

CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

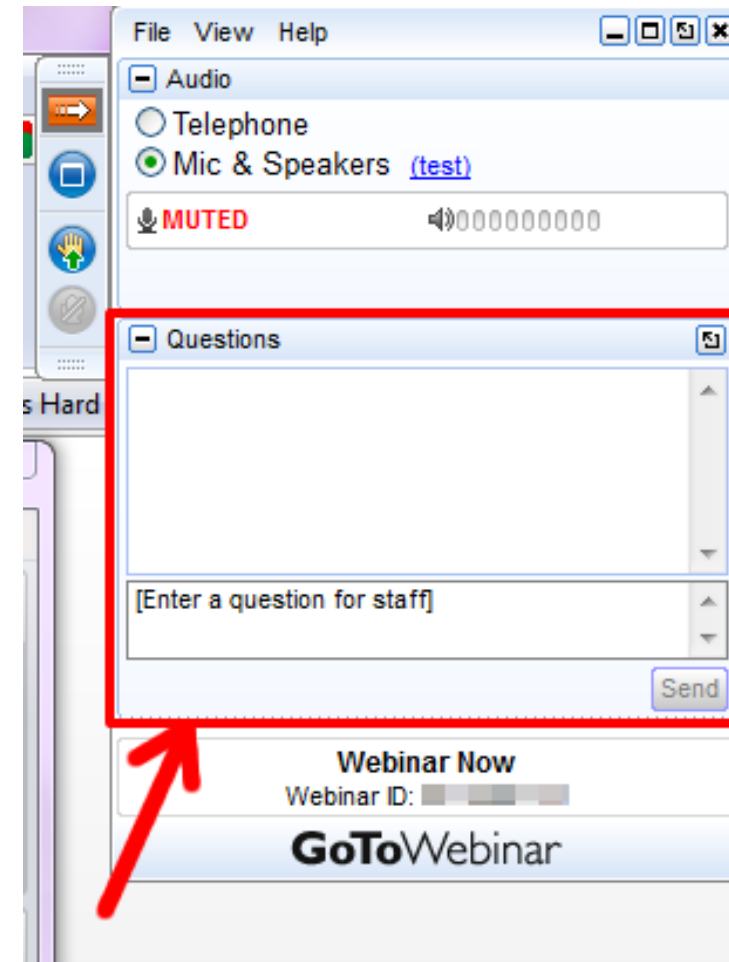
WEBINAR SERIES

<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.
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2020 Parent E-Cigarette Campaign

October 20, 2020

Alaska's Tobacco Prevention and Control Program introduces new campaign to support parents talking with teens about e-cigarettes and related health concerns.

This presentation is designed to increase understanding of the TPC Parent E-cigarette campaign:

- **Intro: Parent E-Cigarette Campaign**
- Why: Rationale Behind the Project
- How: Creation of the Campaign
- Resources

What is the Parent E-Cigarette Campaign?

