



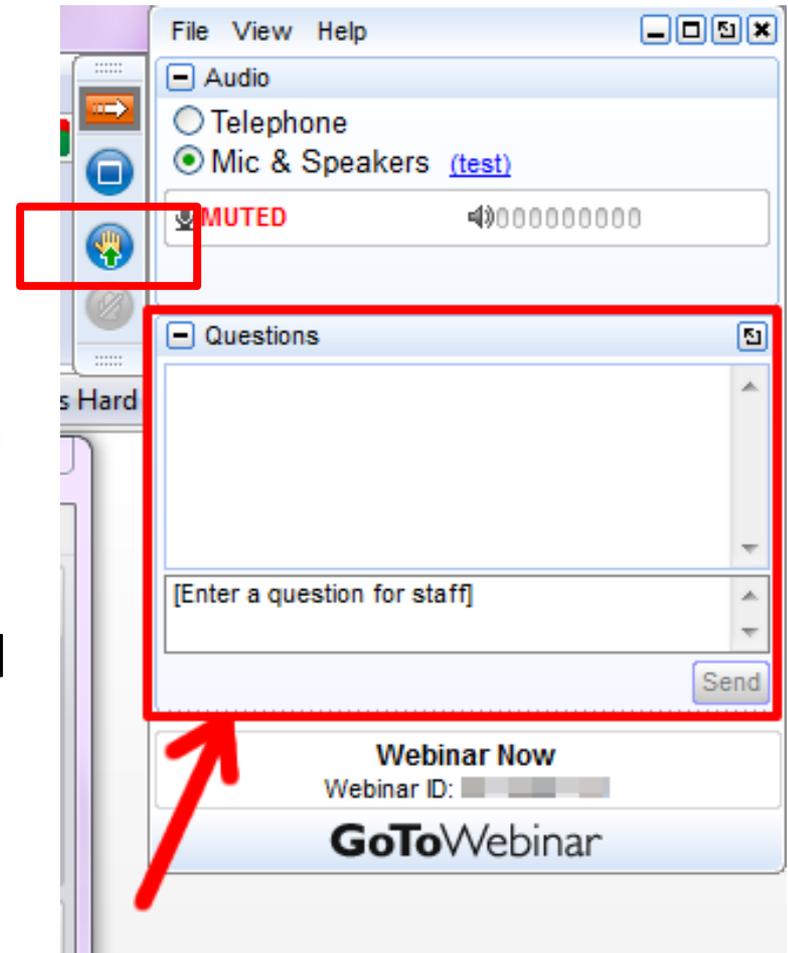
# CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

## WEBINAR SERIES

<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>

# About this Webinar

- Audio will come through your computer. Another option is to call the number provided when you registered for today's session.
- To ask a question, “raise” your hand by clicking on the **Hand** button in the GoToWebinar control panel.
- To share your question, you will need a microphone on your computer or you will need to call the phone number provided. Another option is to type in your question on the control panel.



# “Not Buying It” Youth Campaign

Cheley Grigsby, Program Manager  
Tobacco Prevention and Control

Alaska Department of Health and Social Services  
Section of Chronic Disease Prevention and Health Promotion  
November 19, 2019

