



Tri-County Mass Media Tobacco Prevention and Cessation Campaign

Background: 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 There exists a long legacy of the tobacco industry targeting LGBTQ+ people and people of color through flavored products and other advertising and promotions. This targeted marketing has contributed to disproportionate tobacco use by, and devastating health outcomes for, people in these communities.³

Rationale: CDC recommends mass-reach health communication interventions as a best practice in decreasing the prevalence of tobacco use; increasing cessation and use of available cessation services such as quitlines; and decreasing initiation of tobacco use among young people.⁴

Funder and Funding Period: Health Share of Oregon, June 2020 through December 2022.

Project: Multnomah County Tobacco Control and Prevention Program (TCPP) has partnered with Clackamas and Washington County Tobacco Prevention and Education Programs (TPEP) and the Multnomah County REACH program to create a mass media tobacco prevention and cessation campaign focused on vaping among youth ages 16-24 in the Tri-county area. It is the first regional tobacco-related collaboration between the three counties. This mass reach communication campaign aims to decrease initiation of tobacco use, promote and facilitate cessation, and shape a social norm toward non-use of commercial tobacco vaping products by the priority populations of Black, Latinx, and LGBTQ+ youth. The campaign drives youth to a Truth Initiative® e-cigarette quit program that uses text coaching as the primary intervention.

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>.

³ Truth Initiative. 2020. Available at <https://truthinitiative.org/research-resources/targeted-communities/why-tobacco-racial-justice-issue> ⁴ Guide to Community Preventive Services. Reducing Tobacco Use and Secondhand Smoke Exposure: Mass-Reach Health Communication Interventions; accessed: December 2, 2013.

Timeline and Milestones: The project was stalled in early phases and slowed throughout as project staff and Tri-County health programs shifted priority toward a COVID-19 pandemic response. January-June 2020, convened Tri-County project team staff and began relationship building; July-December 2020, hired media contractor Coates Kokes, met with Truth Initiative® to discuss text to quit program, developed a process evaluation tool with graduate students from Portland State University and Oregon Health Sciences University, consulted with Health Share of Oregon and CBO partners representing campaign priority populations to provide input on campaign content and design, worked as a Tri-County Media Campaign team with Coates Kokes to inform and design the campaign; July-December 2021, refined and finalized media assets and began developing dissemination and media buy plans.

Partners: Community based organization partners provided input on content and media development through six rounds of Focus Groups, two in each priority community. Focus groups were coordinated and facilitated by the contracted media consultant. Additionally, Key Informant interviews with community leaders from each of the three priority populations were conducted by project staff.

Media Consultant: Coates Kokes, a marketing firm in Portland, Oregon specializing in strategy, creative, public relations, media, web & social led the development of media assets.

Media Assets: The main campaign includes universal assets incorporating visual content for all three populations. Additionally, a set of assets each was created for Black and LGBTQ+ youth with specific visual content for respective populations. Two sets of assets were created for Latinx youth, one in Spanish.

- Video Animation
- Print
- Digital
- Radio



Media Channels and Dissemination Plan:

- April-Sept. 2022, Print: Posters distributed to schools, palm cards, and partner toolkit
- July-Dec. 2022, Social Media: Instagram, SnapChat, YouTube, TikTok, etc.
- July-Dec. 2022, Digital: Spotify, Pandora, FM radio, and product or service-oriented platforms such as Twitch gaming, Hulu, phone apps

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