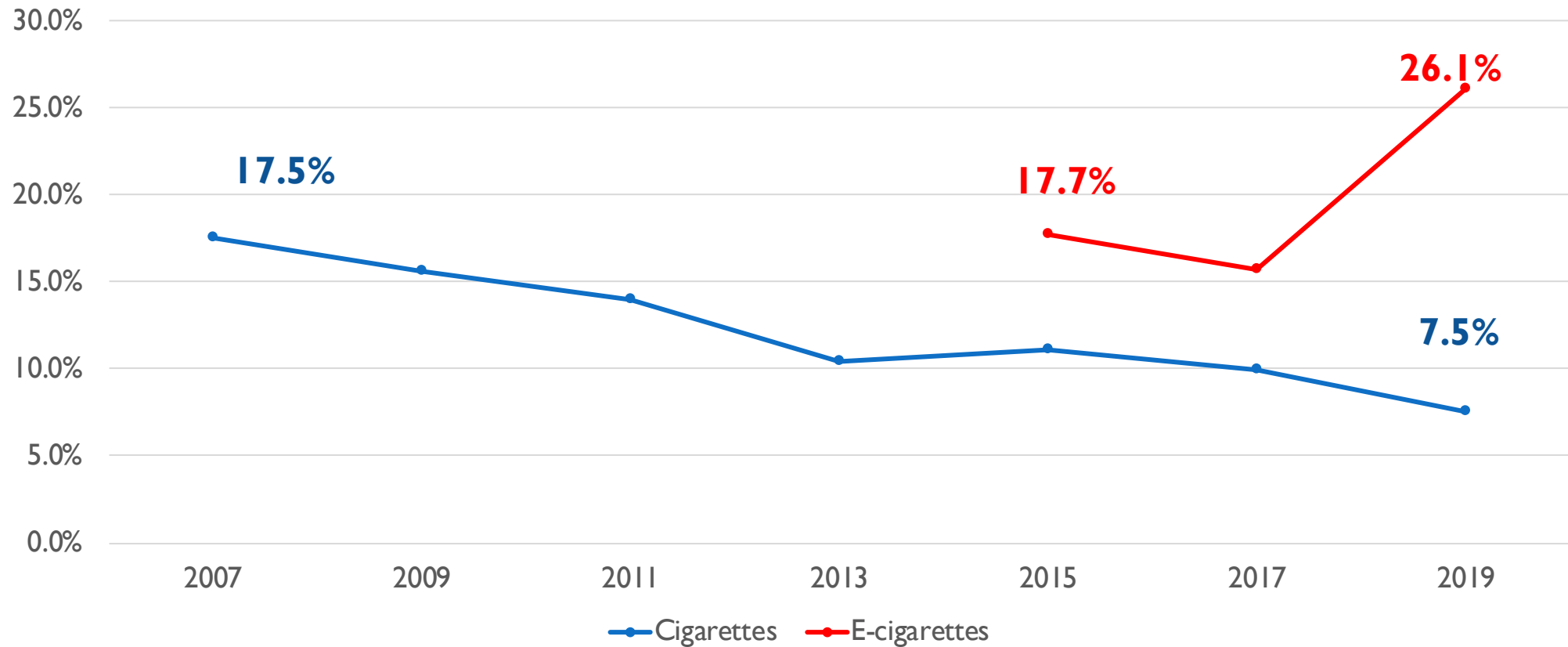
The Parent E-Cigarette Campaign is a statewide, public education campaign created by the State of Alaska's Tobacco Prevention and Control Program. The goal of the campaign is to educate parents on Alaska teen use of e-cigarettes through radio and television PSAs, online messages and social media posts.



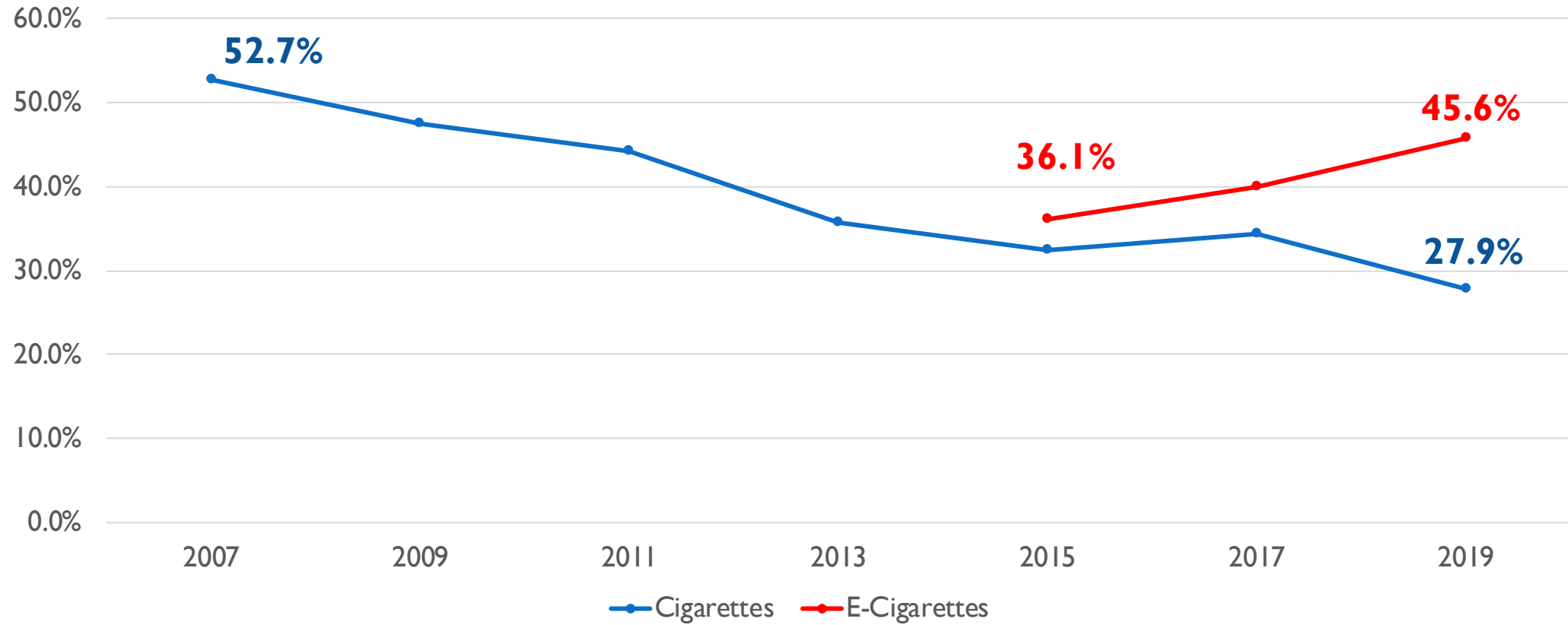
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Percentage of Alaska High School Students Who **Currently** Use Cigarettes vs E-cigarettes



