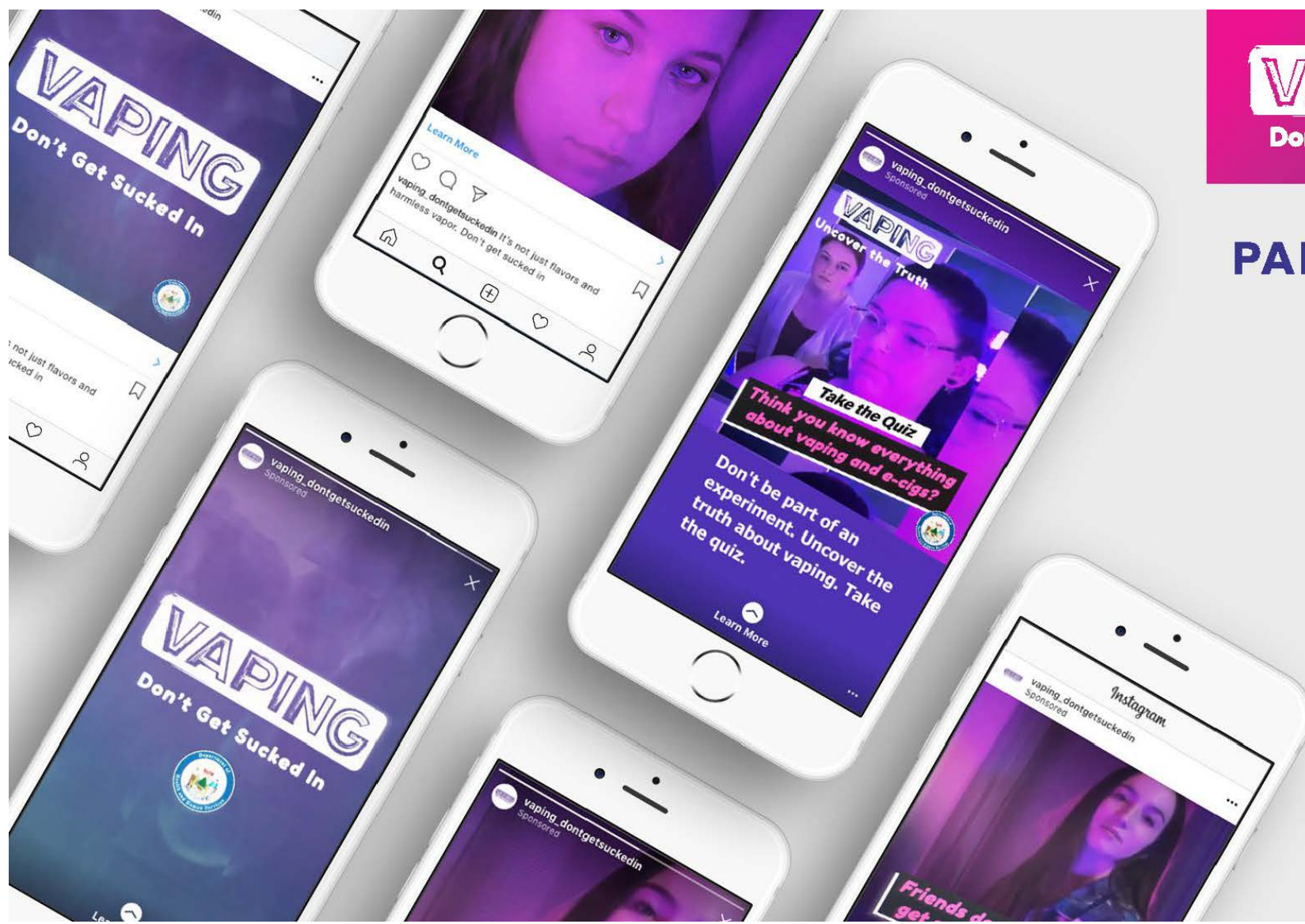
Messages to focus on Prevention and Treatment (Know the Risk, Uncover the Truth, Text to Quit)





