



**Proposed Public Health Communications Campaign for
Tobacco Free Alachua**

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1. EXECUTIVE SUMMARY

In striving for a tobacco-free future, Tobacco Free Alachua is dedicated to building community support and advocating for the establishment of tobacco-control policies in Alachua County. Accordingly, Tobacco Free Alachua unites members of local community in its policy work regarding tobacco prevention and reducing exposure to secondhand smoke. Most recently, e-cigarettes have quickly become an issue similar in concerns to major tobacco; however, faced with restrictions on funding, Tobacco Free Alachua is restricted from utilizing its federal grant money to study e-cigarettes in-depth. Due to the fact that nicotine poses a potential health threat to the community, including adolescents, a nationwide increase in e-cigarette use is concerning to Tobacco Free Alachua because it limits the organization's ability to fulfill its mission of reducing the use and effects of tobacco, locally.

Another mounting concern for Tobacco Free Alachua is the fear that e-cigarette advertising is utilizing the same manipulative techniques seen historically in major tobacco advertising. In the past, tobacco companies have specifically marketed cigarettes and smokeless tobacco to teens for generations through advertising that appealed specifically to teens' ideas of rebellion, freedom, and independence.¹ Furthermore, the marketing of e-cigarettes in candy-like flavors warrant concern, as young people are more likely to use flavored tobacco products than adults.² Consequently, Tobacco Free Alachua's apprehension about the messages being presented in e-cigarette advertising and to whom those messages are targeting prompted a study of online e-cigarette advertisements.

A content analysis examined 61 online advertisements found on 15 e-cigarette companies' YouTube channels. To determine validity of the study intercoder reliability testing using Krippendorff's alpha was conducted achieving reliability coefficients of 0.82 and 0.91. Researchers determined that the themes commonly observed in traditional cigarette advertising are also present in today's e-cigarette advertisements. Additionally, the major themes identified in e-cigarette advertisements online are presenting appeals aimed at the psychological needs of adolescents, another similarity to that of traditional tobacco advertisements. Lastly, research found that more than half of the observed advertisements presented e-cigarettes as a safer healthier alternative to traditional cigarettes.

These findings coupled with the aforementioned concerns, are significant to Tobacco Free Alachua and warrant immediate attention. As such, an opportunity for a strategic, public health communications plan regarding e-cigarettes exists for Tobacco Free Alachua. In an effort to address the current and impending issues associated with e-cigarettes, as researched extensively, a comprehensive communications plan utilizing constructs of the Health Belief Model, which has been used extensively in anti-tobacco campaigns for years, is being proposed. In order to legitimize the concerns surrounding e-cigarettes and advocate for local public policy related to the marketing of e-cigarettes online, this plan focuses on exposing the discovered message strategies of e-cigarette advertising and advancing the mission of Tobacco Free Alachua through active education and engagement efforts with parents, educators, and legislators in Alachua County.

2. TOBACCO FREE ALACHUA BACKGROUND

2.1 Overview

As an integral division of the Alachua County Health Department and funded by the Florida Department of Health, Tobacco Free Alachua is dedicated to building community support and advocating for the establishment of tobacco-control policies.

2.2 Problem Statement

Tobacco Free Alachua is known for its dedication to the well-being of the community and for its stance on tobacco-control policies in Alachua County. However, the emergence of e-cigarettes as an alternative to smoking has become a topic of concern and a threat to Tobacco Free Florida's mission.

According to the Centers for Disease Control and Prevention, e-cigarette use in high school has increased from 4.7 percent to 10 percent between 2011 and 2012.³ Since nicotine poses a potential health threat to the community, including adolescents, this increase is concerning to Tobacco Free Alachua because it limits their ability to fulfill their mission of reducing the use and effects of tobacco.

Recent findings show that e-cigarette companies' marketing tactics are similar to marketing tactics used extensively by traditional tobacco companies in the past. Additionally, major themes found in e-cigarette advertisements are found to be targeting psychological needs of adolescents, another similarity to that of traditional tobacco advertisements. Finally, more than half of the observed advertisements presented e-cigarettes as a safer healthier alternative.

Without knowledge about the potential risks of e-cigarette smoking and the lack of FDA regulation on the sale and advertising of e-cigarettes to minors, the well-being of the Alachua County community could be detrimentally affected.

