

Wheel of Education and Media: The Wake Don't Vape Sticker Campaign

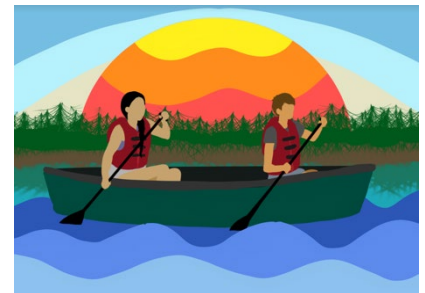
Maine Tobacco Prevention Success Story

Summary: Through a strong supported relationship, Wabanaki Public Health and Wellness (WPHW) Wetamaweyi (Tobacco) Coordinator and RSU#29 Title VI Program, delivered an e-cigarette presentation to Indigenous youth. Indigenous Youth were engaged through these interactions, which set the framework for follow up conversations around starting their own indigenous based media initiative!

Need/ Issue (or “Challenge”)

According to the CDC “Multiple factors continue to promote tobacco product use and initiation among youth, including flavors, marketing, misperceptions of harm; among the approximately 2.55 million middle and high school students who currently use any tobacco product, most (about 8 in 10 or 1.95 million) reported using flavored tobacco product(s) in the past 30 days.”

With tobacco companies targeting youth and / or the next generations, prevention strategies are essential in educating and identifying the deceptions from commercial tobacco companies’ media and marketing efforts.



Sticker artwork created by:
Minsoss Sapiel-Bobadilla
They/Them/Theirs

Intervention/ Program Description

Alexandra London, Wetamaweyi (Tobacco) Coordinator, was able to partner with Shelly Crandall (Program Director) to deliver an e-cigarette presentation to RSU #29 Title VI Program. This presentation was delivered over three days and paired culturally based activities that included education and resources regarding sacred/ traditional tobacco and commercial tobacco.

Results/ Success

Through the delivery of the e-cigarette presentation and cultural activities, Alexandra facilitated conversations around traditional and commercial tobacco. This allowed for opportunities to engage indigenous youth in brainstorming and discussions regarding media campaign messaging.



Sustainability

Wabanaki Public Health and Wellness, Wetamaweyi (tobacco) Program was able to capture feedback from indigenous youth through education opportunities and use their ideas to support a Center for Tobacco Independence (CTI) media messaging initiative “Wake, Don’t Vape!” This will be made into stickers, which will be made available to indigenous youth state-wide. The culturally appropriate imagery (draft pictured above) will be created by a Wabanaki artist and the artwork will be made visible through a social media post.

For More Information Contact Us At:

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Wabanaki Public
Health & Wellness
Cultivating the health of our communities



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