WEBSITE
vapefreemaine.com





VAPING
Don't Get Sucked In

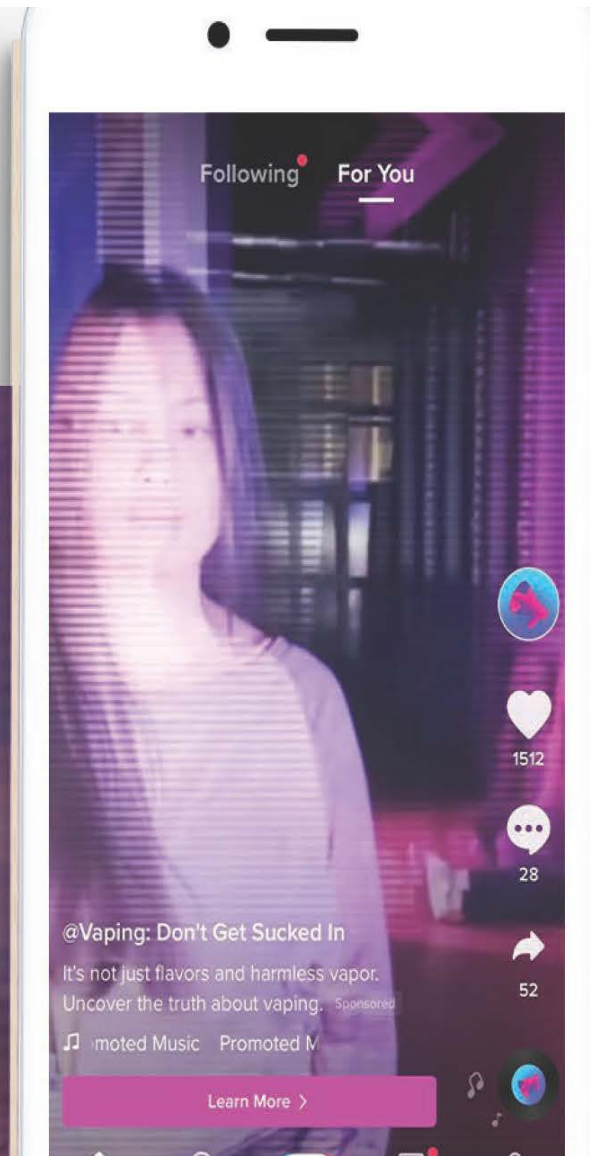
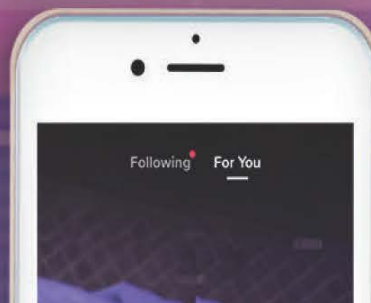
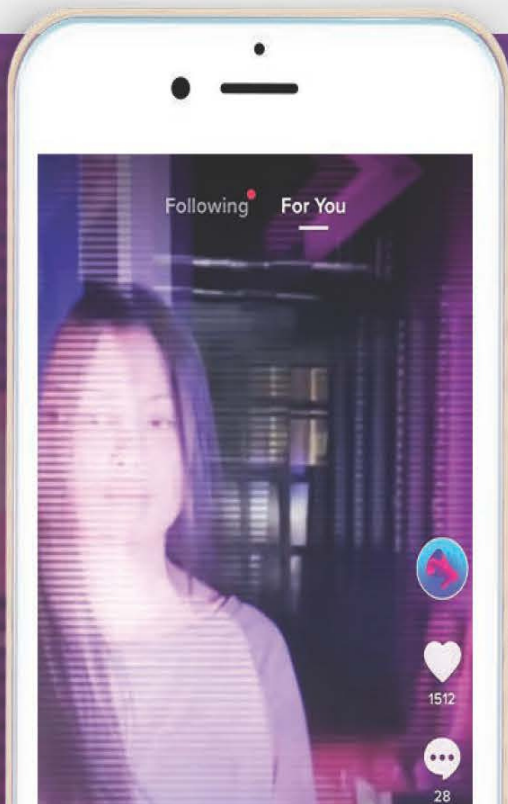
PAID SOCIAL