Percentage of Alaska High School Students Who Have **Ever** Used Cigarettes vs E-cigarettes



Teen Use in Alaska



E-Cigarette Devices Confiscated at a Fairbanks High School, October 2019. Photo courtesy of Alyssa Keill, American Lung Association in Alaska

Electronic Cigarettes/Vapes

- Nicotine negatively impacts brain development.
- Nicotine is highly addictive.
- Vapes can lead to dual-use of tobacco products.
- E-cigarettes create an aerosol, not water vapor.
- In high enough doses, nicotine is also a poison.
- The long-term effects are unknown.



It's not like you can buy a new brain.

Three human brains are displayed on a black stand. The brains are labeled D5, D6, and D7 from left to right. They are arranged in a row, with the D5 brain on the left, D6 in the middle, and D7 on the right. The brains are shown from a top-down perspective, highlighting the cerebral cortex.

The human brain is the last organ to fully develop, at around age 25. Nicotine in e-cigarettes can harm brain development and lead to addiction in youth and young adults. Let's protect our kids.

Learn how at www.CDC.gov/e-cigarettes

Grantees throughout Alaska gave presentations about teen e-cigarette use.

Parents shared that they need more information on the issue.

Alaskans working together for healthy and tobacco-free communities.

1: Northern Region

- Manillaq Association
- North Slope Borough
- Norton Sound Health Corporation

2: Interior Region

- Railbelt Mental Health & Addictions
- Tanana Chiefs Conference

3: Southwest Region

- Aleutian Pribilof Island Association
- Bristol Bay Area Health Corporation
- Eastern Aleutian Tribes
- Yukon-Kuskokwim Health Corporation

4: Anchorage/Matsu

- Alaska Family Services
- Alaska Native Tribal Health Consortium
- American Lung Association of Alaska
- Cook Inlet Tribal Council, Incorporated
- University of Alaska Anchorage
- Volunteers of America

5: Gulf Coast Region

- Chugachmiut, Incorporated
- Copper River Native Association
- Kenaitze Indian Tribe
- Kodiak Area Native Association

6: Southeast Region

- Juneau Alliance for Mental Health, Incorporated
- Petersburg Indian Association
- Residential Youth Care, Incorporated
- South East Alaska Regional Health Consortium

Statewide Contractors:

- Alaska Native Tribal Health Consortium
- Americans for non-Smokers Rights Foundation
- American Lung Association of Alaska
- Rural Alaska Community Action Program

