Ending the Trend on Vaping.

Johnson County Mental Health Center
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Learning Objectives

1. Define vape and other electronic nicotine delivery systems, including JUUL.

1. Reach teens via social media platforms and light-hearted messaging.

1. End the Trend social norm campaign strategies that can be implemented to prevent and reduce vape use among youth.
Vaping is an umbrella term describing the process of inhaling and exhaling the vapor produced by an electronic cigarette or similar device that heats a substance (such as nicotine) without smoke or tar.

E-cigarettes are a type of vaping device.

Juul (pronounced “jewel”) is a brand of e-cigarette produced by JUUL Labs, Inc., and marketed as a smoking cessation product.
Juul: Stronger Vape

- salt-based nicotine
- pods not refillable
- freebase nicotine
- anywhere from 0 to 36 mg of nicotine per ml
- refillable tank

59 mg of nicotine per ml
JUUL

- One of the highest nicotine strengths on the market at 59mg/ml.
- One JUUL cartridge = one pack of cigarettes, or 200 cigarette puffs.
- Pods available in a range of flavors.
- 641% increase in sales from 2016 to 2017.
- Represents 73% of the youth e-cigarette retail market share.
Why Are They Appealing To Youth?
Cartridges have sweet flavors and sugary names.

Flavoring makes the products appeal to youth:
* Cherry Crush
* Watermelon
* Vanilla Cream
* Chocolate
* Red Hots
* Strawberry Milkshake
* Cookies and Cream
* Gooey Butter Cake

perception that using is FUN and SAFE.
Industry Tactics

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

- Dollars spent on e-cigarette advertising
- Past 30-day e-cigarette use among youth

<table>
<thead>
<tr>
<th>Year</th>
<th>Dollars spent on e-cigarette advertising (in millions)</th>
<th>Past 30-day e-cigarette use among youth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>2012</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>2013</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>2014</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>
Marketing

1940’s / 1950’s

2010’s

- Old advertisement
- Modern advertisement
Cost

Starter kits run between $30 and $100

Estimated cost of replacement cartridges is about $600/year

Pricing is competitive. Promotions and coupons are readily available
Easy Access

Electronic cigarettes are sold over the internet, in mall kiosks, and by some tobacco retailers

- Grocery & convenience stores
- Older friends and siblings
- Vape shops
- Internet
- Parents
Media Campaign to End the Trend on Vaping
Give your throat a vacation...

Smoke a FRESH cigarette

If the cigarette you have been smoking hurts your throat, switch to Camels and see the difference. It's the peppery dust left in tobaccos by inefficient cleaning methods that makes you cough. It's the unhealthily hot smoke of harsh, dried-out tobaccos that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crushed, pressed tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific moisture-proofing—not plain ordinary Cellophane, but moisture-proof Cellophane which rests nearly five times as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh. Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

Take a CAMEL and see how it's vacuum-cleaned, fresh-blended and from the same tobaccos as Branston, National, Benson and Clegg, D. R. Goodwin, A. J. Mead, A. H. Wrigley. Collectors Edition—Camel by selectively blending the best tobaccos in the world, you get a cigarette different from any other.
LOVE YOUR LUNGS

SIMPLE REFRESHING SMOKE FREE
The Strategy
The Process

Conducted six focus groups with students throughout Johnson County.

Summary of results:

- Vape is cool.
- Vape may be safer.
- Vape is a hobby/art form - Tricks, blow clouds, competitions.
- There is peer (internal) pressure to use vape.
- Vape is a stress reliever (from school, life, etc.), it helps with coping.
- Vape is easier to obtain, cheaper (in the long run), smells better, portable and easy to conceal, variety of flavors, no yellow teeth or smelly hands, no wrinkles, non-addictive.
- You can get a “buzz” if you have a high level of nicotine, but then you can’t do tricks.
- Reasons why teens don’t vape: Parents, unknown (don’t know what's in it or if it’s safe), $$, seems stupid, addicting?, haven't been offered vape.
- Name: Vape or Mod or JUUL (old people use e-cigarettes to quit using cigarettes).
- Population: teens trying it in middle school. By Junior and Senior years, teens have made up minds whether to vape or not.
Campaign Goal

Develop a social norms media campaign focusing on countering some of the misperceptions about vaping among middle- and early high-schoolers throughout Johnson County, Kansas.
Key Objectives of the Campaign

1) Develop and position *endthetrend* as a reputable but relatable expert.

1) Encourage our audience to engage amongst themselves and with parents/teachers/mentors to participate in helping end the trend.

1) Create a “home” for the campaign in which all the creative can live for as long as needed.

1) Communicate across three key themes: unknown, uncool, unsafe.
Is It Really a Safer Alternative?
...while dressed as a seal.
...while skitching a ride in traffic.
Be the G.O.A.T. (not the Guinea Pig)
Be the G.O.A.T., not the guinea pig
not even. My parents would kill me. Plus, ppl look so dumb doing it

WHAT VAPERS LOOK LIKE:

WHEN YOU REMOVE THE CLOUDS.