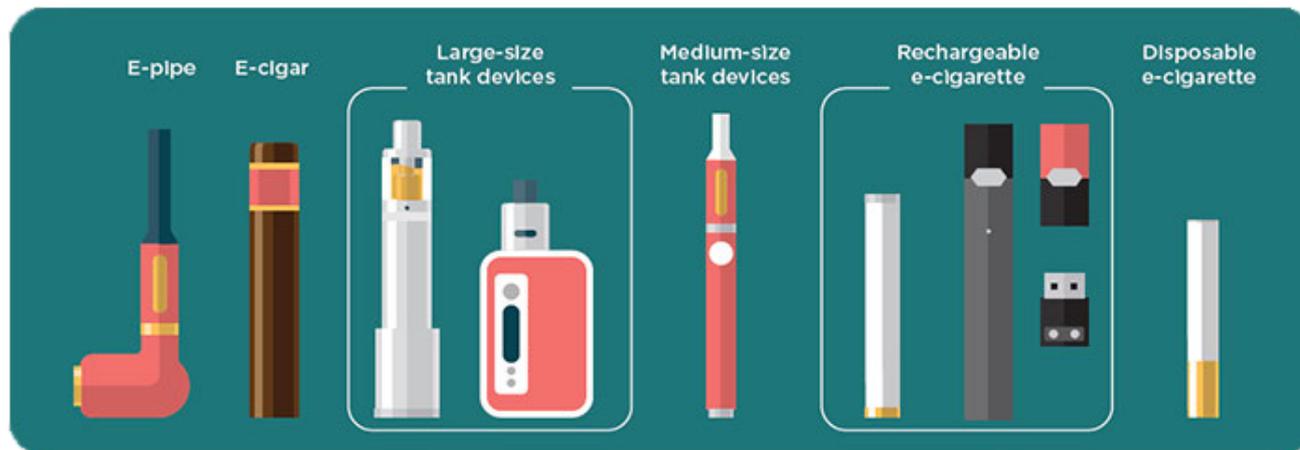
The logo for the "Not Buying It" campaign features the words "NOT", "BUYING", and "it" in a stylized, outlined font. "NOT" is in a light blue color, "BUYING" is in a darker blue, and "it" is in a purple color. The letters are interconnected, with the "i" in "it" having a long horizontal stroke that extends to the right, overlapping the "g" in "BUYING".

# 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



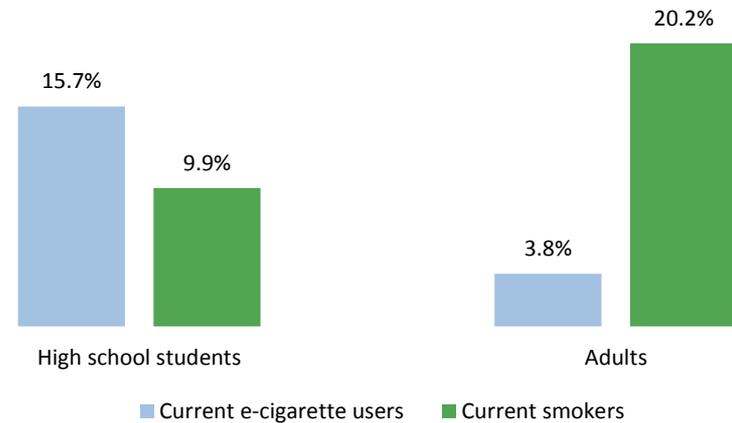
# Vaping – Alaska Youth

- 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



# Promising Practices to Reduce Youth Access

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

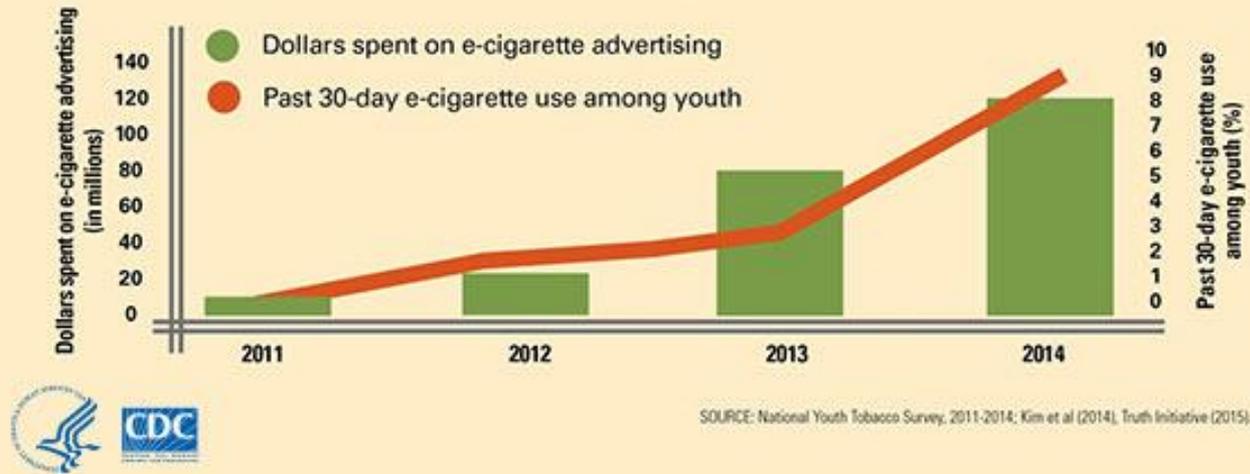
# Research

- Held kickoff campaign planning meeting with RurAL CAP AK YEAH Teen ambassadors
  - 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

