



TEEN VAPING AWARENESS CAMPAIGN REVIEW

City of Jacksonville

January 2021 – July 2021

THE CAMPAIGN

OBJECTIVES

1

"Develop and implement an anti-vaping campaign targeting middle and high school students.

2

"[Raise] awareness regarding the dangers of vaping."

3

"Develop greater awareness of the harmful products and delivery methods, [and] health and addiction risks."

STAGES



- Identify audience
- Research attitudes
- Assess positioning
- Develop strategy
- Build narrative



- Identify channels
- Create content
- Build website
- Launch campaign
- Initial survey



- Adjust placement
- Add platforms
- Rotate content
- Measure response
- Audience survey

THE CHALLENGE



Duval County youth vaping numbers have trended in the wrong direction.

Between 2014 and 2020 **teen vaping rates in Duval County more than doubled.**



Federal measures had some impact, but not nearly enough to halt the epidemic.

In 2020, 1.8 million fewer youth reported vaping than in 2019, but that still meant **3.6 million youth reported “current e-cig use.”**



The impacts of vaping on teens were not well known publicized.

In early 2020, research indicated a **rise in the number of “deeply addicted” high school vapers.**

THE CHALLENGE



From 2019 to 2020, there was a change in the vaping industry and a **big shift towards disposable vaping products took place among youth users.**

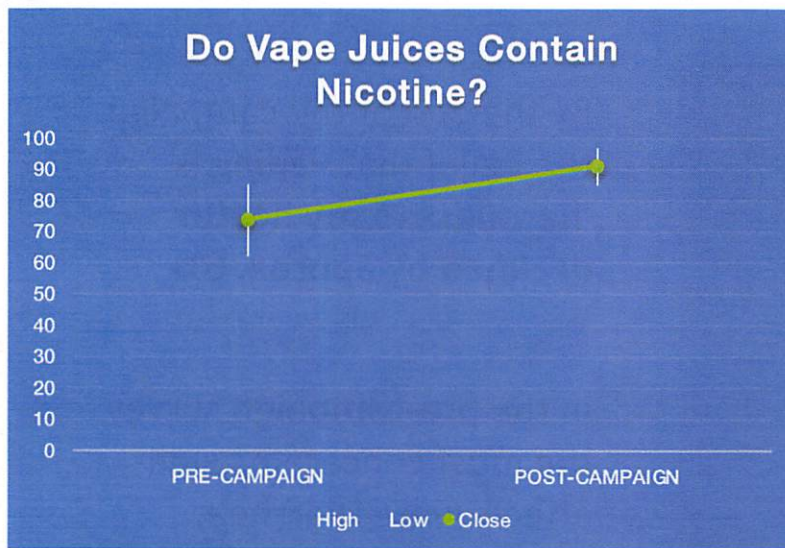


Few people recognized teen vaping as an epidemic, despite declarations outside of school, public health and related professions.



Shifting youth behavior (after the fact) is notoriously difficult. Teens can get trapped in a whirlwind of impulses – to fit in, to do right, to exert independence, to feel free, to survive socially.

HOW DID WE DO?



Pre-Campaign margin of error = 11.64%

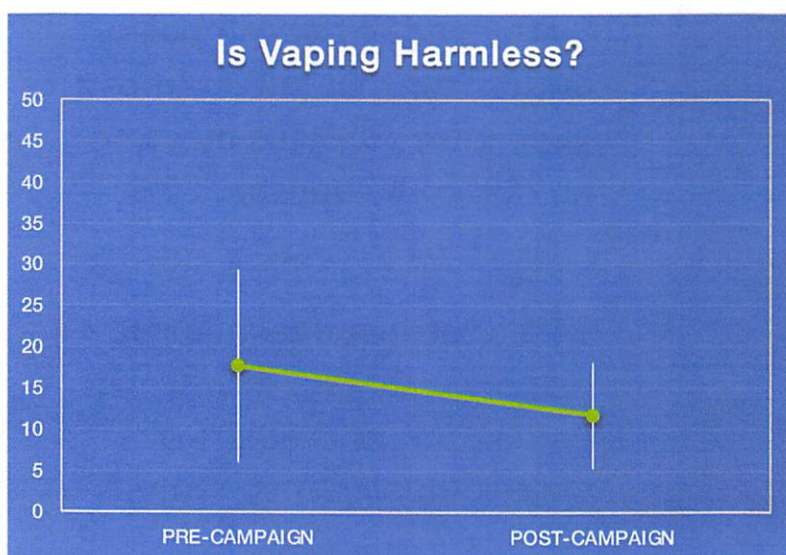
Post-Campaign margin of error = 6.4%

By the end of the campaign, awareness that **'all' or 'most' vape juice contains nicotine** increased by approx. 20%

94% of **pre-campaign** survey respondents said they were under 18 versus 89.9% of **post-campaign** respondents.