ROFL, so embarrassing!

G.O.A.T. and Guinea Pig Text It Out Video #1
Seems gross. 
and probably not safe, who knows what's in those things.

Good point.

OH YOU THINK THAT VAPE JUICE IS ACTUALLY MADE OF BLUEBERRIES?!
What’s In Your E-Juice? Video #1

When e-juice is heated and vaporized, the truth becomes...a little cloudy.
When e-juice is heated and vaporized, the truth becomes...a little cloudy.
Supplemental GIFs and Memes
MY RESPONSE WHEN SOMEONE TELLS ME
THEY WANT TO BE A "VAPER"...
THINGS YOU COULD DO

INSTEAD OF VAPING ...
WHEN YOUR CAT FINDS OUT YOU VAPE ...
WHEN SOMEONE TELLS ME THEY VAPE...
Oh you think that vape juice is actually made of blueberries?! 

When someone asks if I want to try vaping ...
THAT MOMENT WHEN YOU FIND OUT
WHAT'S REALLY IN YOUR VAPE JUICE.
Anyone can create something similar on Canva

www.canva.com/
Parent Component
Parents are the #1 reason teens and pre-teens choose not to vape.
Get educated. Arm yourself with the truth.

If you’ve managed to share close of this trend or at all vaping thus far, you may not be familiar with what is, the addicted awareness with it or why it’s becoming popular. Here are a few tips and resources to help you understand why so many are ending to end vaping. County and their partners with information about this are real and non-real behavior.

What is this vaping business anyway?

Vaping is the act of inhaling and exhaling the vapor produced by an electronic cigarette or vaporizer.

Just when you thought cigarettes were dead...

As the traditional smoking trend continues to decline, vaping has risen in popularity along with the digital age. Electronic cigarettes, commonly referred to as e-cigarettes, PECs, or inhaled cigarettes, have been marketed as a safer alternative to smoking but are harmful to health and well-being.

So what’s stopping some teens?

Turns out, according to youth from throughout the Johnson County area, there are a few common reasons why kids are opting out of this dangerous trend. From peer pressure to parent interaction, it typically begins with a conversation. Below are a few important points to incorporate when reminding your friends, schoolmates and other teens why it’s better to be the G.O.A.T. (Greatest Of All Time) than to be the vape industry’s guinea pig by trying it.

Yeah, we said it’s uncool. So did you.

Young people are starting to pick up on the fact that vaping isn’t all it’s cracked up to be by those glorifying it on the internet and in social media. In fact, according to the Centers for Disease Control (CDC), 2016 marked the first decline in teen vaping rates. We posted local teens and they confirmed our suspicions; the list of reasons to avoid e-cigarettes is long. Here’s why they don’t vape, and you shouldn’t either.

“WHAT’S THE POINT?”

And the number one deterrent is...

PARENTS!

Parent has it easy – parents and teens actually do give a hoot about what their parents think and say. (Well, maybe not when it comes to fashion or keeping a clean room.) When parents say “no” or “it’s not cool,” they genuinely believe their parents as the primary reason for choosing not to vape.

If you’ve been an active participant in a conversation with your child or your parents, don’t speak. Make it happen today and just do it! Remember to volunteer of their worlds. YOU matter and YOU can make a difference!
Ideas for Implementation
Five Things You Can Do:

1. Spread the word on social
   #EndTheTrendKC
2. Take the pledge at
   www.EndTheTrend.me
3. Use the stickers
4. Spread awareness
5. Talk about it!
   with your friends, parents, everyone!
Stickers

Available to download and order on EndTheTrend.me
Posters

Available to download on EndTheTrend.me
Photo Booth
Pledging Support To Vaporize The Trend

Pledge your support to vaporize the trend.

Name
City
State

I'M IN.

CONNECT WITH THE MOVEMENT

facebook | instagram | twitter | youtube | snap

ABOUT END THE TREND

End the Trend works to educate teens, pre-teens and parents about e-cigarettes, a tobacco product that is often glamorized by advertisements targeted at today’s youth. We’re hoping to provoke those exposed to our messaging to have and extend conversations about the potential dangers and related consequences of using e-cigarettes, also known as vaping.
Other Ideas

Photovoice Project - Vaping

Bookmarks in the young adult section of local libraries
The Results
Safer Alternatives on Facebook & Instagram

317,553 Impressions

[Chart showing age distribution and cost per result for all women and all men]
Snapchat - Overall Impressions

$9,524.68
SPEND

2.9M
PAID IMPRESSIONS

$3.20
PAID ECPM

50.3K
SWIPE UPS

$0.19
ECPSU
YouTube and Google Search

Average Percentage Viewed
87%
4,000,000 and counting IMPRESSIONS
Getting Help
Johnson County Mental Health Center:
Main Line: 913-826-4200
Crisis Line: 913-268-0156

Staying Connected
@JoCoMNH
@MNHDirector
@MNHDepDirector
jocogov.org/mentalhealth