VAPING

Don't Get Sucked In

TIK TOK & SOCIAL STORIES




VAPING

Don't Get Sucked In

COMMUNITY POSTERS


Does vaping control you?
Text "MAINE" to 88709 to Quit

VAPING
Don't Get Sucked In
vapefreemaine.com



Candy. Fruit.
Don't get sucked into the flavor trap.
Nicotine in e-liquids can get you hooked.

VAPING
Don't Get Sucked In
vapefreemaine.com



High-Level Outcomes

15,924

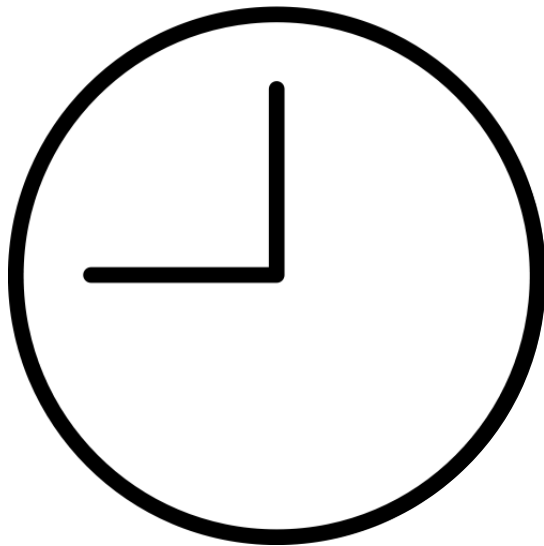
Visits to the
Website

182

Texts To Quit Vaping



9AM-10AM



Teens were most likely to engage on Instagram between 9am - 10am (clicks and post engagement were highest)

TikTok



TikTok resulted in the most Texts to Quit (68) Followed by YouTube (59)





227 QUIZZES
COMPLETED

3+ per day



SNAPCHAT &
INSTAGRAM

Resulted in the most completed
quizzes (79 & 75)



73 MAINE TOWNS -
TEXT TO QUIT

Lewiston (23), Portland (13),
Orono/Scarborough (11),
Augusta/Brunswick (7), Saco/Sanford (6)

60 DAYS IN CAMPAIGN



Focus Group Insights

- The side effects of vaping make most teens extremely nervous.
- The key side effects brought up most often were lung issues, anxiety, irritability, and addiction.
- Teens want to express that vaping is not as cool anymore. It is dangerous and the known/unknown health effects are not worth trying it, even for the first time.
- The factors surrounding Maine teens and their vaping experience often start with peer pressure and someone close to them providing accessibility to a vaping product.



Focus Group Insights

- The teens who are currently addicted were asked if they had any ideas about quitting. These few suggested higher costs, a new and important job opportunity that was vape-free, or a serious medical condition caused by vaping.
- Teens want peer support groups and more support from their schools. Schools will often let students know they are a resource, but students don't feel safe - they see schools as an authority figure that would look down on them if they came to them for addiction.
- Snapchat was the most used app mentioned among teens. It is also noteworthy that many of the participants have experienced different acquaintances either selling vaping products on Snapchat, or friends posting vaping videos. Almost all the teens who experience this do not approve of this idea. They post stories of what they have for sale/inventory.



Next Steps

Moving into Phase 2 of the Vaping Campaign – (October – December)

Modifying Messages Based on Key Learnings

Addressing New Audience Segments & Disparities (LGBTQ+, Low SES, Rural Mainers)