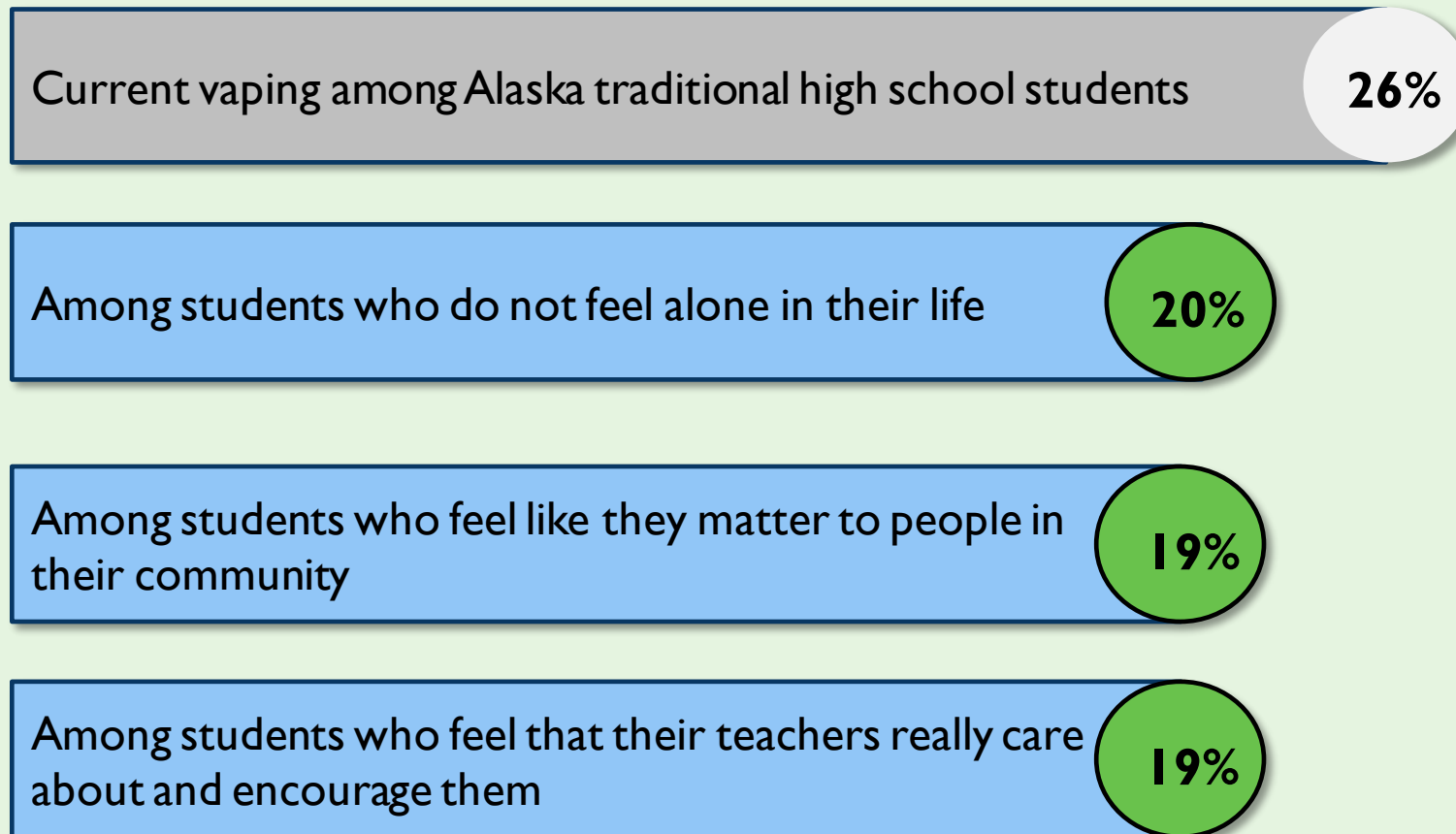
Last Updated: 04/15/2019
S:\Programs\Tobacco\Budget\Community Grant Program\FY19-FY21 TPC Grant Program>Contact Lists

ALASKA'S TOBACCO PREVENTION & CONTROL PROGRAM GRANTEES

Provide educational messages and resources to empower adults to have productive and safe conversations with teens about e-cigarettes.