¹ U.S. Department of Health and Human Services. (1995). *A report of the Surgeon General: Preventing tobacco use among young people*. Retrieved January 27, 2014, from http://profiles.nlm.nih.gov/NN/B/C/L/Q/_/nnbclq.pdf

² U.S. Food and Drug Administration. (2011, March 7). FDA Parental advisory on flavored tobacco products: What you need to know. Retrieved January 27, 2014, from <http://www.fda.gov/downloads/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/UCM183262.pdf>

³ Centers for Disease Control and Prevention. (2013). E-cigarette use more than doubles among U.S. middle and high school students from 2011-2012. Retrieved January 15, 2014, from <http://www.cdc.gov/media/releases/2013/p0905-ecigarette-use.html>

2.3 Campaign Purpose

Public engagement campaigns “focus on the public’s responsibility to create the supportive environment that will allow or promote a desired behavior change.”⁴ Therefore, the purpose of this campaign is to expose the discovered message strategies of e-cigarette

advertising and advance the mission of Tobacco Free Alachua through active education of and engagement with Alachua County community members in order to legitimize the concerns surrounding e-cigarettes and advocate for local public policy regarding the marketing of e-cigarettes online. Through strategic application of grounded theory, this campaign aims to attract the target audiences’ attention, communicate compelling messages, divulge specific skills, and provide motivation for behavior change in conjunction with reinforcing environmental change.

2.4 Organization’s History

In 1997, the state of Florida settled a large lawsuit with the American tobacco industry that granted the Florida Health Department \$11.3 billion to assist with the healthcare costs and services incurred by smokers.⁵ After state funding was reduced for the Tobacco Pilot Program in 2006, Florida’s voters approved a constitutional amendment, Article X, Section 27, that would reinstate tobacco education and use prevention programs throughout the state.⁵

Today, Tobacco Free Florida operates on annual budget of roughly \$65 million and allocates those funds in efforts to prevent youth from starting to use tobacco and to provide tobacco cessation services, infrastructure, and marketing efforts. In 2012, the Florida Department of Health in Alachua County was awarded the Florida Community Based Tobacco Prevention Interventions Program (BTTP) grant to reduce local tobacco use and exposure to secondhand smoke.⁶ An extension of Tobacco Free Florida, Tobacco Free Alachua shares the overall vision of its parent organization, which aims to educate and change social behavior related to tobacco use in Florida, and is dedicated to building community support and advocating for the establishment of tobacco-control policies in Alachua County.

⁴ Coffman, J. (2002, April). Public communication campaign evaluation: An environmental scan of challenges, criticisms, practice, and opportunities. Cambridge, MA: Harvard Family Research Project.

⁵ (2013). In *Florida Health*. Retrieved January 27, 2014, from <http://www.floridahealth.gov/>

⁶ (2012). In *Tobacco Free Alachua*. Retrieved January 27, 2014, from <http://tobaccofreealachua.org/>



2.5 Mission

“To develop and promote policies which reduce the use and effects of tobacco within Alachua County.”⁶

2.6 Vision

A division of the Alachua County Health Department and funded by the Florida Department of Health, Tobacco Free Alachua is dedicated to building community support and advocating for the establishment of tobacco-control policies.⁶

2.7 Goals of Tobacco Free Alachua

Tobacco Free Alachua’s primary focus is on local policy work and as such, the organization works to establish ordinances locally. In striving for a tobacco-free future, Tobacco Free Alachua operates to achieve that goal by “helping smokers quit, preventing youth from starting and protecting people from secondhand smoke”⁷ through strategic public policy efforts.

- Prevent youth and young adults from starting to use tobacco products
- Protect Alachua County citizens from involuntary exposure to secondhand smoke
- Provide support to current tobacco users who want to quit

2.8 Facilities

The Tobacco Free Alachua office is housed within the Florida Department of Health in Alachua County. The approximate location is 224 Southeast 24th Street, Gainesville, FL 32641.

2.9 Governance

In association with Tobacco Free Florida and managed by the Florida Department of Health, Tobacco Free Alachua is subject to the same processes and decisions that govern its parent organization. Internally, Tobacco Free Alachua employs three full-time staff members:

- Steven B. Pokorny, Ph.D., Director of Health Promotion
- Andrew C. Romero, M. Ed., Tobacco Prevention Specialist
- Marilyn Headley, B.S., Tobacco Prevention Specialist

Additionally, Tobacco Free Alachua is comprised of interns in the following areas:

⁶ Ibid., 65.