The Top 3 sources for **vape supplies** are from stores, by giving someone else money (tied at 29%) and by shoplifting, at 8.82%.

HOW DID WE DO?



Pre-Campaign margin of error = 11.64%

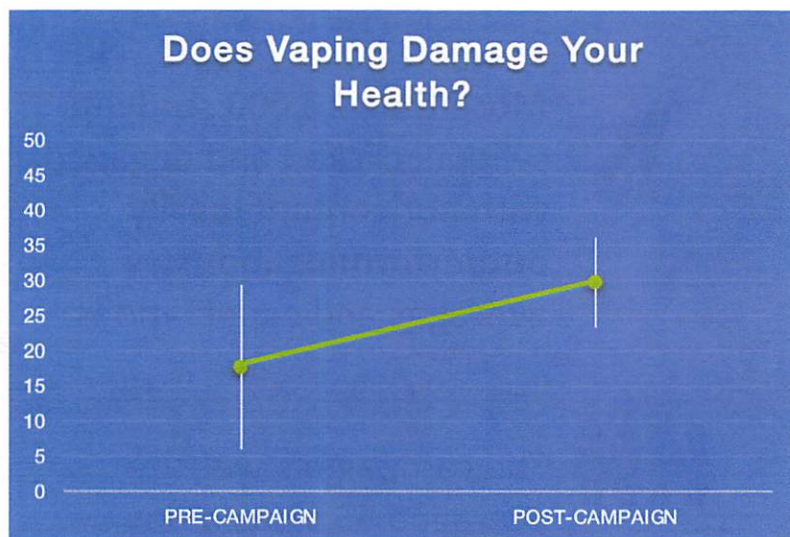
Post-Campaign margin of error = 6.4%

By the end of the campaign, the belief that **vaping is 'harmless to my health'** declined by approx. 6%

In the **pre-campaign** survey the most concerning side-effects were **Diarrhea, Alcoholism and Shortness of Breath.**

In the **post-campaign** survey the most concerning side-effects were **Diarrhea, Bloating and Dizziness.**

HOW DID WE DO?



Pre-Campaign margin of error = 11.64%
Post-Campaign margin of error = 6.4%

In the post-campaign survey, the number of respondents who recognized **vaping** as “**Probably harmful to my health**” increased by 12%.

47.06% of **pre-campaign** survey respondents **had never tried vaping** versus 17.12% of **post-campaign** respondents.

The Top 3 sources for vaping supplies were: **from a store**, and **by giving someone else money** (tied at 20.59%) and **Shoplifting** (8.82%).

CAMPAIGN PERFORMANCE HIGHLIGHTS



The campaign was seen by **tens of thousands of middle-school and high-school students** between January and July of 2021.



More than 12,000 students swiped, clicked and engaged with our content, **easily outperforming industry averages** and expectations.



The videos shared through the adult-focused Facebook campaign were **watched all the way through over 65,000 times**.



The campaign's website averaged **65 visits a day** during the core advertising period.



