



U.S. FOOD & DRUG  
ADMINISTRATION

# *THE REAL COST: YOUTH E- CIGARETTE PREVENTION CAMPAIGN*

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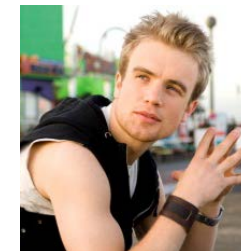
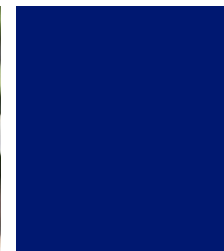
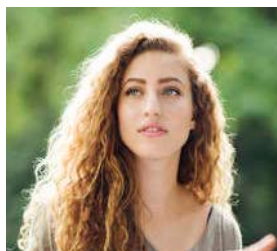
*Office of Health Communication and Education*



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CENTER FOR TOBACCO PRODUCTS

- Research has demonstrated that public education campaigns can prevent and reduce tobacco use
- Campaigns have contributed to major declines in tobacco use in the U.S.
- CTP has several campaigns, each one targeting different groups of people:
  - ✓ ***The Real Cost***: Teens at risk of using cigarettes, e-cigarettes and smokeless tobacco
  - ✓ ***Fresh Empire***: Multicultural teens at risk of smoking
  - ✓ ***This Free Life***: LGBT young adults at risk of smoking
  - ✓ ***Every Try Counts***: Adult smokers who want to quit smoking



# YOUTH TOBACCO PREVENTION



## Our goal

Snap youth out of their “cost-free” mentality when it comes to the risks of tobacco use

2014

*The Real Cost* campaign started as a campaign to prevent youth cigarette smoking

2016

The campaign expanded to include messages for rural boys about the harms of smokeless tobacco

2018

The campaign expanded again to include messages to teens at risk for e-cigarette use, or “vaping”

# REDUCING YOUTH USE OF TOBACCO



Make teens **hyperconscious** of the **real cost** of tobacco through **breakthrough**, fresh portrayals of the health and addiction **risks** of tobacco use

