

Tri-County Mass Media Campaign: Youth Vaping Quit Services

Launching April 2022-
December 2022



Problem:

- In 2019, 23% of Oregon 11th graders reported vaping, reflecting what the US Surgeon General has designated a “youth vaping epidemic.”¹
- 70% of high schoolers in the state of Oregon who have ever used tobacco started with e-cigarettes.²

1) US Surgeon General. Centers for Disease Control and Prevention. 2018. Available at

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/surgeon-general-advisory/index.html

2) Oregon Health Authority Public Health Division, Health Promotion and Chronic Disease Prevention Section. 2020. Oregon tobacco facts. Available at <https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Pages/pubs.aspx>



Tobacco Marketing Tactics & their Impact:

- The tobacco industry has a long history of marketing flavored products to people of color and LGBTQ+ communities.
- This has contributed to disproportionate tobacco use by, and devastating health outcomes for, people in these communities.³

3. Truth Initiative. 2020. Available at: <https://truthinitiative.org/research-resources/targeted-communities/why-tobacco-racial-justice-issue>



Letting Local Youth Know that Help Quitting is Available



A mass media campaign in the Tri-County area about a free, confidential, texting-based resource, made available through a partnership with the Truth Initiative to help youth considering quitting or reducing vaping.



Campaign: With funding from Health Share of Oregon, the three counties convened, with our partner program REACH, to develop a regional media campaign

Purpose: Encourage youth to quit vaping

Audience:

Ages 16-24

Black Youth

LGBTQ+ Youth

Latinx Youth



Key Partners:

- REACH African-American community health
- IRCO Africa House
- The Living Room LGBT services
- Oregon Latino Health Coalition
- Many youth through a series of developmental focus groups



Development of Our Campaign

- With Multnomah as the conveners and backbone org, we engaged a professional media agency to support development
- Each community had a specific youth focus area and recommended a positive support message about quitting vaping
- Regional team met regularly for more than a year, fine tuning the concept through key informant interviews and youth focus groups
- The team engaged youth in focus groups we ran through local non-profits that support these youth communities
- As we landed on messaging, youth also provided media types and messaging venues for our campaign to be a success- we are still working to access these media types, such as YouTube and Twitch



Key Steps in the Work

- Developing a concept
- Determining message (with formative community input, especially from key youth communities)
- Setting up an agreement with Truth, which has a tested youth vaping quit program via text
 - Truth set up a personalized “Text Go Vapeless to 88709” for us to evaluate local utilization
- Finalizing the visual and audio elements to reach these youth
 - Visuals of the youth community reps in the ads
 - Authentic youth voices of diverse youth for “radio” ads
- Continued work to access innovative youth-focused media placement options with our \$47,000 placement budget (Twitch, YouTube, other social media MultCo doesn’t currently utilize)



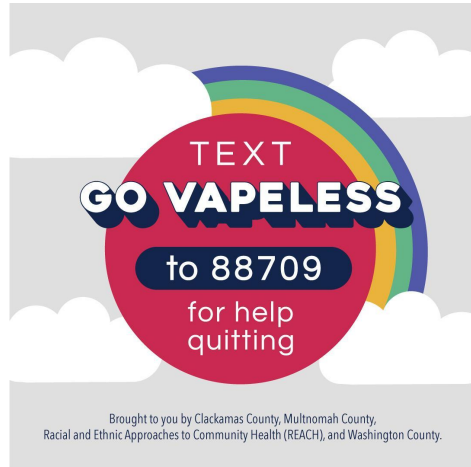
Getting the Word Out:

The campaign includes posters, printed and distributed to schools, and a social media component.



Engaging Youth Audience Where They Live:

The campaign's digital placements will run locally on media used by youth, including digital audio services such as Spotify/Pandora, mobile apps, streaming services such as Hulu, product or service-oriented platforms such as Twitch gaming and social media apps like SnapChat.





Audio Spot for Use on Music Services

LGBTQ+

LatinX (Spanish)

Black African American

Lean On Me Script

It's been a tough couple of years... with new levels of frustration and loneliness. Some of us may have leaned on vaping to help cope. But vaping is nicotine in a flavored package, and as addictive as cigarettes. Nobody wants to feel powerless to nicotine. We're stronger together. Let's be the community we need.

To get tips and advice to help quit, text "Go Vapeless" to 88709. It's free and confidential.



DON'T LEAN ON NICOTINE



DON'T LEAN ON NICOTINE



Brought to you by Clackamas County, Multnomah County, Racial and Ethnic Approaches to Community Health (REACH), and Washington County.

TEXT
GO VAPELESS

to 88709

for help quitting

ELIMINA LA NICOTINA



Envía
GO VAPELESS

por mensaje
de texto

al 88709

para recibir ayuda
para dejar de fumar

Llevado hasta ti por los condados de Clackamas, Multnomah y Washington y la asociación Racial and Ethnic Approaches to Community Health (REACH).



Join the Effort & Support Our Campaign!



- Share social media posts with your networks
- Send out our poster order form to partner agencies
<https://tinyurl.com/2p9ck5rn>
- Offer the campaign to school and youth agency contacts
- Other innovative ideas?



DON'T LEAN ON NICOTINE



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to 88709

for help quitting



Thank you to our partners and collaborators on this effort!



Coates Kokes - Marketing Agency hired to develop creative assets

Health Share of Oregon - Funding Partner



For more information

Contact:

Emily Taylor, Program Communications Specialist, Tobacco Control and Prevention,
Multnomah County Health Department at emily.taylor@multco.us or 503-988-9458

To order posters: <https://tinyurl.com/2p9ck5rn>