E-cigarette use among youth is rising as e-cigarette advertising grows



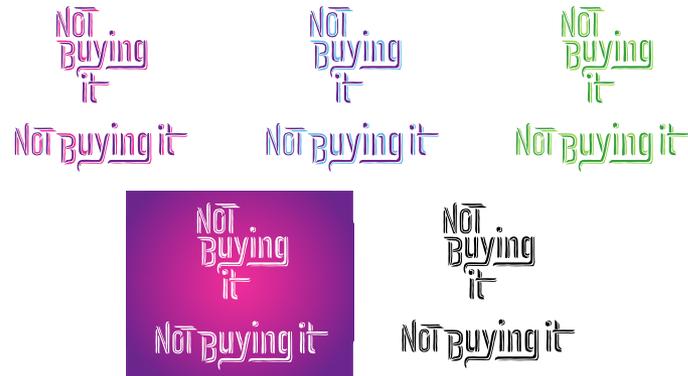
SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015).

# Brand Development

Using youth input, we created the youth prevention brand “Not Buying It” to encompass all tobacco products, including e-cigarettes

## NOT BUYING IT – mini styleguide

The Not Buying It logo has three different colored versions. All versions have both a vertically stacked design and a horizontal design, which can be used as-needed.



## COLORS

<b>PURPLE</b> PANTONE 526 C C:67 M:98 Y:5 K:0 R:115 G:48 B:139 #73308b	<b>MAGENTA</b> PANTONE 212 C C:0 M:83 Y:5 K:0 R:245 G:81 B:151 #f55197	<b>LIGHT BLUE</b> PANTONE 298 C C:65 M:10 Y:0 K:0 R:61 G:181 B:230 #3db5e6	<b>GREEN</b> PANTONE 7739 C C:81 M:15 Y:100 K:0 R:47 G:158 B:73 #2c9a42	<b>YELLOW GREEN</b> PANTONE 367 C C:40 M:0 G:81 B:0 R:163 G:213 B:95 #a3d55f

## GRADIENTS

The use of gradients is encouraged with all Not Buying It branded collateral. All gradients should use at least two of the five colors as shown below. Whenever the Not Buying It logo appears on top of the gradients, the all white version of the logo should be used.



## FONTS

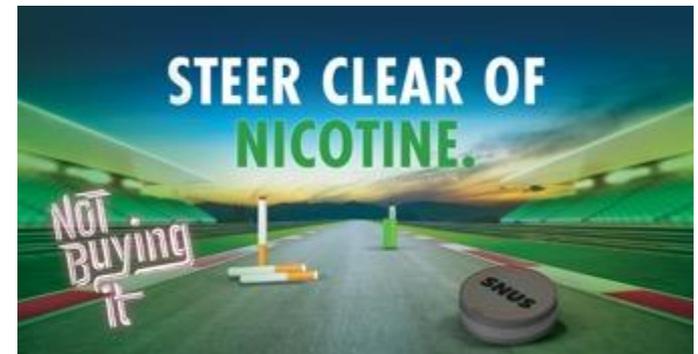
The font used in the Not Buying It logo is completely hand-drawn and should never be replicated or paired with a similar style font. Futura PT Condensed has been chosen to compliment the logo and should be used in all Not Buying It branded collateral.

**Headers and Subheads - Futura PT Condensed Bold**  
Body Copy - Futura PT Condensed Book

Other fonts within the Futura PT Condensed family can be used when applicable.

# 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/>

**Desperate to find your vape? You might be addicted.**

**NOT BUYING it**

**Not Buying it**  
September 6

Nicotine is a highly addictive drug, don't let your it tear apart your life.

Tag Photo Edit

2,141 People Reached 21 Engagements **Boost Again**

Boosted on Sep 6, 2019  
By Lyntzee Highland Complete

People Reached	2.1K	Post Engagement	12
----------------	------	-----------------	----

View Res

Like Comment Share

Write a comment...