Find new ways  
to talk  
about the  
health  
consequences



*The cost to my body*

Disrupt beliefs  
about addiction  
by stressing  
loss of  
control



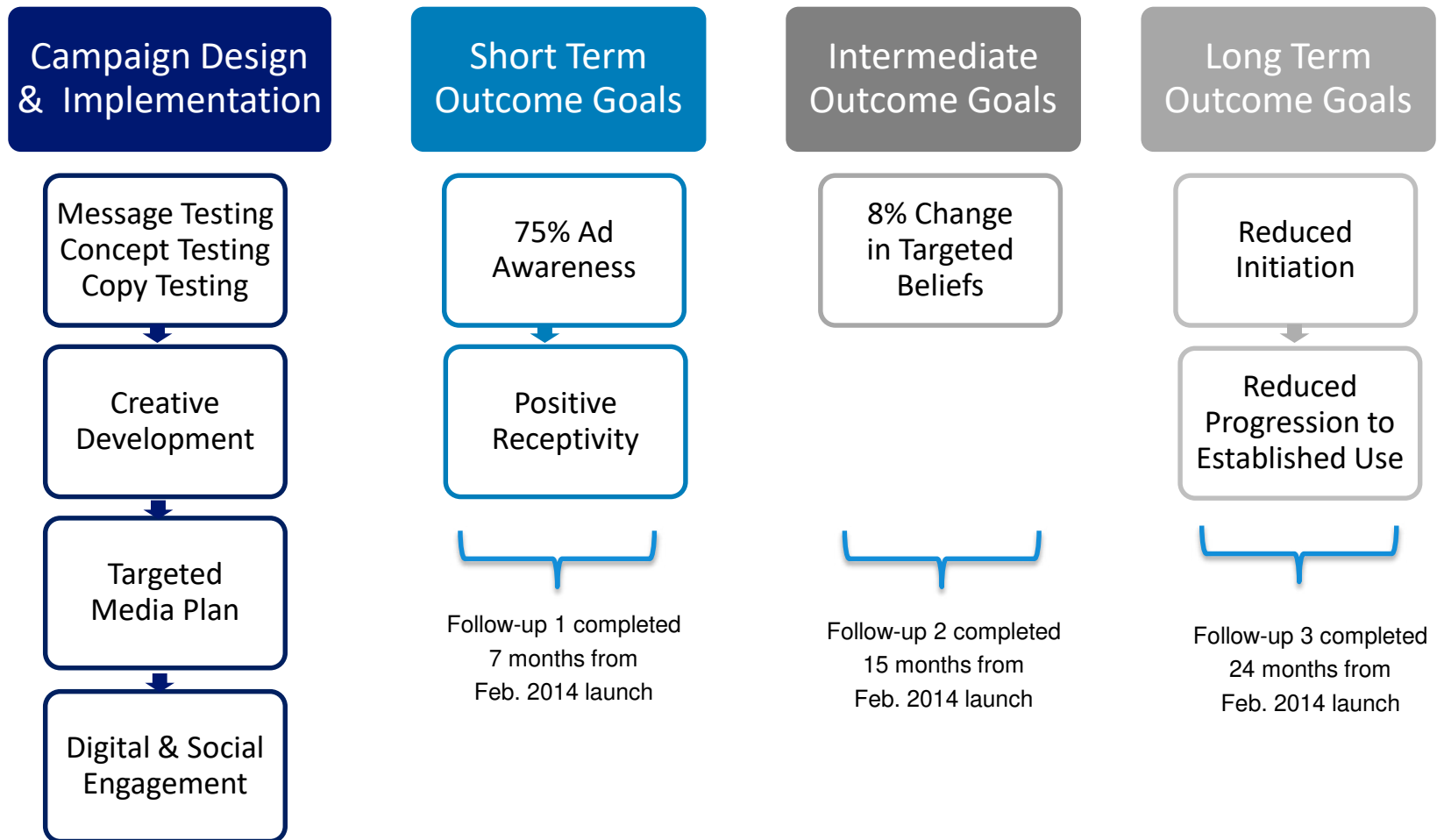
*The cost to my brain*

Challenge their  
assumptions  
with new  
facts



*The cost of using just 1*

# USING A BEHAVIOR CHANGE LOGIC MODEL – THE REAL COST YOUTH SMOKING CAMPAIGN



# SHORT TERM AND INTERMEDIATE OUTCOMES - THE REAL COST YOUTH SMOKING CAMPAIGN



## Raising Awareness

9 in 10 youth reported seeing *The Real Cost* ads when measured 7 months after launch

## Shifting Beliefs

The campaign positively influenced tobacco-related risk perceptions and beliefs with an 11.5% average change when measured 15 months after launch