High school students with certain protective factors are less likely to vape.

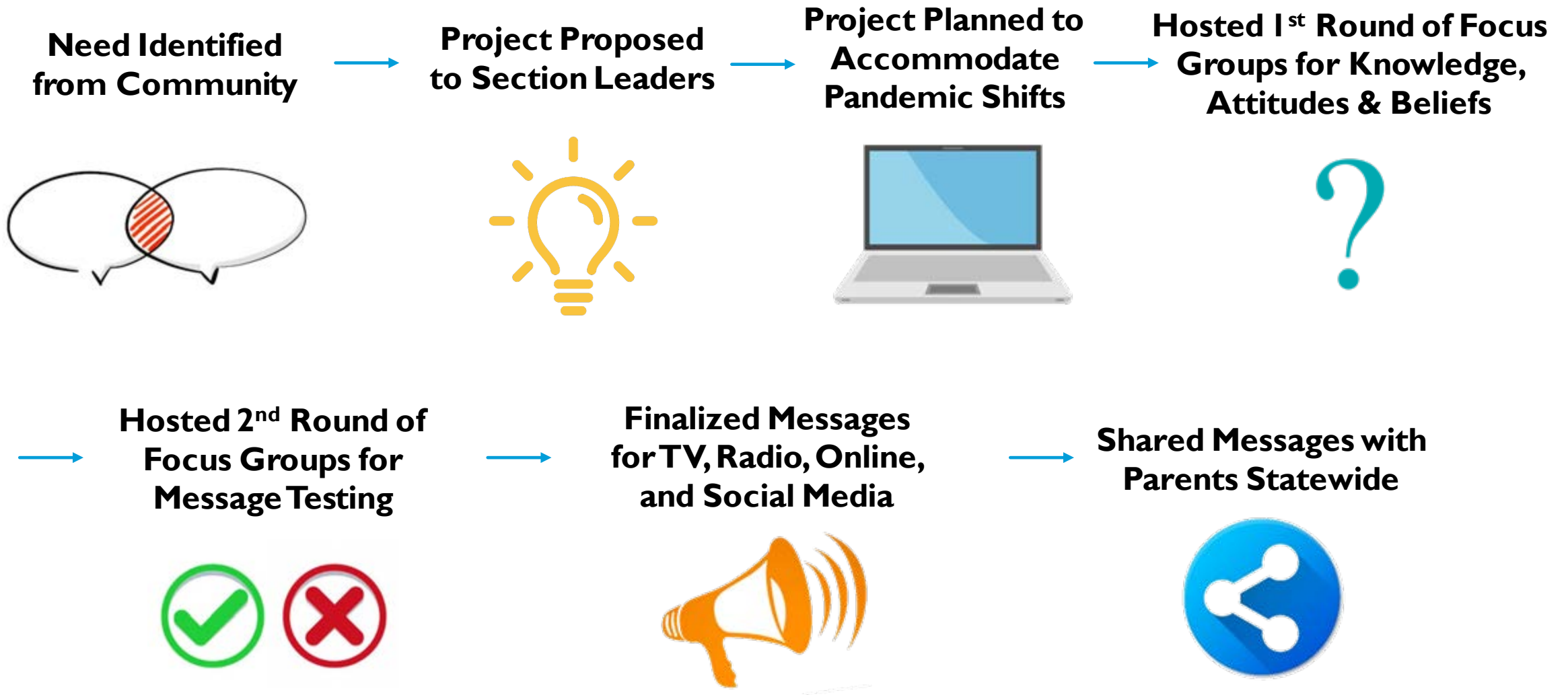


Source: Alaska YRBS 2019

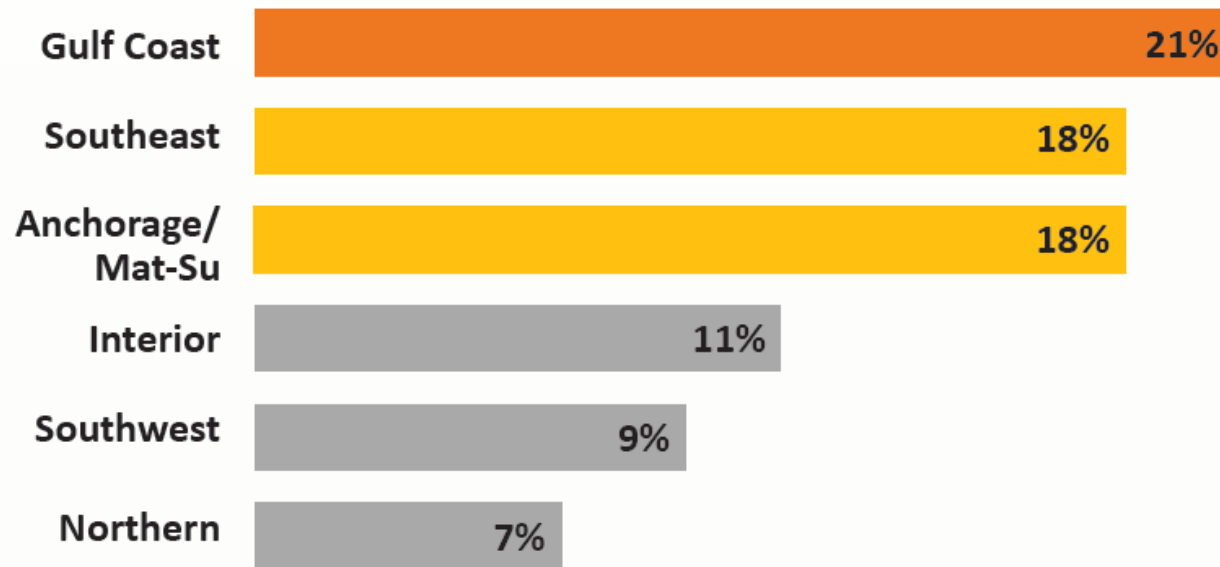
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How



Current e-cigarette use among Alaska high school students varies widely by region.



% of students reporting current e-cigarette use

Data Source: Alaska Youth Risk Behavior Survey (YRBS) 2017

We used data from the 2017 YRBS to recruit from regions with the highest rates of youth vaping.

Parents of teens between the ages of 13 and 18 were recruited.

Adults who smoked or vaped were also recruited to gain perceptions of past & current social norms around smoking and vaping.