# 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

Think smoking makes you look cool? I'm not buying it.



When you see a cute girl, then she lights a cigarette.

**NOT Buying it**

**3,197**  
People Reached

**80**  
Engagements

[Boost Again](#)

Boosted on Oct 21, 2019  
By Amanda Estes

Completed

People Reached	<b>3.2K</b>	Post Engagement	<b>223</b>
----------------	-------------	-----------------	------------

[View Results](#)

 Susan Mae Patkotak, Cungass Jacobs and 41 others 2 Comments 1 Share

Shapeshifters be up to no good.



**NOT Buying it**

**5,255**  
People Reached

**50**  
Engagements

[Boost Again](#)

Boosted on Oct 10, 2019  
By Amanda Estes

Completed

People Reached	<b>5.2K</b>	Post Engagement	<b>167</b>
----------------	-------------	-----------------	------------

[View Results](#)

 Myron Williams, Cade Harris and 20 others

# Not Buying it – Facebook

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



The image shows a single black nicotine pod on the left, followed by a purple equals sign, and a red pack of cigarettes on the right. The text 'Not Buying it' is written in a stylized, colorful font above the items.

**1,578** People Reached      **41** Engagements      [Boost Again](#)

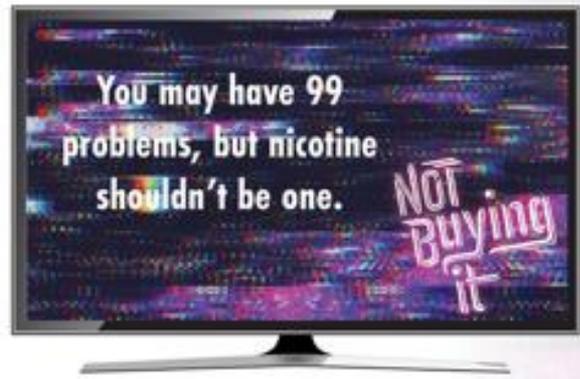
Boosted on Sep 30, 2019 By Brennon Land      Completed

People Reached	<b>1.6K</b>	Post Engagement	<b>175</b>
----------------	-------------	-----------------	------------

[View Results](#)

Jerrilyn Frankson, Louis Kasayuli and 5 others

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



The image shows a television screen displaying a glitched video game scene. The text on the screen reads 'You may have 99 problems, but nicotine shouldn't be one.' and 'Not Buying it' is written in a stylized font on the right side of the screen.

**3,672** People Reached      **54** Engagements      [Boost Again](#)

Boosted on Aug 27, 2019 By Lynnzee Highland      Completed

People Reached	<b>3.7K</b>	Post Engagement	<b>291</b>
----------------	-------------	-----------------	------------

[View Results](#)

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.

NOT Buying it

3,887 People Reached      123 Engagements      [Boost Again](#)

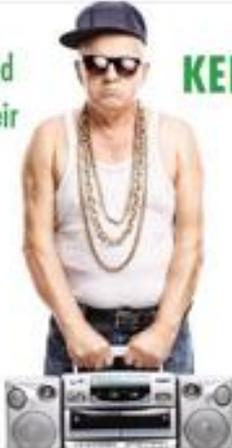
Boosted on Aug 18, 2019 By Lynnzee Highland      Completed

People Reached	<b>3.7K</b>	Post Engagement	<b>326</b>
----------------	-------------	-----------------	------------

[View Results](#)

👍👎👤 Kali Conrad and 27 others      1 Comment 3 Shares

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.

KEEP YOUR COOL.