# DEMONSTRATING IT WILL SAVE LIVES

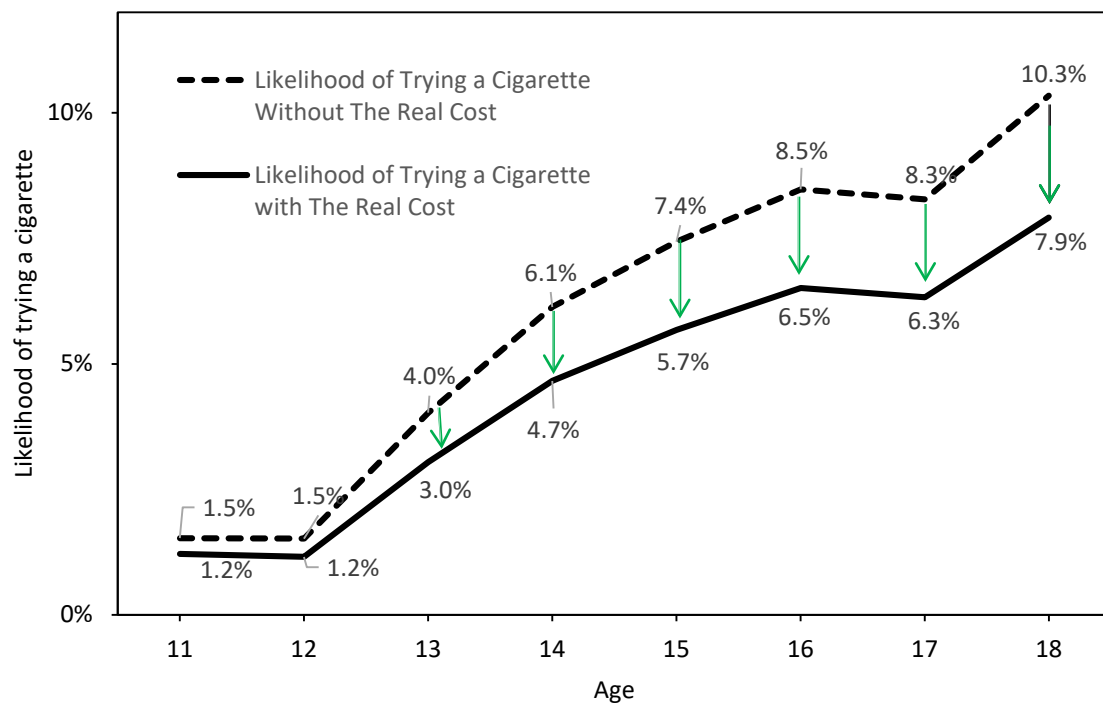


From February 2014 to March 2016, an estimated **350,000** youth aged 11 to 18 were prevented from smoking as a result of *The Real Cost*

# SEEING KIDS REJECT CIGARETTES



What smoking rates would have been if *The Real Cost* wasn't on air...  
compared to what they actually were because of *The Real Cost*



Youth who saw  
*The Real Cost*  
were 30% less  
likely to start  
smoking

# COUNTING THE COST OF *THE REAL COST*



- FDA published a cost utility analysis, including an ROI analysis (MacMonegle et al., 2018)
- The cost savings are estimated to be \$31 billion in future healthcare costs averted
- The ROI is \$128:1

# *THE REAL COST* TODAY: A NEW THREAT HAS EMERGED



# YOUTH USE OF E-CIGARETTES: WHY WE MUST ALL ACT NOW



2018 National Youth Tobacco Survey data show an alarming surge in youth e-cigarette use with more than **3.6 million teens currently vaping**

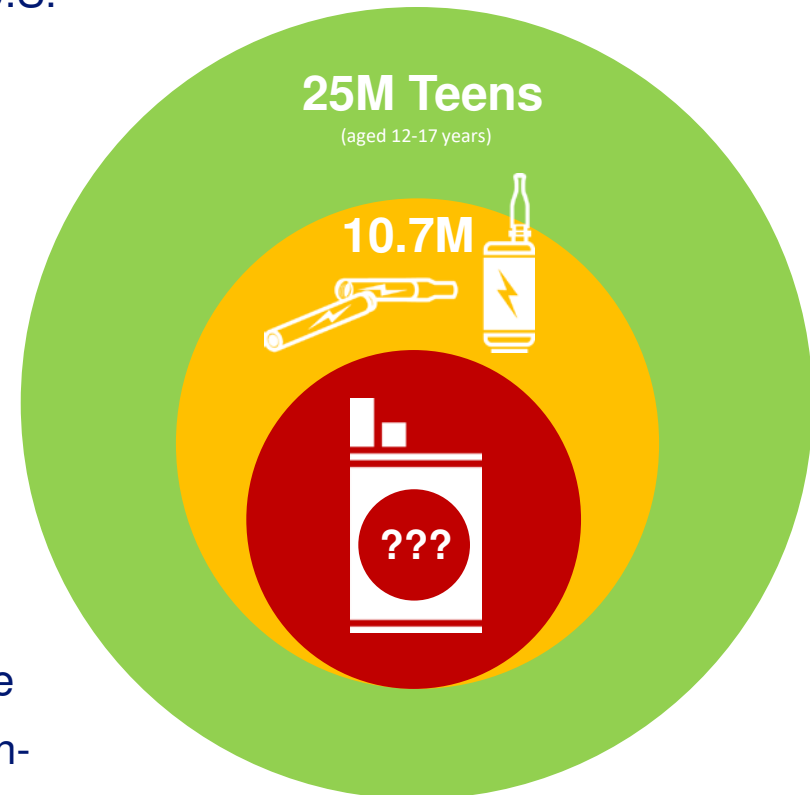
From 2017 to 2018:

- The number of high-school-age children reporting use of e-cigarettes **rose by 78%**
- Use among middle-schoolers **increased 48%**
- **3.6 million youth** are current e-cigarette users
- **Almost 30%** of high school students used e-cigarettes on **20 or more of the past 30 days**



# THE UNIVERSE OF AT-RISK TEENS TODAY

- There are approximately 25 million teens in the U.S.<sup>1</sup>
- In 2017, teens at risk for or already smoking cigarettes dropped to 8.7 million teens<sup>2</sup>
- However, FDA estimates nearly 10.7 million youth<sup>2</sup> are at risk for or already experimenting with e-cigarettes
- Even if there's 100% overlap, there are millions more youth at risk for e-cigarettes than for cigarettes alone
- Research indicates that teens who vape are more likely to try smoking cigarettes<sup>3</sup> – will formerly non-susceptible teens transition to cigarettes?