Rural



Urban



Rural



Urban



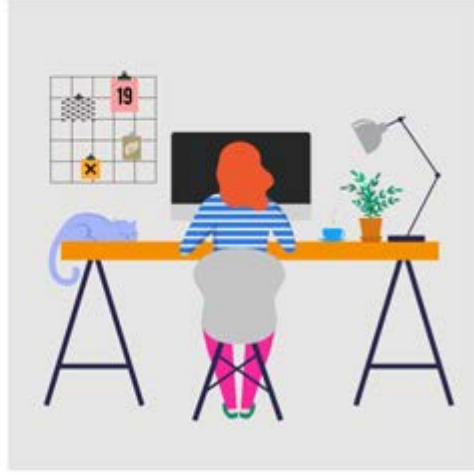
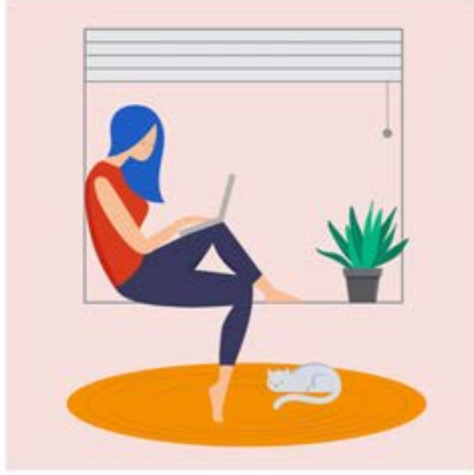
Both rounds of focus groups had these four groups included:

- Group 1: Anchorage/Mat-Su – Non-smokers, non-vapers
- Group 2: Kenai/Kodiak/Sitka – Non-smokers, non-vapers
- Group 3: Anchorage/Mat-Su – Smokers, vapers
- Group 4: Kenai/Kodiak/Sitka – Smokers, vapers

Two rounds of focus groups were held:

- The first round focused on knowledge, attitudes and behaviors around e-cigarette use.
- The second round tested messages created from the responses given during the first round of groups.

