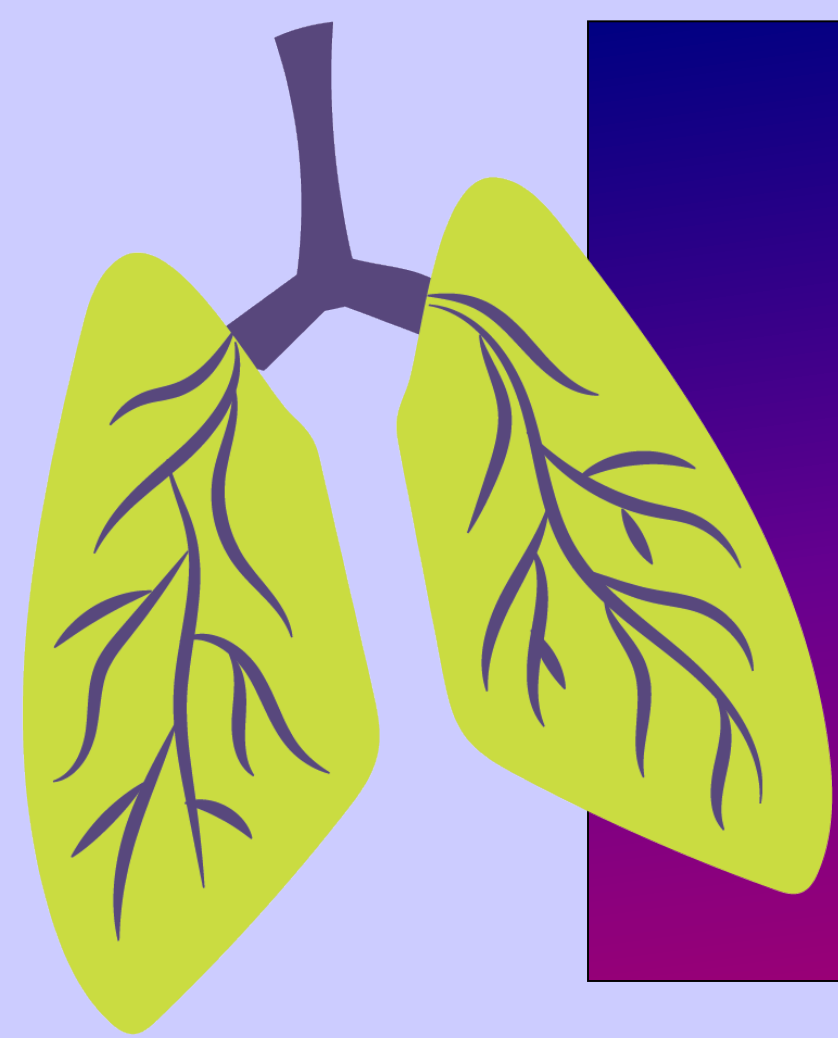
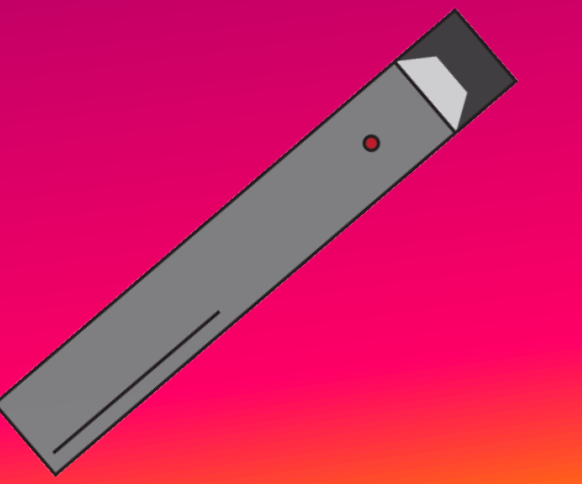