⁷ (2014). In *Tobacco Free Florida*. Retrieved January 27, 2014, from <http://www.tobaccofreeflorida.com/>



- Public Policy
- Communications

Lastly, Tobacco Free Alachua includes partnership chairs as part of its organization. The partnership is comprised of county and city officials, private citizens, and representatives from the local school board, health care organizations, law enforcement agencies, higher education institutions, local businesses, and non-profit organizations.

2.10 Funding

Administered by the Florida Department of Health, Tobacco Free Florida and its subsidiaries, including Tobacco Free Alachua, are funded by the money derived from the tobacco settlement agreement with the major tobacco companies that occurred in 1997. Annually, Tobacco Free Florida receives a budget approximate to \$65 million, which accounts for 15 percent of the tobacco trust fund “allocated by the legislature to prevent youth from starting to use tobacco and to provide tobacco cessation services, infrastructure and marketing efforts.”⁷

Specifically, Tobacco Free Florida distributes its budget accordingly to finance:

- Overall marketing and media branding efforts
- Cessation services and resources
- Local policy work aligned with coalitions

2.11 Demographic, Geographic, and Psychographic Information

The primary target audience for Tobacco Free Alachua’s messaging is the Alachua County municipality, which consists of Alachua, Archer, Gainesville, Hawthorne, High Springs, Newberry, Waldo, LaCrosse, and Micanopy. More specifically, Tobacco Free Alachua is concerned with the commissioners and leadership within the county. The secondary audience for Tobacco Free Alachua is the residents of these municipalities, specifically those who can lend their support with current and future policy goals.

According to the U.S. Census Bureau (2010), Alachua County is made up of the following populations⁸:

- Total Population: 247,336
 - Males: 119,786
 - Females: 127,550
- Population Ages 10-24: 76,773
- Top Predominant Races:

⁷ Ibid., 66.

⁸ U.S. Census Bureau. *Census Demographic Profile Data for Florida*. Retrieved January 27, 2014, from <http://edr.state.fl.us/Content/population-demographics/2010-census/data/index.cfm>

- White: 172,156
- Black or African American: 50,282
- Hispanic or Latino: 20,752
- Asian: 13,235
- Income:
 - Per Capita Personal Income: \$38, 393
 - Percent in Poverty: 26.6%

Table 4-4: Smoking Among Adults (BRFSS), Alachua County and Florida, 2002, 2007, and 2010

Indicator	Alachua County			Florida (2010)
	2002 Measure	2007 Measure	2010 Measure	
Percentage of adults who are current smokers	18.8	15.5	14.4	17.1
Race and Gender				
Men	21.7	13.4	17.1	18.4
Women	16.0	17.4	11.8	16.0
African Americans	27.2	14.8	21.5	13.7
Whites	19.1	17.3	12.3	18.4
African American men	-	-	-	19.0
African American women	21.6	21.6	21.3	9.7
Socioeconomic				
Less than \$25,000	27.8	28.8	38.8	26.5
\$25,000 - \$50,000	22.2	17.5	11.0	18.0
More than \$50,000	11.4	9.1	6.4	11.7
Less than High School	33.7	38.8	30.9	28.3
High School/Some College	26.7	18.2	25.7	24.3
Four years or more of college	15.4	14.0	10.0	12.9
Married	11.3	11.9	9.6	14.3
Not Married	26.0	21.0	21.9	22.3

Source: Florida Department of Health, Division of Disease Control, Bureau of Epidemiology Section, 2002, 2007, and 2010 Florida Behavioral Risk Factor Surveillance System (BRFSS) Data Report.

According to the Florida Behavioral Risk Factor Surveillance System Data Report seen above, smoking among adults in Alachua County has been on the decline since 2002 and for that matter, (14.4%) was significantly less than the state percentile (17.1%) in 2010. However, when examined on a micro level, there are several trends within race, gender and socioeconomic status that need to be addressed:

- Despite both ranking below the state percentile, adult males are more likely to smoke than adult females in Alachua County.
- Smoking among whites in Alachua County has decreased annually from 2002 to 2010.
- Consumption among African American in Alachua County decreased significantly from 2002 to 2007; however, smoking within this demographic increased drastically in 2010.