Adjusting to Online Focus Groups



- In-person engagement aspect was lost, needed to fill void
- Scripts needed to be confirmed in advance to create PowerPoint presentations
- Zoom polls, chat, and hand-raising feature were highly utilized

Focus Groups: Message Testing



Seven public service announcements (PSAs) were tested during the second set of focus groups.

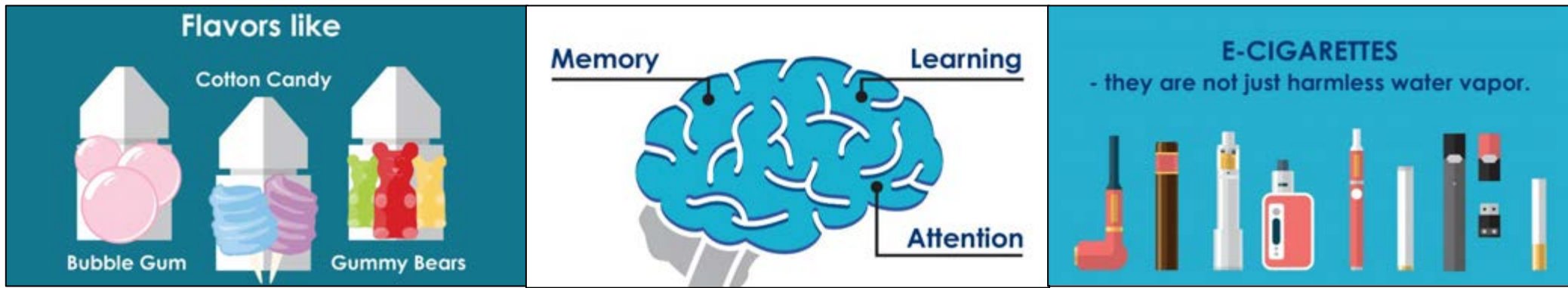
Focus Groups: Results

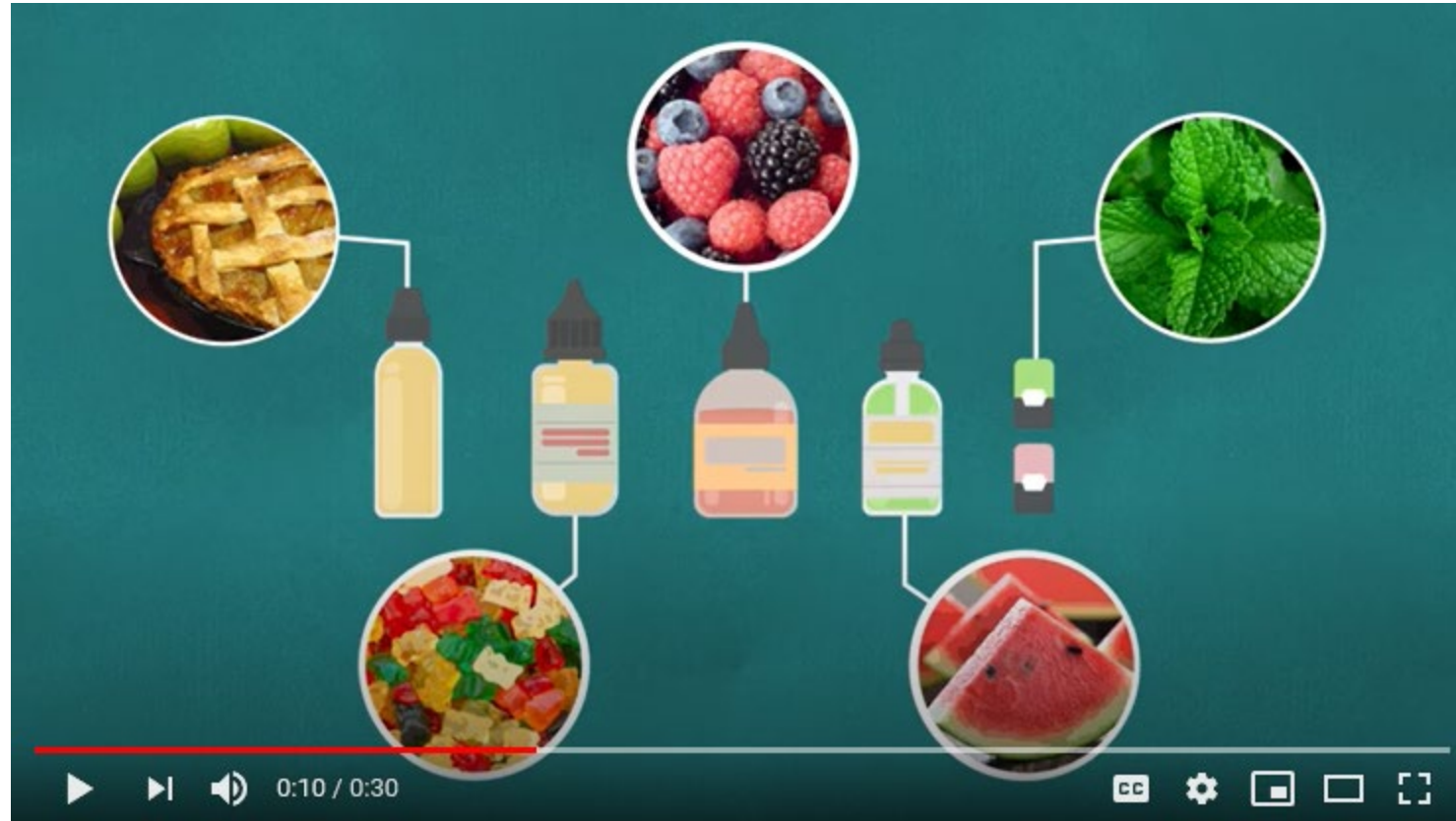
One of the main takeaways from the first round of focus groups was to show adults how kids are accessing products and also how to be more engaged with teens. The messages that scored the highest in the second round were ones that showed parents the different types of e-cigarettes and that explained how the teen brain is affected by e-cigarette use.