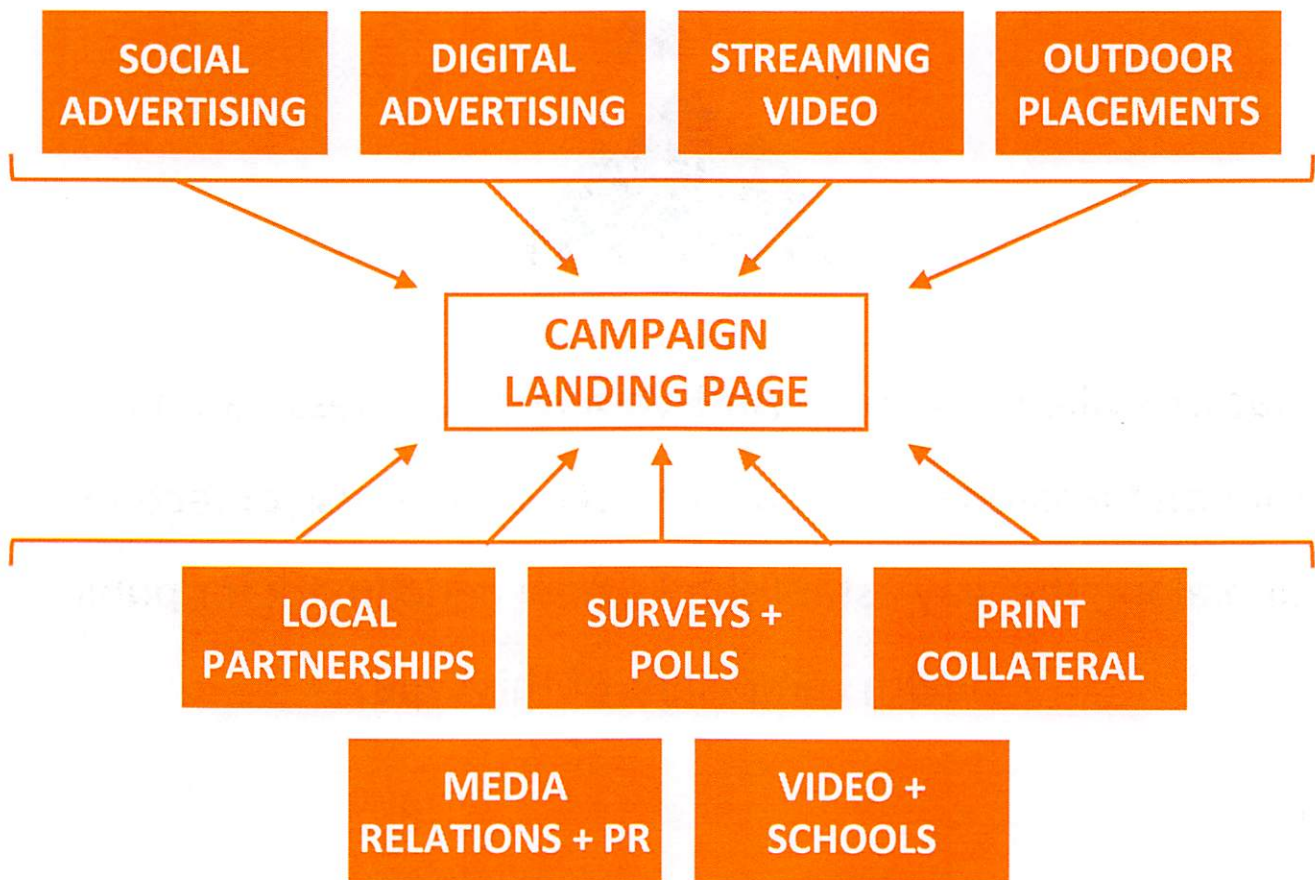
Average time spent on the campaign home page was **135% of the 2020 average** for all websites, and close to **150% of the average time** across consumer industries.

THE CAMPAIGN WAS A SUCCESS

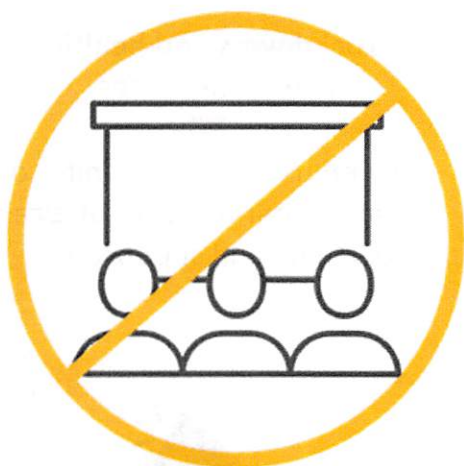


Jacksonville's first Teen Anti-Vaping Awareness Campaign **met and exceeded the City's stated awareness objectives,** and along the way established a new benchmark for public health campaigns of this type.

HOW WE PLANNED TO GET THERE



BUT...COVID-19



**NO
IN PERSON
EVENTS**



**NO
SCHOOL
ACCESS**



**NO
COMMUNITY
EVENTS**

THEN CAME COVID-19



Unplanned and unexpected local and national policy and safety issues

Delayed awarding the campaign and launching it, shrinking the time available to achieve our objectives.



Unable to host in-person meetings, trainings and events, especially at schools

Forced us to abandon some fundamental public health communications tactics.



