

# Pizza Entices Kennebec County Families into Vaping Info Night

## Summary

Healthy Communities of the Capital Area partnered with Boys and Girls Club of Kennebec Valley to offer Domino's Pizza gift cards to families who signed up for an info night about vaping.

## A Busy but Crucial Demographic

According to the 2019 Maine Integrated Youth Health Survey, 29% of Maine high school students have used an electronic vaping device at least once in the past 30 days. This number is almost double survey reports of 15% in 2017. What's additionally troublesome is that nearly half of all Maine high school students surveyed have tried vaping at least once. Youth also stated that their social networks were their primary point of access.



## A New Strategy

The Boys and Girls Club of Kennebec Valley, in partnership with HCCA, strategized on the best way to reach families with information on vaping. They decided that a vaping presentation would be held virtually in the evening on Monday, January 24, 2022. Recognizing that dinner may be a barrier to participation, the club offered Domino's pizza vouchers for any family that registered to attend. It was their vision that families could be together enjoying a meal, and engaging in discussion with one another on the topic of vaping.

"Now, more than ever, it is important that parents, students and our community know about the dangers that are constantly evolving yet are always prevalent in the lives of our youth in Kennebec County. The Boys & Girls Clubs of Kennebec Valley is thankful for our partnership with Healthy Communities of the Capital Area and the great work they do keeping our community safe, informed and educated. April Hughes recently led an engaging discussion with our parents and students focused on the dangers of vaping and e-cigarette use. As always, April was informative and easy to talk to, making what can be a difficult conversation very relaxed and comfortable. We are grateful for our strong partnership."

-Holly Jordan, Boys and Girls Club of Kennebec Valley

## Delicious Success!

The dinner promotion encouraged more than 18 families to register. Young people and their families joined the call together to engage in conversation around the risks associated with e-cigarette use. During the presentation, attendees asked questions around both the marketing practices and health risks. HCCA is thrilled to have been able to engage such a difficult to reach part of our community and looking forward to partnering with the Boys and Girls Club more into the future.



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