PSA #1



PSA #2





E-Cigarettes 101: https://www.youtube.com/watch?v=D4w_xiqoGT4

30-second PSAs will be aired on TV, broadcast radio, public radio, and online. They will also be available for partners, grantees, and the public to share.



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Partners



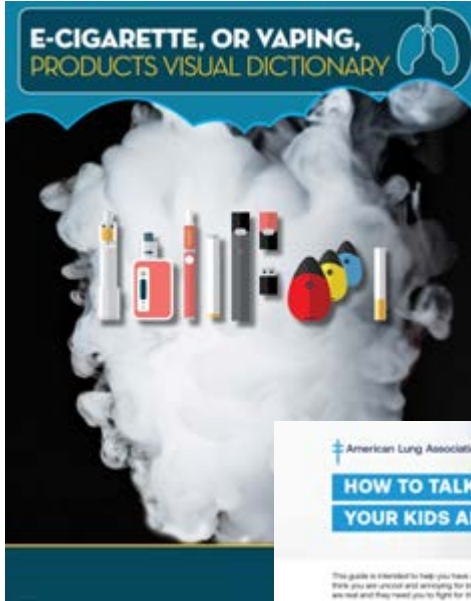
Grantees



Coalitions

- Breathe Free Anchorage
- Breathe Free Mat Su
- I ACT Free
- Partnership for Tobacco Free Southeast Alaska
- Prevention Crew
- Alaska Wellness Coalition
- PINK
- Healthy Voices Healthy Choices
- Anchorage Youth Development Coalition

National Resources



Alaska TPC Resources



Thank You!

- For more information, visit <http://dhss.alaska.gov/dph/chronic/pages/tobacco/default.aspx>
- For questions, email Christy Knight at Christy.knight@Alaska.gov