Lockdowns and health safety measures

Denied us the opportunity to build out our network of local partners and supporters.



Expanding workplace restrictions

Put us in a race against time to produce the videos and photography we needed for the campaign.



State of emergency declarations and other public health decisions

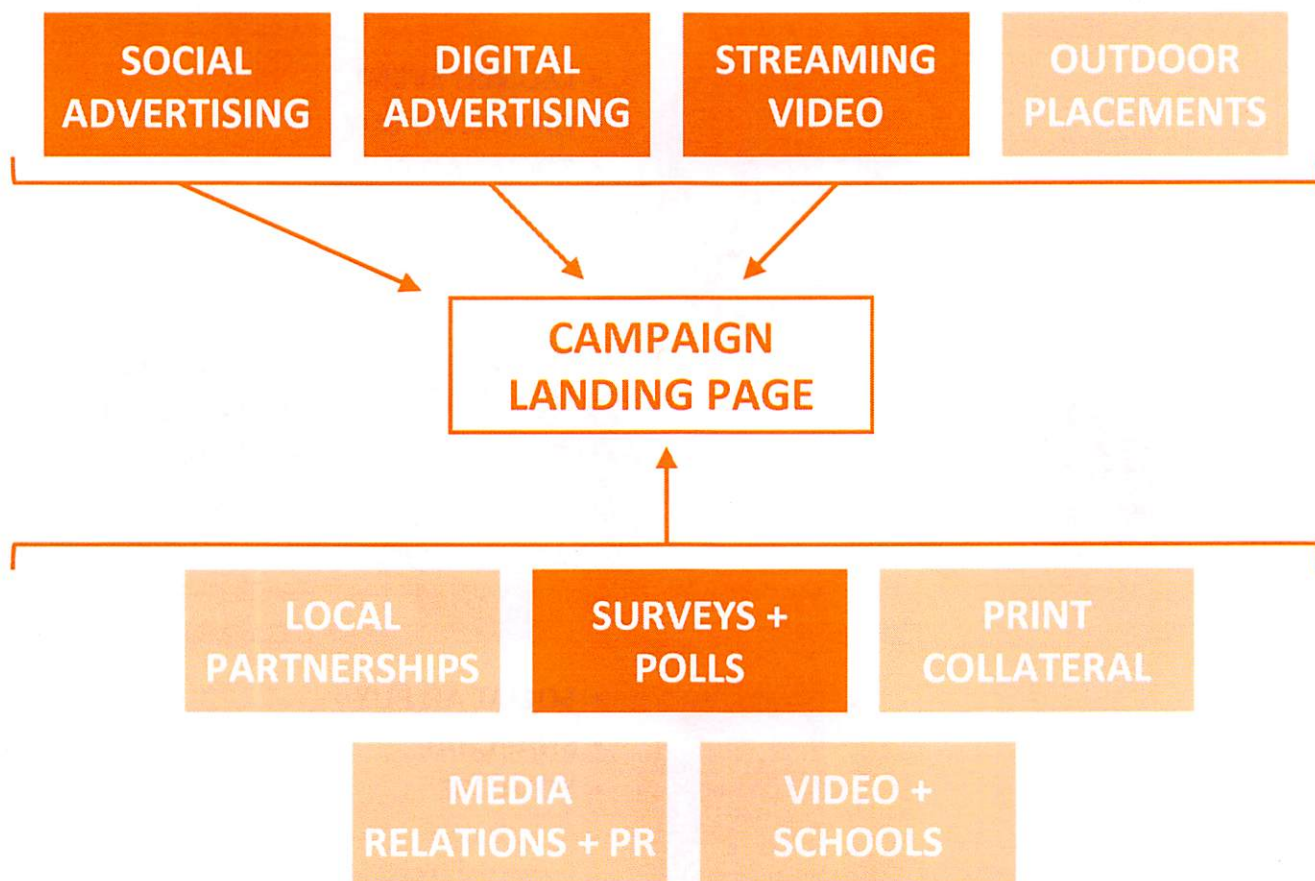
Changed the habits and daily behaviors of the local population, pushing us to adjust our media buys and placements.



