impact

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Youth-adult partnership with Project Filter creates statewide anti-vaping education

AT A GLANCE

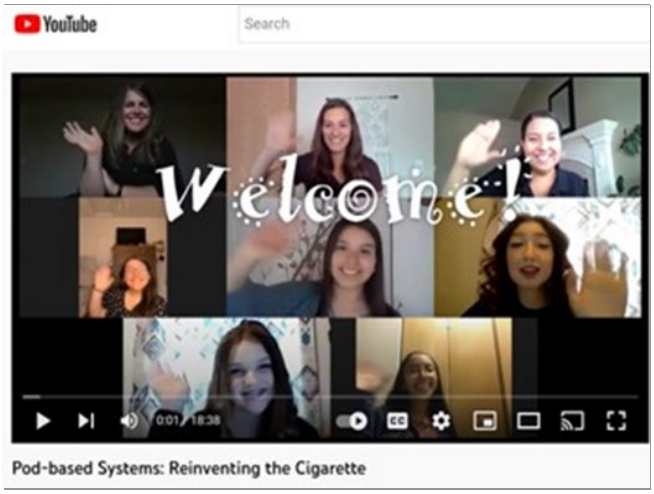
Focus on peer-to-peer anti-vaping education leads to Project Filter's partnership and statewide Public Service Announcement campaign valued at more than $360,000 in-kind donation to UI Extension.

The Situation

Tobacco, e-cigarette and vaping use amongst teens has been an issue of concern across the nation in recent years, and Idaho is no exception. According to results from the 2017 Idaho Youth Healthy Survey, 23.9% of youth have used a vape pen or e-cigarette at least once, while 5.1% used an electronic vapor product at least 100 times or more. This report also found that 36.5% of surveyed youth indicated there is "no risk" or "slight risk" of harming themselves physically or in other ways when they use a vape pen or e-cigarette. By openly discussing vaping use in youth and promoting peer-to-peer education, positive change can occur.

Our Response

In late 2019, a team of 4-H youth were trained in anti-vaping peer-to-peer education using Stanford Medicine's Tobacco Prevention Toolkit. The toolkit intends to equip teens with the knowledge and confidence to provide peer-to-peer educational opportunities that discourage the use of tobacco and tobacco-based products and encourage peers to select a healthy lifestyle. These 4-H youth learned about tobacco, e-cigarettes and vaping devices. After this training, 4-H teens developed a one-hour train-the-trainer presentation. Teens used this training to teach their peers about the toolkit. In the summer of 2020, following youth team member input, an effort began to transform this in-person peer-to-peer program into a video format for educational efforts to continue. Zoom was chosen as the recording platform by the team members to create an engaging educational video. The goal of this video was to be used by middle and high school teachers in their virtual or in-person classes. The *Pod-based Systems: Reinventing the Cigarette* project was recorded, edited and posted to YouTube for teachers to easily share.



4-H youth develop YouTube-hosted peer-to-peer anti-vaping educational video for educators.

In 2021, teachers reported to this team that they used this video in their health, life skills and social studies classrooms. Educational components include the anatomy of a cartridge (pod) found in a vaping device, the

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brain on nicotine, the effects nicotine can cause on our body, what is in that pod (cartridge), flavors, target audience, social media tactics and more.

After a YouTube video was created using Stanford's materials, youth had an opportunity to partner with Project Filter to create statewide television and radio public service announcements (PSAs) in the spring of 2021. With the support of a team of UI Extension educators, six actively involved 4-H teens were connected with Project Filter to form a youth-adult partnership. The objective of this partnership was to work directly with Project Filter's team to write a variety of PSA scripts, edit the scripts, approve the scripts, and assist with the production and editing of the final video and radio PSAs. These anti-vaping video and radio PSAs would stream statewide from October 2021 through February 2022.

Program Outcomes

The YouTube video *Pod-based Systems: Reinventing the Cigarette* has been viewed a total of 136 times since it was posted to this platform in January 2021. It is important to note that many of these views occurred in classroom settings, where one view may equate to an average of 15 students (if not more) and one educator. If it is assumed that even half of these 136 views were from a casted presentation in a classroom setting, it can be estimated that a minimum of 1,020 teens have viewed this educational anti-vaping content. This does not include the statewide Project Filter campaign and its reach via television and radio streaming.

The University of Idaho Extension 4-H Youth Development program has witnessed the sheer extent of the leadership and creative work of these teens. This youth-adult partnership with Project Filter has created an invaluable partnership with in-kind donation to UI Extension in free advertisement space for these PSAs. According to the *Idaho State Broadcasters Association* report based on Oct. 1 through Feb. 28, 2022, the radio PSAs were broadcasted 12,953 times with a dollar value of $208,641 and the television PSAs were broadcasted 4,811 times with a dollar value of $151,948. Combined both PSA formats were broadcasted on 87+ different channels across the state of Idaho with a dollar value of $360,589. Without this partnership, this team would not have the capacity to project their anti-vaping educational message.

The Future

As vaping usage continues to be an issue among our youth population, these anti-vaping PSAs show a promise to provide positive peer influence as these messages were created by their fellow peers. UI Extension educators plan to continue supporting these strong, quality youth-adult partnerships to offer these educational messages. To expand program outreach, this team intends to continue educating teens, and recruiting new members to join this effort from across the state of Idaho, in both virtual and in-person training opportunities.

Cooperators and Co-Sponsors

The University of Idaho Extension team would like to express deep gratitude for colleagues, the Project Filter team and teen partners who created a valuable youth-adult partnership. These individuals include Jackie Amende, Sofia Dueñas, Julissa Hernandez, Audrie Miller, Edith Hernandez, Noely Nuñez, Annie Miller, Jason Russell, John Farrell, Cas Adams, Elizabeth Hoyt, Lindsey DeBoer, Emme Tulloch, Jonathan Ineck, Jaci Montgomery, Dakota Krausch and Mikayla Montgomery.

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