<sup>1</sup>U.S. Census Bureau 2016; <sup>2</sup>NYTS 2017; <sup>3</sup>NASEM 2018

# SOCIAL MEDIA IS HELPING PERPETUATE TEEN E-CIGARETTE USE AS THE NORM



# ...AND MORE ACCEPTABLE & SUPERIOR TO SMOKING



# TEENS ARE SEEING E-CIGARETTES BECOME MORE COMMERCIALIZED



# POPULAR E-CIGARETTES HAVE APPEALING “HIGH TECH” FEATURES

FDA



# E-CIGARETTES ARE A SOCIAL CURRENCY



**allyson goldrick** @allysuuuuun · 11h

life hack: if you're ever trying to make friends at a **party** all you need is a **juul**



1



17



**Collin Spear** @CollinSpear17 · 9h

Having a **juul** at a **party** is the equivalent to opening a pack of gum during class in middle school



3



36



**Brooke Baxley**

@baxley\_brooke


Follow



S/o to the girls who offered me a juul hit in the bathroom cause I was crying lol

10:55 AM - 22 Mar 2018

# IT'S A COOL THING WITHOUT (M)ANY PERCEIVED RISKS

A background image showing a group of teenagers walking on a grassy campus. In the foreground, a young woman with long brown hair, wearing a grey sweater and a denim jacket, is pushing a bicycle. She has a brown backpack on. In the background, other students are walking, and a modern building is visible under a bright sky.

**The end result is that teens see  
using e-cigarettes as largely  
consequence-free  
and a cool thing to do**

# RESEARCH FINDINGS

# THE REAL COST CAMPAIGN DEVELOPMENT PROCESS



- Perform extensive review of published research
- Consult experts in public health

- Use focus groups of teens to identify what messages work best
- Further narrow these ideas with public health experts

- Test the ads with teens to measure effectiveness and ensure no unintended consequences

24 focus groups of 6-8 teens (N=159):

- Phoenix, AZ
- Charlotte, NC
- Chicago, IL
- Philadelphia, PA

Participants grouped by age:

- 12-14
- 15-17

Use status:

- E-Cigarette At-Risk
- E-Cigarette Experimenter
- Dual E-Cigarette and Cigarette Experimenter

# E-CIGARETTES COME WITH A COST-FREE MENTALITY



“I heard [vapes were] really not that bad. There weren’t any studies that showed otherwise. At least yet. A lot of people say that it is a lot better than smoking.”

- ENDS Experimenter, Charlotte

I feel like people stick with vaping because what she said. It’s a healthier alternative. It’s cool. It’s supposedly better.”

- ENDS At-Risk, Phoenix

“I feel like that’s what sets them apart from cigarettes. That’s what makes them more compelling than cigarettes. Cigarettes are like, ‘Ooh, that’s gross,’ and then vapes are like, it makes them seem harmless.”

- ENDS Experimenter, Philadelphia

“Cigarettes-like how they give you cancer because they have all the chemicals and stuff, and vapes don’t have any of that.”

- ENDS Experimenter, Charlotte

“Well, me. I don’t know what it’s going to do so I wouldn’t do it. At the same time, well, I haven’t heard anything bad about it so why not?”

- ENDS Experimenter, Charlotte

# FOCUS GROUPS SUMMARY – “NICOTINE ADDICTION” IS NOT ENOUGH



- Addiction remains a topic that is challenging for teens to grasp. Teens believe that they have the **choice and self-control** to stop themselves from ever becoming addicted
- Unless it's associated with a harmful consequence, teens **don't appreciate the notion of addiction**
- Especially when presented with the concept of nicotine addiction from using e-cigarettes, most teens **wanted to know the harm**
- Without a harmful consequence, teens described nicotine addiction as similar to being “addicted” to other things like food, video games, and chocolate

# ADDICTION + HARMFUL CHEMICALS IS A MORE POWERFUL MESSAGE



- *Vapes could contain **diacetyl**; when inhaled, this can lead to irreversible obstructive lung disease, which would make it permanently hard to breathe*
- The idea of permanence and irreversibility has a major impact on teens and often makes teens think twice about vaping
- *Vapes could contain **formaldehyde and acrolein** – some of the same toxic chemicals found in cigarette smoke*
- The idea that they could be inhaling the same toxic chemicals as those in cigarette smoke, which teens know is dangerous, is concerning to them
- *Vapes could contain **microscopic metal particles** like nickel, tin, and lead, which can be inhaled deep into the lungs*
- Teens see this fact as a real and physical danger that would harm them