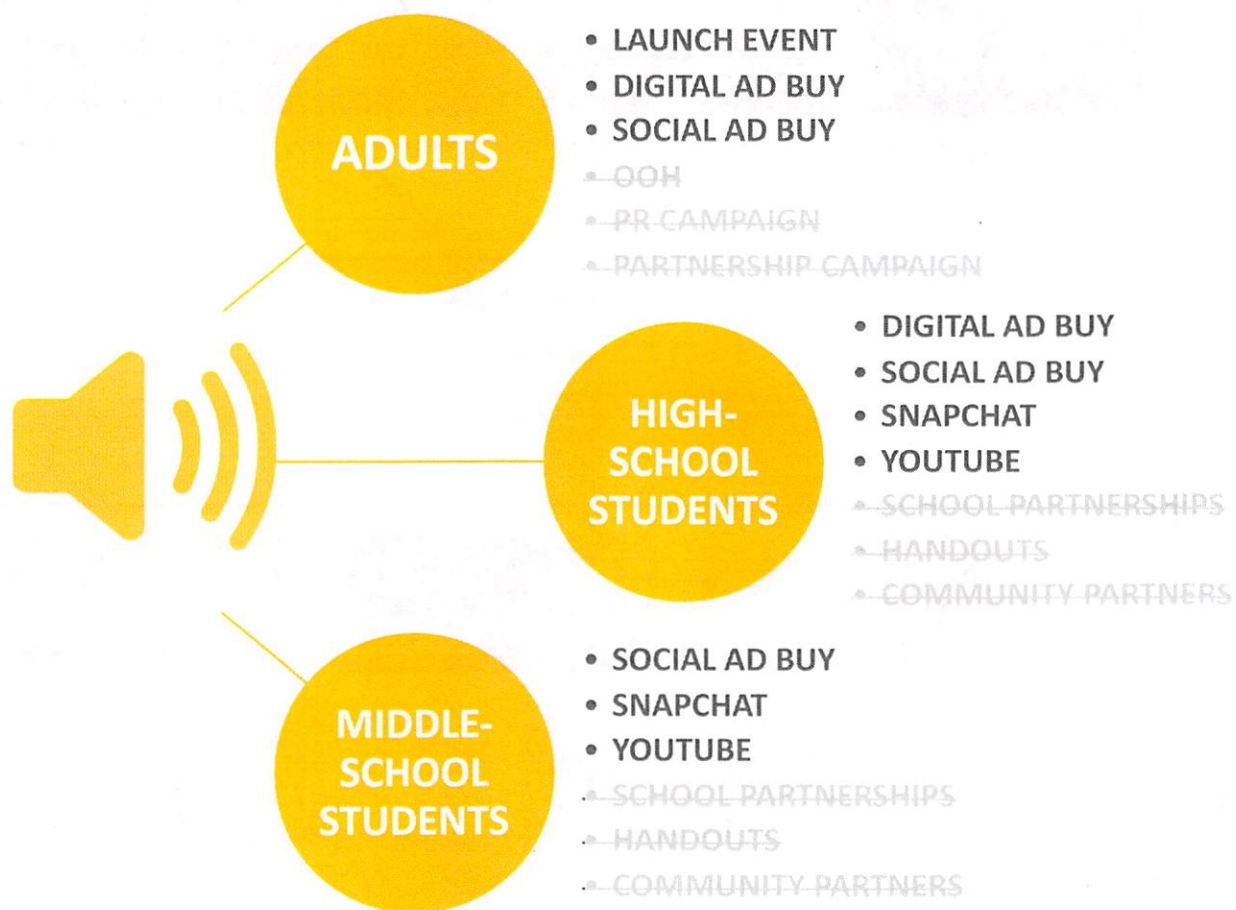
Media resources were focused on COVID coverage

Made it more difficult to place stories about our campaign, hindering our planned PR efforts.

ADJUSTING THE CAMPAIGN



ADJUSTING TACTICS



GOOD CAMPAIGNS BREAK THROUGH

Video Ads on Facebook & Instagram



- Videos generated **171,922 impressions**
- The complete video was watched **65,062 times**
- At least half of the video was watched **143,485 times**
- **More than 41%** of videos presented were watched to completion
- Achieved a **CTR (Click-Through Rate) of 0.67%**, 6X the Benchmark rate of 0.11%
- Top 3 Months were February with **0.80% CTR** and March and May tied with **0.61%**.
(These months accounted for 68% of all **CTRs**)

GOOD CAMPAIGNS GENERATE ACTION

Video & Display Ads on Snapchat



- Snapchat Video & Display Ads generated **1,193,959 impressions**
- Total Snapchat campaign **SUR** (Swipe Up Rate) was **0.37%**
- On average, **40% of all impressions served had user engagement**

