CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

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“Not Buying It” Youth Campaign

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Section of Chronic Disease Prevention and Health Promotion
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Overview

• Describe vaping in Alaska
• Describe how the target audience was determined
• Describe brand development
• Share media currently available
• Describe plans for the future of the campaign
What is Vaping?

- A handheld battery-powered vaporizer that simulates smoking.
- Comes in many sizes and shapes
- Has different levels of nicotine
- Comes in many fruit and candy flavors
- Less harsh way to inhale nicotine
Vaping – Alaska Youth

• Roughly 40% of high school students surveyed reported that they have tried vaping
  ○ Almost half who reported trying vaping products say they borrowed them from a friend

• Half the adult smokers in Alaska started smoking regularly before age 18

• Youth are more likely to start using cigarettes if they use e-cigarettes.
Determining the Target Audience

- Vaping is more popular with middle and high school students than adults
- New products are accessible to youth
- Products are harder to identify and are constantly changing
- Surveys indicate youth think they are harmless

Current Tobacco Product Use in Alaska, 2017

- High school students: Current e-cigarette users (15.7%) and Current smokers (9.9%)
- Adults: Current smokers (20.2%)
Promising Practices to Reduce Youth Access

• Tobacco-free campus policies
• Increasing the age to purchase products to 21
• Price increases
• Flavor restrictions
• Engaging youth
Research

• Held kickoff campaign planning meeting with Rural CAP AK YEAH Teen ambassadors
  o Test messaging, overall tone and approach through informal key informant interviews

• Developed materials and reviewed with the group before deploying on social and online media

• Evaluating materials, using Facebook analytics
The Problem

• The tobacco industry makes a profit off of vapes
• The tobacco industry has unrestricted marketing that appeals to youth
• Youth have less experience with the tobacco industry
• Vapes continue to evolve with new products
Using youth input, we created the youth prevention brand “Not Buying It” to encompass all tobacco products, including e-cigarettes.
Campaign Objectives

• Inform teens about e-cigarettes and new products
• Educate teens about deceptive marketing practices
• Prevent teens from starting to use tobacco products and e-cigarettes
• Create more teen ambassadors to carry the message
• Promote a tobacco-free life
Who Are We Talking To?

- Males and females
- Ages 12-25
- All income levels, with a particular focus on middle to higher levels in regards to e-cigarette messaging
- Mainly white Alaskans, with some focus on Alaska Native and Asian Alaskans
- English as the primary language spoken at home
- Those residing in Anchorage, Fairbanks, Mat-Su, and Juneau. Campaign messaging, however, is statewide.
Key Considerations

• Most teens reported they were not aware that there is nicotine in almost all products.
• Teens report that they believe they are a safe product to use.
• Traditional health harm messaging doesn’t test well with teens participating in focus groups.
Not Buying it – Facebook

Not Buying It

https://www.facebook.com/notbuyingit.alaska/

https://www.facebook.com/notbuyingit.alaska/videos/607325766440020/
Not Buying it – Facebook

- Launched in April 2019
- Currently have 104 likes and 115 followers, reaching more than 6,000 teens per week
Not Buying it – Facebook
Not Buying it – Facebook

One pod has the same amount of nicotine as an entire pack of cigarettes. #KnowTheFacts #NotBuyingIt

Glitching video games might bring you down a level but don’t let nicotine set you back even more.

1,578 People Reached 41 Engagements
Boosted on Sep 30, 2019
By Brennon Land
People Reached 1.6K Post Engagement 175
View Results

3,672 People Reached 54 Engagements
Boosted on Aug 27, 2019
By Lynnzee Highland
People Reached 3.7K Post Engagement 291
View Results

📅 Jerrilyn Frankson, Louis Kasayulli and 5 others
📅 Kenneth Rock, Cade Harris and 12 others
Not Buying it – Facebook

The stress is real but a nicotine addiction only makes it worse.

Vaping to COPE with stress.

Actually DEALING with your stress.

3,887 People Reached
123 Engagements
Boosted on Aug 18, 2019
By Lynnzee Highland
People Reached 3.7K
Post Engagement 326
View Results

Just like chains and boom boxes, smoking doesn't make you look cool.

E-cigarette companies need young people to make their products look cool. Not the other way around.

5,946 People Reached
184 Engagements
Boosted on Jul 27, 2019
By Lynnzee Highland
People Reached 5.9K
Post Engagement 558
View Results
Not Buying It – Video ads

Tobacco Controls

https://youtu.be/jKxwYKqRh_I
Not Buying It – Video Ads

Tobacco Replaces

https://youtu.be/JdEQJDHfxOM
Not Buying It - Posters

THINK THAT E-CIGS ARE HARMLESS?

WELL, I'M NOT BUYING IT.
I'm hooked on perfecting my jump shot, not on vaping nicotine.

WHO'S PULLING YOUR STRINGS?

Nicotine is a highly addictive drug.
JUULS contain nicotine.
Thought you were in control? Think again.

NOT BUYING IT
Not Buying It Youth Prevention
Current Statewide Media – (Oct – Dec)

Digital and Online: Statewide
Media Used: Mobile, Tablet, App, Preview to Online Videos, YouTube, Facebook
Timeline: October 1, 2019 – December 31, 2019
Messages: Tobacco Controls PSA; 1 in 3 Teens; A Good Friend

Media Used: Spotify
Timeline: December 1 – December 31, 2019
Message: Tobacco Controls PSA
What’s Next?

• Continue monitoring social media

• Not Buying It Advisory Group starts in November
  o Reviews content
  o Provides content
  o Participates in video production

• Share media from partners – ANTHC and Grantees
Questions?

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Resources

Tobacco Facts


Alaska YRBS

dhss.alaska.gov/dph/Chronic/Pages/yrbs/yrbs.asp