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TSET Releases New Vape Prevention Messaging for Teens

New commercials aim to initiate conversation between parents and youth about the risks of vaping

OKLAHOMA CITY (October XX, 2021) – The Oklahoma Tobacco Settlement Endowment Trust’s (TSET) Healthy Youth Initiative, a multifaceted statewide media campaign for youth, is launching two new educational messages aimed at reducing and preventing tobacco and vape use among Oklahoma youth ages 13-18.

In addition to targeting these new messages directly to teens through social media, these new commercials will run on television and cable networks that feature family programming in order to help spark conversations between parents and teenagers about tobacco and vape use. The commercials serve to prepare both adults and youth with facts about the risks and consequences of tobacco and vape use in order to open the door for discussions that could reduce the likelihood of experimentation. Each advertisement below will be live on television and radio for a three week flight starting October 4th, as well as six week social media and digital flights.

- Behind The Haze is a campaign geared towards all teenagers who are susceptible to vaping in Oklahoma. The new commercial, “The Great Manipulator”, launched on social media on September 2. The Great Manipulator features an animated teenager being shown how nicotine interrupts neurotransmitters in the brain that control emotions. This commercial aims to open conversations around the link between vaping and mental health concerns such as depression, stress and anxiety.
- Down & Dirty targets rural teenagers, who are disproportionately at risk for using tobacco and vapes and require more nuanced messaging. The new advertisement, “Dreamtaker”, will launch on social media starting on October 21. Dreamtaker features a teen discussing how over time, the cost of vaping adds up and steals more and more from you. Parents will be able to recognize the opportunity to talk about how tobacco use can take tangible things from them, like a boat, as well as experiences, like a camping adventure.

TSET launched the Healthy Youth Initiative in 2020 and conducted an online survey in the Spring of 2021 to gauge Year 1 impact. Key takeaways from that survey included:

- After one year, overall campaign awareness is high at 70%
- The campaigns were found to be highly relevant among participants, 83% among Urban teens and 75% among Rural teens. Additionally, over half of the Urban teens (53%) and Rural teens (61%) reported liking the respective brands.
- Teens were most motivated by messages focused on the specific negative effects of vaping on the immune system, lungs, and brain, such as the body’s ability to fight off infections, developing chronic conditions and the effects on attention/ learning.
- Vapes continue to be the most commonly used tobacco product, however vape

prevalence declined non-significantly from 23% in 2020 to 18% in 2021. While vape use decreased, vape *susceptibility* increased significantly from 50% to 62%.

- The most common reason for using vapes was because of stress and anxiety, implying an opportunity to create messaging around vape use and mental health
- The majority of users (75%) wanted to reduce their vape use. 69% stated they intended to quit completely, but only 27% said they intended to do so within the next month."

In addition to the new messaging, TSET has created free sources for educators and health care providers, including flyers and bookmark brochures. These items, which are specifically focused on healthier eating options as well as tobacco cessation, can be ordered for no charge at TSEHealthyYouth.com/order.

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The **TSET Healthy Youth Initiative** is a statewide media effort focused on preventing and reducing tobacco use and obesity for Oklahomans ages 13-18. The initiative promotes healthy lifestyle choices for teens and gives parents resources to support their children in maintaining or developing healthy habits for a lifetime. Visit TSEHealthyYouth.com to learn more.

The **Oklahoma Tobacco Settlement Endowment Trust** (TSET) serves as a partner and bridge builder for organizations shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working with local coalitions and initiatives across the state, cultivating innovative and life-changing research, and working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health. To learn more, visit TSET.ok.gov.

TSET – Better Lives Through Better Health.