- Interestingly, smoking rates among African American females in Alachua County remained constant from 2002 to 2007 and dropped only .3% in 2010.
- Smoking prevalence among African American males was not reported; likewise, no data was provided for white male or female smokers at the local or state level.
- While smoking rates were lower for Alachua County residents with incomes above \$25,000, those who had an annual income below \$25,000 had higher smoking rates.
- Similarly, having an education equivalent to high school or lower also increased smoking rates within Alachua County.
- Marital status also showed a trend in smoking rates. Married individuals were less likely to smoke than those who are single.

2.12 Relevant Publics of Tobacco Free Alachua

Tobacco Free Florida focuses on educating all Floridians about the dangers of tobacco, but Tobacco Free Alachua, in particular focuses on the following target publics within Alachua County:

- Children ages 11–17
- Adults ages 18–24
- Chronic disease sufferers
- Pregnant women
- Low-income households
- Parents
- Small businesses

These audiences are targeted by “messages that elicit strong emotional response, such as personal testimonials and strong viscerally negative content.”⁷

2.13 Secondary Publics

- Public policy influencers and lawmakers
- Educators and school boards
- Tobacco and e-cigarette companies

2.14 Communication Tools and Channels

Tobacco Free Alachua utilizes various multimedia channels to maximize its reach to target audiences. While still employing traditional modes of communication, such as billboard and radio advertising, Tobacco Free Alachua has adopted new media techniques, such as:

⁷ (2014). In *Tobacco Free Florida*. Retrieved January 27, 2014, from <http://www.tobaccofreeflorida.com/>

- Partnership website: www.tobaccofreealachua.org
- Partnership Facebook: www.facebook.com/tobaccofreealachua
- Partnership newsletters – monthly email
- Partnership meetings
- News releases
- Earned media: local papers, magazines, TV, and radio.

2.15 Current Position within the Community

To effectively develop and advocate for tobacco-control policies, Tobacco Free Alachua implements major programs based off of three goal areas: youth prevention, cessation, and smoke-free spaces.

Youth Prevention

“Nine out of 10 of all adult smokers in the U.S. begin while in their teens, or earlier, and two-thirds become regular, daily smokers before they reach the age of 19.”¹ In Florida, “more than 21,300 kids (under 18) become new smokers each year”⁷ and in 2011, 11.9 percent of high school students and 3.5 percent of middle school students reported current cigarette use in the Florida Youth Tobacco Survey.¹⁵ In attempting to prevent youth and young adults from initiating tobacco use, Tobacco Free Alachua implements three major prevention initiatives: Students Working Against Tobacco, Sweet Deception, and Tobacco-Free Schools.

Students Working Against Tobacco

According to the 1995 Surgeon General’s Report, tobacco companies have specifically marketed cigarettes and smokeless tobacco to teens for generations through advertising that appeals specifically to teens’ ideas of rebellion, freedom, and independence.⁹ In 1998, 600 middle and high school students at the Teen Tobacco Summit created Students Working Against Tobacco as a way to take a stand against the tobacco industry.¹⁰ Also known as SWAT, the statewide youth organization is a “united movement of empowered students working toward a tobacco-free future” whose mission is “to mobilize, educate, unite, and equip Florida youth to revolt against and deglamorize manipulative Big Tobacco companies.”¹³

¹ U.S. Department of Health and Human Services. (1995). *A report of the Surgeon General: Preventing tobacco use among young people*. Retrieved January 27, 2014, from http://profiles.nlm.nih.gov/NN/B/C/L/Q/_/nnbclq.pdf

⁷ U.S. Department of Health and Human Services. (1995). *A report of the Surgeon General: Preventing tobacco use among young people*. Retrieved January 27, 2014, from http://profiles.nlm.nih.gov/NN/B/C/L/Q/_/nnbclq.pdf

⁹ (2014). In *Tobacco Free Florida*. Retrieved January 27, 2014, from <http://www.tobaccofreeflorida.com/>

¹⁰ (2014). In *Students Working Against Tobacco*. Retrieved January 27, 2014, from <http://www.swatflorida.com>

¹³ (2010). In *Tobacco Prevention Network*. Retrieved January 27, 2014, from http://tobaccopreventionnetwork.com/news_archives/20131210news.html