GOOD CAMPAIGNS HOLD YOUR INTEREST

- Together received **1,588,311 impressions**
- **More than 47%** were watched to completion
- Averaged a **CTR of 0.99%**
- Generated **374,333 Impressions**, accounting for 50% of all CTR.
- Three types were geo-targeted exclusively to Duval County:



AD TYPE	BENCHMARK PERFORMANCE	CAMPAIGN PERFORMANCE	CTR
PRE-ROLL AUDIENCE (Audience defined by age, behavior, household type, etc.)	0.57% CTR	0.84%	1.5X Benchmark CTR
PRE-ROLL RON (Wider selection of sites defined by location of user)	0.57% CTR	1.44%	2.5X Benchmark CTR
RUN OF NETWORK (ad plays on any site across ad network)	0.05% CTR	0.31%	6X Benchmark CTR

GOOD CAMPAIGNS REWARD THEIR AUDIENCES

- 10,000 page views
- Average 66.86 seconds on each page

Top 3 Weeks: January 17-23 (the week of the launch) with 709 page views, January 24-30 with 827 page views, and January 31-February 6 with 905 page views

Bottom 3 weeks: June 13-19 with 31 page views, June 20-26 with 29 page views, and June 27-July 6 with 32 page views.

In the weeks surrounding Spring Break, we pulled our Online, Facebook, Instagram and Snapchat ads. As we prepped for Campaign Phase 2, the only ads running were on www.Jacksonville.com and in the Florida Times Union.

During that period, page views dropped to an average of 248 per week vs. an average of 520 page views per week when our Online, Facebook, Instagram and Snapchats ads were running.



GREAT SUCCESS – MORE TO DO

To capitalize upon our impact, and generate lasting behavioral change, **Public Health communications best practices recommend a repeat performance.**



Otherwise, **our audience could lose its own momentum** and become increasingly susceptible to the vaping influences that surround them.



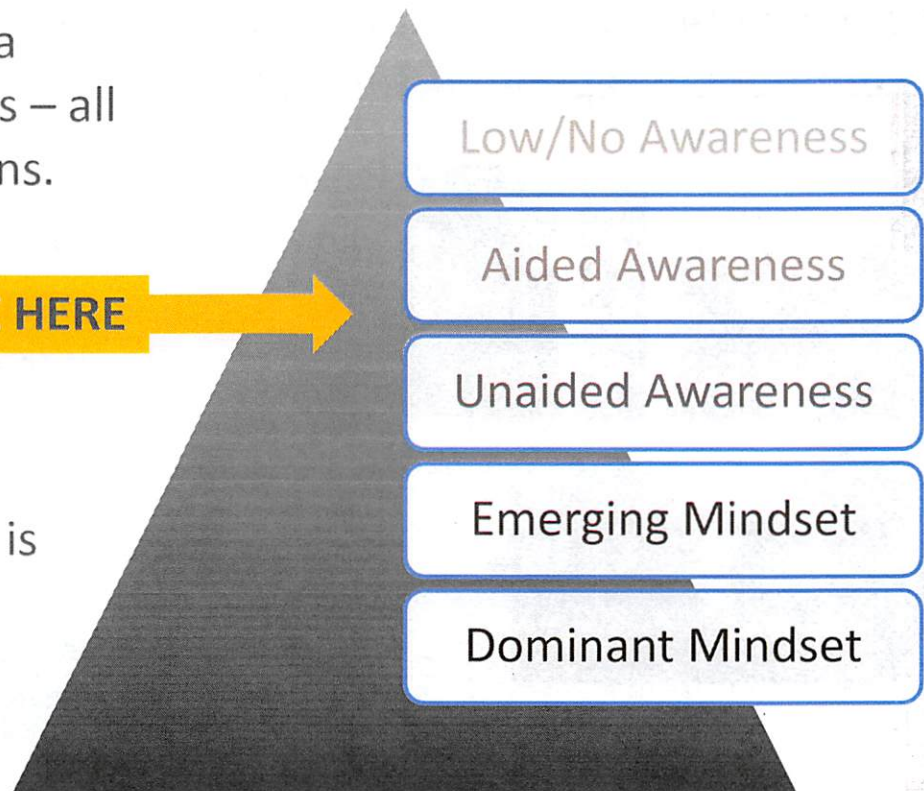
Extending to the overdose crisis work being done by Jax Chamber

WHERE THINGS STAND

Behavior change is a complicated process – all the more so for teens.