NOT Buying it

5,946 People Reached      184 Engagements      [Boost Again](#)

Boosted on Jul 27, 2019 By Lynnzee Highland      Completed

People Reached	<b>5.9K</b>	Post Engagement	<b>558</b>
----------------	-------------	-----------------	------------

[View Results](#)

👍👎👤 Ariaahna Revae Arnold, Ashley Elizabeth and 16 others      1 Share

# Not Buying It – Video ads



**Tobacco Controls**

[https://youtu.be/jKxwYKqRh\\_I](https://youtu.be/jKxwYKqRh_I)

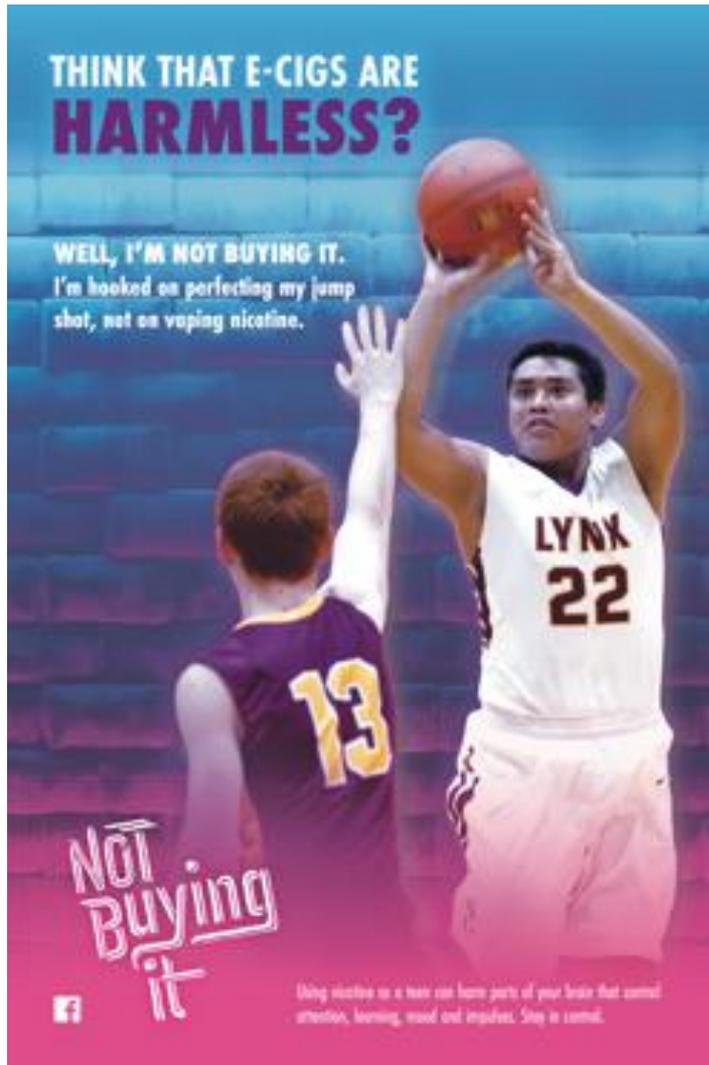
# Not Buying It – Video Ads



**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.

LYNK 22

13

**NOT BUYING it**

Using nicotine or a teen can harm parts of your brain that control attention, learning, mood and impulses. Stay in control.

Facebook icon

A poster featuring a basketball player in a white jersey with 'LYNK 22' on the back, jumping to shoot a ball. A defender in a purple jersey with '13' on the back is reaching up. The background is a blue and purple gradient.



WHO'S PULLING YOUR STRINGS?

Nicotine is a highly addictive drug. Juuls contain nicotine.

Thought you were in control? Think again.

**NOT BUYING it**

Facebook icon

A poster showing a large hand at the top pulling strings that control a swing set. A young woman and a young man are sitting on the swings. The background is a snowy outdoor setting.

# 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
  - Reviews content
  - Provides content
  - Participates in video production
- Share media from partners – ANTHC and Grantees

# Questions?



Cheley Grigsby, Program Manager

[Michele.Grigsby@Alaska.gov](mailto:Michele.Grigsby@Alaska.gov)

907-269-8895

# Resources

## Tobacco Facts

[http://dhss.alaska.gov/dph/Chronic/Documents/Tobacco/PDF/2019\\_alaska\\_tobacco\\_facts.pdf](http://dhss.alaska.gov/dph/Chronic/Documents/Tobacco/PDF/2019_alaska_tobacco_facts.pdf)

## Alaska YRBS

[dhss.alaska.gov/dph/Chronic/Pages/yrbs/yrbs.asp](http://dhss.alaska.gov/dph/Chronic/Pages/yrbs/yrbs.asp)