The past activities¹⁰ of this organization have included:

- Conducting random retail checks to survey the placement of tobacco products and point-of-sale ads, which provided the evidence needed to support the more than 50 city and county ordinances that would be enacted ordering tobacco products be placed behind the sales counter at stores.
- Executing statewide youth initiatives designed to raise awareness about various issues including: the uses of tobacco in movies and the influence the tobacco industry has on the movie industry, and the dangers of secondhand smoke exposure.
- Taking a stand against Big Tobacco's tactic through a grassroots marketing initiative to let the tobacco industry know the youth of Florida won't just sit back and be manipulated
- Advocating for smoke-free environments such as schools, parks, and workplaces, and banning the sale of candy-flavored tobacco products.

Tobacco Free Alachua involves its local SWAT organizations in its policy work when pertinent. Currently, SWAT has local clubs in the following high schools in Alachua County: Buchholz High School, Eastside High School, and Gainesville High School.

Sweet Deception

According to the U.S. Food and Drug Administration, young people are more likely to use flavored tobacco products than adults.² Recent studies in Florida show that one out of six kids ages 11- to 17-years-old have tried candy-flavored tobacco products because they believe that they taste better and are less harmful than traditional cigarettes.¹³ In response, SWAT created the "Sweet Deception" art and research gallery to show how candy-flavored tobacco products are blatantly targeted at youth.⁶

In 2011, in collaboration with the Alachua County Health Department and researchers from the University of Florida, "SWAT members took photographs of candy-flavored tobacco products and used them to conduct interviews that document Alachua County residents' perceptions of how the products may appeal to youth."⁶ The findings support that in offering candy-flavored products, American tobacco companies are consciously marketing tobacco to minors in an effort to replace the 1,200 people who die each day from smoking.⁷

Tobacco Free Schools

² U.S. Food and Drug Administration. (2011, March 7). FDA Parental advisory on flavored tobacco products: What you need to know. Retrieved January 27, 2014, from <http://www.fda.gov/downloads/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/UCM183262.pdf>

⁶ (2012). In *Tobacco Free Alachua*. Retrieved January 27, 2014, from <http://tobaccofreealachua.org/>

⁷ (2014). In *Tobacco Free Florida*. Retrieved January 27, 2014, from <http://www.tobaccofreeflorida.com/>

¹³ 2010). In *Tobacco Prevention Network*. Retrieved January 27, 2014, from http://tobaccopreventionnetwork.com/news_archives/20131210news.html



“In 2011, the Florida Clean Indoor Air Act was passed and school boards gained the authority to designate all district property as tobacco-free.”⁶ Without these strict policies, students may experience internal conflicts regarding the dangers of tobacco use and exposure to secondhand smoke; these are key anti-tobacco campaign messages often presented in educational environments.⁵ Thus, by abiding by clear-cut rules that complement Tobacco Free Alachua’s tobacco-free messaging, Alachua County schools are assisting the organization in its mission to effectively prevent youth smoking initiation while also continuing to educate Florida’s youth about socially responsible and healthy behaviors.

Smoke-Free Spaces

Tobacco Free Alachua aims to protect area citizens from involuntary exposure to secondhand smoke. Specific initiatives include: implementing smoke-free policies in housing properties, organizations and businesses, public places, and in colleges and universities.

In a recent survey conducted in Alachua County, 84.4 percent of renters would choose a smoke-free property over one where smoking was allowed.⁶ Property renters in Alachua County are entitled to a smoke-free living environment, and Tobacco Free Alachua aims to help assist residents, by offering a Smoke-Free Certification that helps distinguish healthy communities.

Tobacco Free Alachua also recognizes local organizations and businesses that prohibit smoking in an enclosed indoor workplace. The organizations and businesses that surpass the standards set by the Florida Clean Indoor Air Act are recognized by Tobacco Free Alachua on its website.