WE ARE HERE

Steady movement through the phases is required to make a real and lasting difference



WHAT DOES MOMENTUM LOOK LIKE?

1. Make It Personal

VIDEO +
SCHOOLS

LOCAL
PARTNERSHIPS



Parks &
Recreation
Department

**girls
inc.**

of Jacksonville



DUVAL COUNTY
PUBLIC SCHOOLS

and...
Middle & High
Charter Schools



INITIAL PARTNERING TARGETS

Partner Name	Organization Mission	Campaign Role	Potential Reach
COJ Programs Kids Hope Alliance	"To build and ensure access to a continuum of comprehensive programs, services and activities that address the critical needs of children and youth."	Outreach to parents and students	100+ local youth
COJ Parks Partnership	"The Department of Parks, Recreation and Community Services serves diverse populations of all ages and abilities through recreation activities and programs..."	Outreach to students	200+ local youth
First Coast YMCA	"To put Christian principles into practice through programs that build healthy spirit, mind and body for all."	Outreach to students and parents	1500+ local youth
Girls Inc. Jacksonville	"... provide life-changing tools, resources and support to at-risk girls from low-income families."	Outreach to students and parents	300+ local youth
Police Athletic League	"... enriches the lives of children by creating positive relationships between law enforcement officers and the youth of our community..."	Outreach to students and parents	500+ local youth
Duval County Public Schools	"To provide educational excellence in every school, in every classroom, for every student, every day."	Outreach to students and adults	50,000+ local youth
Private and Charter Schools	N/A	Outreach to students and adults	TBD
Coffee Shops & Retail Stores	N/A	Outreach to students	TBD

WHAT DOES MOMENTUM LOOK LIKE?

2. Make It Surround Sound

MEDIA
RELATIONS + PR

PRINT
COLLATERAL

PROMOTIONAL
ITEMS



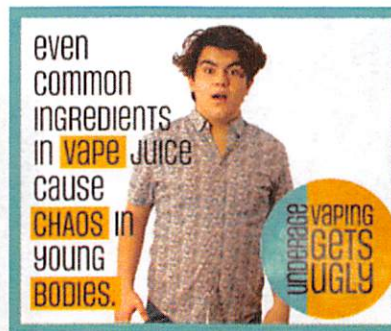
WHAT DOES MOMENTUM LOOK LIKE?

3. Build on Success and make it stick (without increasing the budget)

SOCIAL

DIGITAL

STREAMING



WHAT DOES MOMENTUM LOOK LIKE?

4. Add New Elements (including educating teachers and mentors.)

ADULT EDUCATION



LAYER COMMUNICATIONS

For some, the frequency and reach of advertising, outreach and PR will be sufficient to influence behavior and intent.

For others, the layering on of school assemblies and the inclusion of social influencers is required to move them to reconsider what they think they know about vaping.

LEVERAGE FACTS

Content will be gathered and curated from proven, official sources, such as Tobacco Free Florida and the Centers for Disease Control, as well as well-regarded public-private partnership campaigns, including the Truth Initiative.



EXTEND COMMUNICATIONS

Our secondary audience (parents, educators and employers) give us additional points of influence.

Our intent is to change the attitude among some adults that vaping is less harmful or not harmful and to recruit adults into the effort to bring the truth about vaping to the middle- and high-school age youth in their lives.



WHAT DOES MOMENTUM LOOK LIKE?

Promoted Posts Campaign
(Twitter, Facebook, Instagram)

Every other week, targeting parent, educators and employers.

Influencer Campaign
(including SponCon on Instagram + Twitch)

During select months (up to 3) pending selection of on- and off-line youth influencers.

Online Focus Groups
(students and educators)

Hosted Zoom, Skype, MS Teams or Google digital focus groups to assess campaign reach, discuss issues around vaping that can then inform rest of campaign, and receive timely feedback on campaign elements, as well as local vaping culture and behavior.

City & Campaign Partner
Campaign Planning Meetings

Meetings and issues briefings with City personnel and leadership, as described within the original Solicitation document, as well as meetings with marketing and PR personnel from Daily's. Identify and connect with prospective media partners to supplement our campaign's reach and impact.

KEEP THE MOMENTUM GOING

Confirm our commitment to the young members of our community.