# SAVE YOUR BREATH



## Save Your Breath: NH's Step in Reducing Adolescent Vaping through Prevention and Interventions

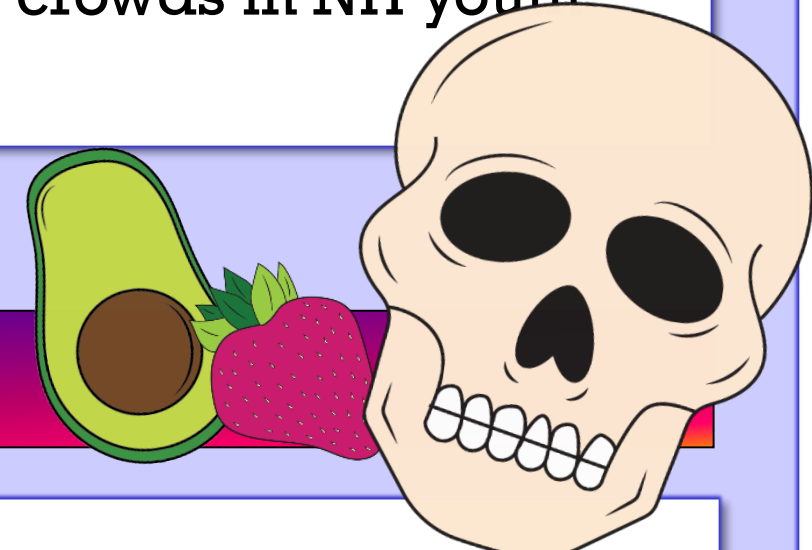
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### INTRODUCTION

- New Hampshire conducted a formative research project to inform the development of a youth-segmented, social marketing campaign to prevent youth vaping.
- The NH Youth Risk Behavior Survey data showed 41.1% of high school youth had ever used a vaping product. NH rates were higher than the national and regional averages.
- There was interest in finding if peer crowds in NH youth determined the vaping use.

### METHODS



- Focus groups with youth 13-18 years of age to confirm the existence and characteristics of youth peer crowds in NH and validate JSI's photo sorting and ranking process.
- Cross-sectional, online survey among a statewide convenience sample of the same cohort of NH youth.
- Analysis involved computing estimates of vaping prevalence, overall, and by various strata and logistic regression to examine the effect of multiple risk and protective factors on the odds of current vaping.
- Identified that vaping was common among all identified peer crowds with distinctness in those youth who identified as having depression in the past year or believed they lived with someone with an alcohol or drug problem.
- Results directed the "Save Your Breath" vaping prevention campaign.
- Literature review and online search of existing vaping prevention campaigns, initial campaign concepts were selected for an A/B market test.
- Campaign pre-survey was conducted by an independent evaluation team prior to exposing the market to concepts.

### OUTCOMES

*Save Your Breath* encourages youth to stand up to Big Tobacco and vape manufacturers in order to take back control of their physical and mental health, money, and time.

#### *Save Your Breath* June – November 2020

- Garnered more than 20,466 page views from 18,025 unique viewers to SaveYourBreathNH.org.
- The partner toolkit, designed to support prevention specialists, school personnel, and health care professionals communications with youth, was downloaded more than 100 times.
- The call to action was to visit the website resources, including: games, interactive content, a free text-to-quit vaping service for NH youth, and other national cessation resources.