# CAMPAIGN ADVERTISING

# HEALTH THREAT BECOMES “EPIDEMIC”

- This new concept uses an unsettling visual metaphor of a creature in an e-liquid pod to depict the consequences of e-cigarette use to the lungs, bloodstream, and brain.
- This concept began as a nicotine/addiction ad, but without another health consequence it was not effective.
- The ad was then refined to include a message about health effects.



# LINKS FOR VIDEOS



Epidemic :30

<https://www.youtube.com/watch?v=zYuyS1Oq8gY>

Epidemic :15

<https://www.youtube.com/watch?v=CbgU3CGv0-Q>

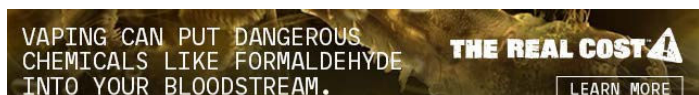
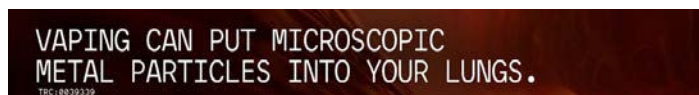
Braintrolled

<https://www.youtube.com/watch?v=tdWwsGdT4gw&list=PLgf1d4CujVYa12CfACoaK8UWrtdtkfbVu>

Rehacked

<https://www.youtube.com/watch?v=qbCyPBZYdWk>

# CREATIVE EXTENSIONS: WEB, SOCIAL, DIGITAL ADS

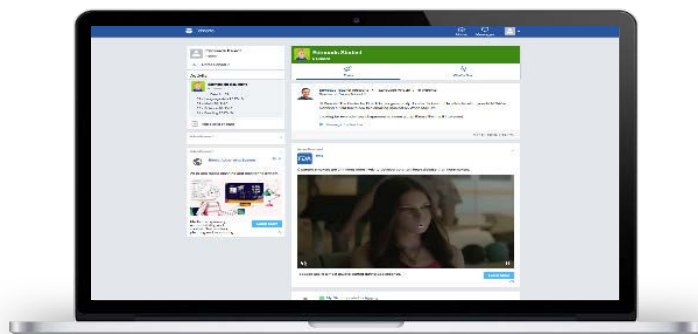


# CAMPAIGN IMPLEMENTATION

- *The Real Cost* Youth E-Cigarette Prevention Campaign is limited to **age-verified digital** media, limiting adult “spill” by hyper-targeting the media to **reach 12-to-17-year-olds** on digital and social channels
- This means that these messages will reach at least 60% of the target audience, at least 28 times per quarter



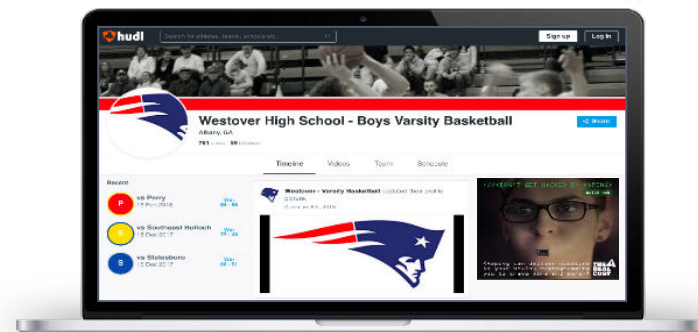
# MEDIA TO REACH STUDENTS IN SCHOOLS



Educational technology platform for students and teachers to connect. Their precise targeting allows us to reach teens, with no adult spill.

