

Educating Youth and Parents Where They Are

Using popular online platforms to provide a dose of education

Answering a community need



In 2018, the State of Maine adopted a new law requiring a person to be 21 years or older to purchase tobacco products. Nearly **90%** of cigarette smokers initiate smoking **by age 18**, with **99% first trying smoking by age 26**. **E-cigarettes** have been the **most commonly used tobacco product** among **youth since 2014**.¹ Healthy Androscoggin (HA) received a significant number of requests for information about the law change from local law enforcement, Facebook users, and area residents, including members of the refugee and immigrant communities. To fill the knowledge gap, HA created a mass media campaign in 2019 to provide education and resources through funding by Maine Cancer Foundation. Those images were then updated through Maine Prevention Funding in 2021 for a second social media campaign.

Using online platforms to deliver education

Research has shown that mass-reach health communication interventions can be one of the **most effective strategies in changing social norms**—reducing initiation, prevalence, and intensity of smoking among youth. The aim of HA's intervention was to reach youth and parents **where they spend the most time communicating with their peers** outside of traditional social media platforms like Facebook and Instagram. With this as the goal, Healthy Androscoggin targeted TikTok, a video-based social media platform with over 500 million active users – 41% between ages of 16–24; Snapchat, one of the biggest social media platforms with 187 million active users; and Spotify, the most popular music streaming platform for people 25–45 years old.

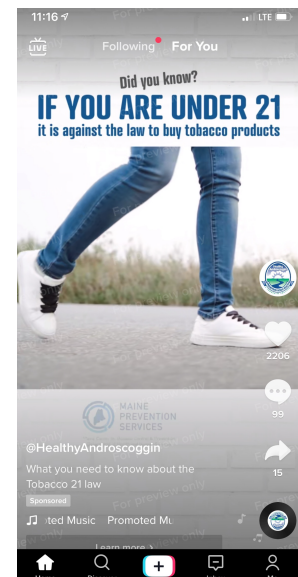


Reaching a larger community



Healthy Androscoggin worked with a marketing firm to update several previously developed GIFs (moving images) for both youth and adults that directed them to a landing page on HA's website. Using the GIFs, ads were placed from June 1 – June 30, 2021 to target people in the identified demographics on the various social media platforms. This focused education resulted in:

- **16.4K** Ad Clicks
- **1.87** Million Impressions
- **907K** Video Views
- **6k** Website Landing Page Views



For more information email us at info@healthyandroscoggin.org

1. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

2. The Surgeon General's Report states that mass-reach health communication interventions can be one of the most effective strategies in changing social norms—reducing initiation, prevalence, and intensity of smoking among youth.



**MAINE
PREVENTION
SERVICES**

Maine Center for Disease Control & Prevention
Department of Health and Human Services