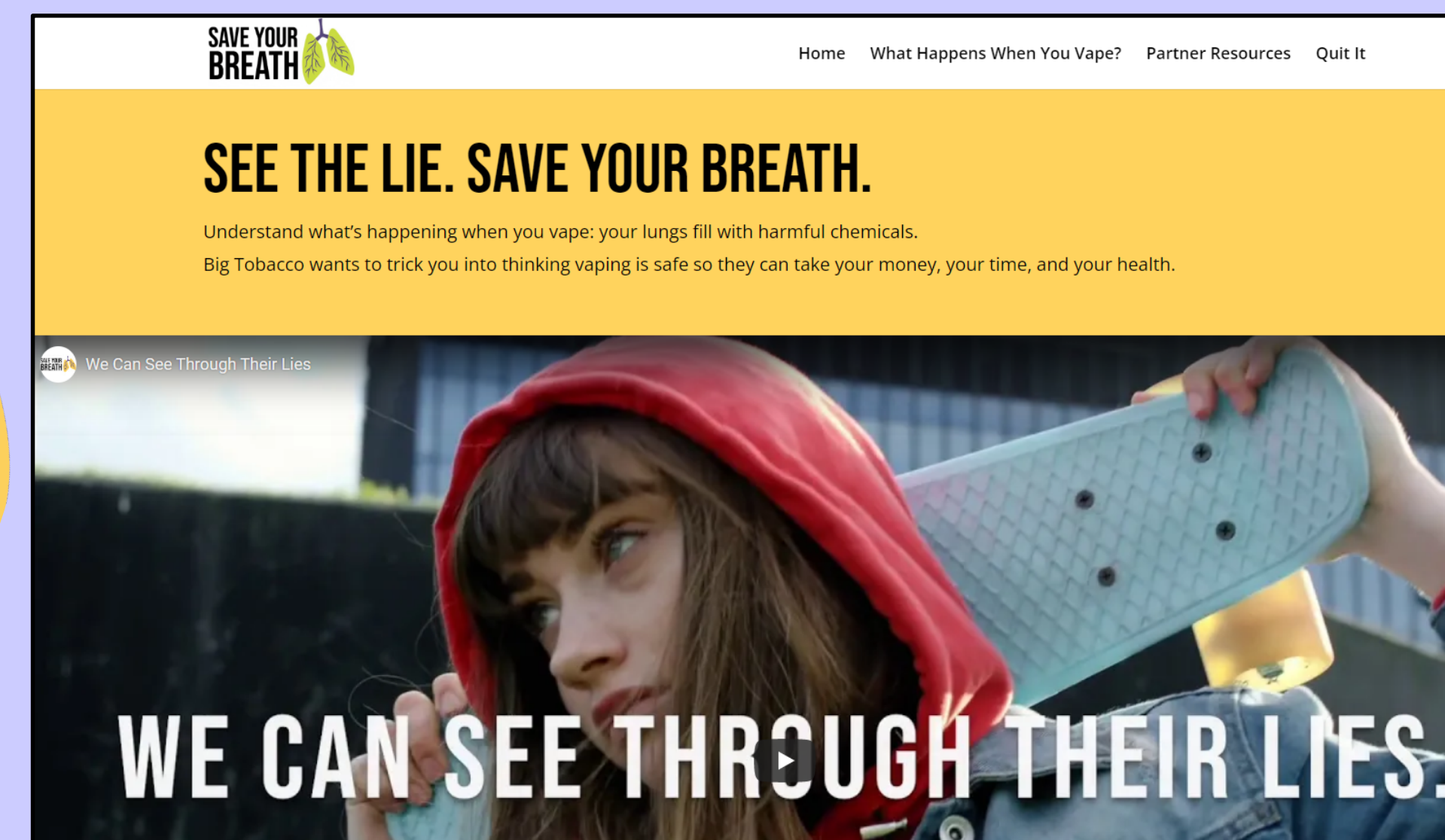
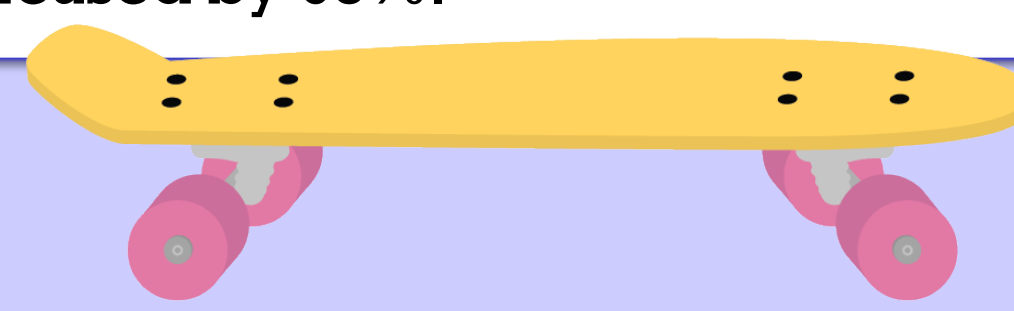
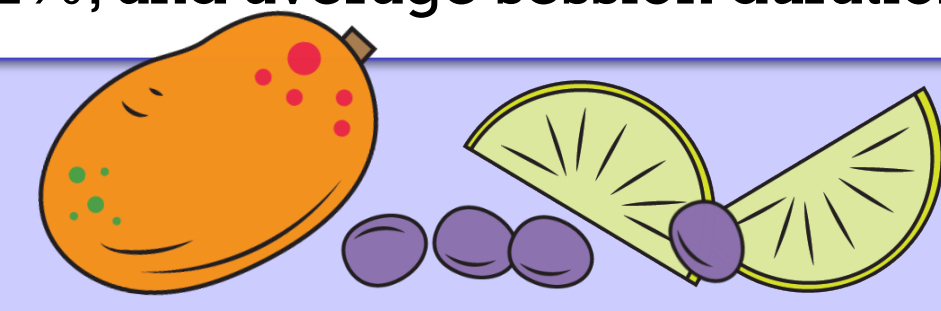