18,200 high schools (49% of high schools)\*

\* Based on 37,100 high schools from U.S. Dept. of Education



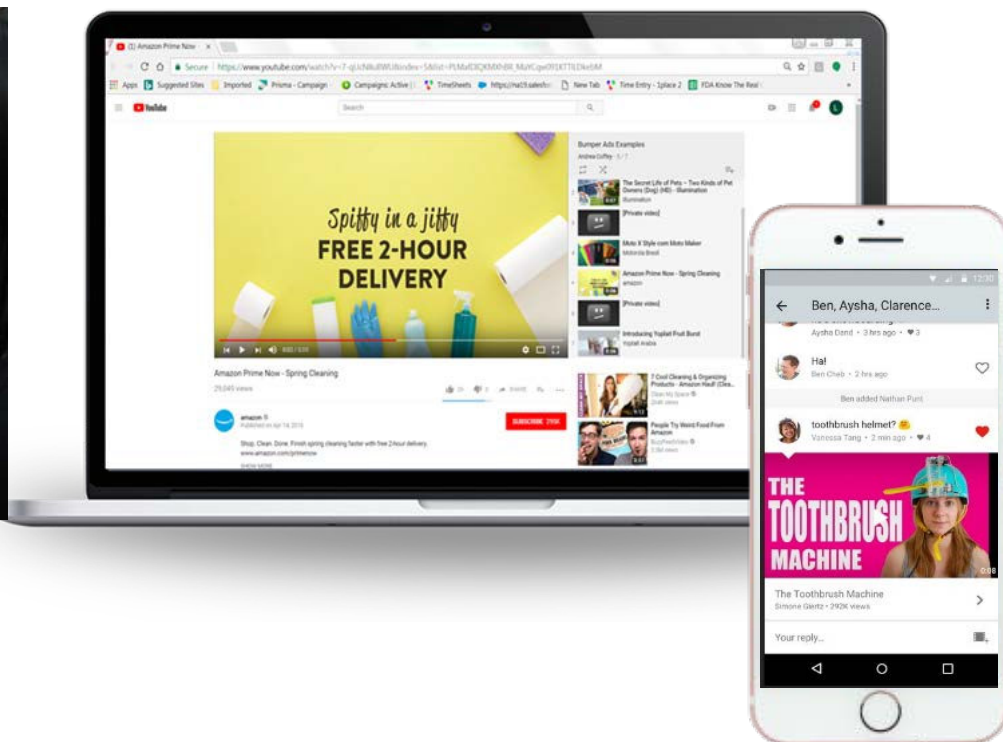
“Networking” site for high school students featuring exclusive athletic videos. Hudl reaches teens in engaging moments around their favorite teams, players, and schools.

19,000 high schools (51% of high schools)\*

# GEOFENCE SCHOOLS WITH YOUTUBE



Reach students on their devices during school downtime by targeting U.S. high schools by their physical address



# YOUTH E-CIGARETTE PREVENTION IN SCHOOLS



- *The Real Cost* also reaches students with an e-cigarette prevention message when and where they are faced with the decision to use
- Posters are currently in 14,000 high schools and will be sent to the remaining 23,000 high schools by February
- A snarky tone will catch their attention, and the facts will deliver a strong prevention message



# YOUTH E-CIGARETTE PREVENTION IN SCHOOLS



- Partnership with Students Against Destructive Decisions (SADD); more than 9,400 posters distributed
- Collaborating with Scholastic to bring lesson plans, an infographic, and research to more than 700,000 teachers and administrators throughout the U.S.
- <http://www.scholastic.com/youthvapingrisks/>

**THE REAL COST OF VAPING**  
Understanding the dangers of teen e-cigarette use  
GRADES 9-12

**The latest data and information to help increase awareness about the dangers of youth vaping**

**2018 NATIONAL YOUTH TOBACCO SURVEY FINDS CAUSE FOR CONCERN**

Category	Percentage
E-cigarettes	78%
Cigarettes	48%
Both	15.7%

**In the past year alone, vaping among high schoolers has increased 78%**

**A Big Problem... A SMALL DEVICE**

**DID YOU KNOW?**

E-cigarettes, also known as "vapes," are becoming more popular among teens.

Working from home, the first type of e-cigarette product to enter the market, was a small device that looked like a pen.

**DOWNLOAD LETTER** **VIEW DATA** **DOWNLOAD INFOGRAPHIC**

- **Exchange Lab:** FDA-branded vaping posters will be available in early February at: <https://digitalmedia.hhs.gov/tobacco/>
- **Youth Vaping Risks Infographic:**  
[https://digitalmedia.hhs.gov/tobacco/print\\_materials/CTP-119](https://digitalmedia.hhs.gov/tobacco/print_materials/CTP-119)
- **2018 NYTS Infographic on Vaping:**  
<https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm>
- **Scholastic:** materials include a lesson plan, an infographic, and research <http://www.scholastic.com/youthvapingrisks/>

THANK YOU. QUESTIONS?