#### *Save Your Breath* March – July 2021

- The campaign used video, illustration and animation to engage, interest and incite brand recognition and engagement.
- More interactive content was added to the site, and a mask contest and free mask give-a-ways were added to the campaign.
- The campaign reached out to schools and youth-serving organizations to:
  - ☐ Gain insight from youth.
  - ☐ Increase awareness of resources available at saveyourbreathnh.org, and
  - ☐ lay the groundwork for implementing SBIRT in school settings, utilizing the creative from the campaign.

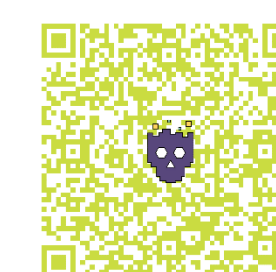
### RESULTS

- Awareness of vaping dangers & knowledge of vaping causing: damage to lungs, respiratory disease, and lowering of impulse control increased significantly.
- Teens were slightly more likely to have heard about the dangers of vaping, with significantly more (+18%) saying they have heard from social media and television than in the pre-campaign survey.
- Ad recall varied by platform, increasing on TikTok over the campaign.
- Average time on the website increased 16%. Users interacted with posts surrounding the mask content. Bounce rate decreased 4%, pages per session increased 2%, and average session duration increased by 65%.



### CONTACT US

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### OUR NEXT STEPS

- Understanding that a media campaign alone could not impact youth vaping, a **Screening, Brief Intervention, and Referral to Treatment (SBIRT)** project within a pilot school system was implemented as a strategy for reinforcing healthy behaviors, identifying tobacco, drug and alcohol use early, reducing use, and referring to treatment for those in need.
- Implementing SBIRT focuses on stopping substance misuse before it starts, and/or catching early use before it escalates into addiction.
  - The school setting enables access to students where they spend a large part of their days, and facilitates a population-based approach by targeting a specific segment of students each year.
  - A third execution of the *Save Your Breath* prevention campaign is about to launch.
  - Along with the mass-media campaign, New Hampshire is engaging schools, pediatric supports, and increasing parental awareness of harm and disapproval of use, in order to reduce youth vaping prevalence.



### CONCLUSIONS

There is a clear need for public health programs to focus youth vaping prevention campaigns broadly to increase awareness of risks and reduce acceptance of vaping while also targeting and tailoring campaigns to youth segments with greater risk factors.

A well-crafted and appealing campaign can engage youth in learning about the campaign and about the health impacts of vaping (including increasing contact to cessation resources), it is unknown if it has an impact on reducing youth use.

**NOTE:** In March 2019 - February 2020, e-cigarette or vaping product use associated lung injury (EVALI) was just beginning to hit the media's radar. Then, in March 2020, the US began to understand that COVID-19 was going to impact daily lives, and shutdowns slowly began. It is unknown how these health concerns and social changes impacted youth knowledge or behavior during or after the campaigns at this time. The NH YRBS was delayed due to the pandemic and current data is not yet available.