Additionally, “Tobacco Free Alachua has worked with decision makers to successfully implement smoke-free policies in a number of public places.”⁶ Since August, 2010, the City of Gainesville’s Regional Transit System (RTS) has prohibited smoking within 20 feet of any city bus stop or shelter. Likewise, in collaboration with the City of Gainesville, eight city parks have created “a total of more than 240 acres of smoke-free parks” since 2011.⁶

Smoking Cessation

“The average smoker attempts to quit between eight and 11 times before succeeding.”¹¹ Since 2007 when the Bureau of Tobacco Prevention Program was re-instated, smoking among adults in Florida has decreased approximately by 500,000.¹² As part of its programming, Tobacco Free Alachua offers “three easy and free ways to quit” smoking.⁶ Individuals can call the toll-free Florida Quitline (1-877-U-CAN-NOW) to receive proactive coaching sessions, self-help materials, and quit aids like nicotine replacement therapy. Tobacco Free Alachua also provides a free online program, *Web Coach*, where individuals can design a personalized web-

⁶(2012). In *Tobacco Free Alachua*. Retrieved January 27, 2014, from <http://tobaccofreealachua.org/>

¹¹ DiClemente, C.C. (2003). *Addiction and change: How addictions develop and addicted people recover*. New York: Guilford Press.

¹² Centers for Disease Control and Prevention. (1999). Bidi use among urban youth. *Morbidity and Mortality Weekly Report*, 48, 796-799.



based quit plan. Lastly, individuals wanting to quit can search for a face-to-face class with Florida's Area Health Education Centers (AHEC), which offers tobacco use treatment, cessation, and prevention services throughout the state.

Additionally, Tobacco Free Alachua provides businesses with complimentary assistance in adopting tobacco-free workplace policies, tools to advocate for tobacco-cessation health coverage options with insurance companies, and support as businesses take steps toward comprehensive tobacco-cessation benefits.⁶

2.16 Organizations in Indirect Competition

- Tobacco manufacturers and distributors
- E-cigarette companies and distributors
- Non-smoke free environments
 - Schools, parks, restaurants, businesses, etc.
- Media
 - Advertising, Internet, movies, music, etc.

⁶ Ibid., 72.

3. CURRENT SITUATION

3.1 Major Issues Affecting Alachua County

- A major e-liquid manufacturer is building production facilities in Alachua County.⁶ This establishment will create a significant number of job opportunities for the area, yet it conflicts with the mission of Tobacco Free Alachua.
- The Bureau of Tobacco Free Florida has taken a cautious stance on e-cigarettes.⁶

3.2 Current Position

With support from its community partners and leadership, Tobacco Free Alachua has successfully pursued three policy goals recently.

These goals include:

1. Stop the sale of e-cigarette devices and fluid to minors.
2. Regulate self-service retail methods that make e-cigarettes accessible to minors.
3. Limit the use of e-cigarettes to places where smoking is already allowed.

Despite a lack of regulation by the FDA, “Alachua County has joined a growing list of cities and counties that are taking action in the absence of any state or federal rules.”¹³ On December 10, 2013, the Alachua County Board of County Commissioners passed an ordinance that will achieve all three of the aforementioned goals. The ordinance prohibits the sale of e-cigarettes to minors under the age of 18, places the products behind the counter requiring retailer-assisted sales, and bans the use of the devices in places where traditional tobacco is currently banned under the Florida Clean Indoor Air Act.¹³ The newly-adopted ordinance also establishes an option for local municipalities in Alachua County to opt into the new rules to make the restrictions consistent throughout the county. Tobacco Free Alachua envisions that all local municipalities will adopt this ordinance and that other counties in Florida will pass similar regulations.

3.3 Current Issue

⁶ (2012). In *Tobacco Free Alachua*. Retrieved January 27, 2014, from <http://tobaccofreealachua.org/>

¹³ (2010). In *Tobacco Prevention Network*. Retrieved January 27, 2014, from http://tobaccopreventionnetwork.com/news_archives/20131210news.html

It has been more than 60 years since we learned about the deadly effects of tobacco use; today, the emergence of electronic cigarettes (also known as e-cigarettes, vapors, vaporizers, or nicotine vaporizers) coupled with increasing use among youth has inspired considerable debate within the U.S. public health community raising concerns similar to those seen historically with major tobacco.⁸ Recent discussion regarding the safety of e-cigarettes, the product's ability to help smokers quit, and the risks they pose to children and teens are all significant issues that organizations like Tobacco Free Alachua are facing locally, in 2014. Tobacco Free Alachua is also concerned with e-cigarette advertising; more specifically, the messages being presented in advertising and to whom those messages are targeting.

Furthermore, public health organizations and media have speculated that in advertising, e-cigarettes:

- Are presented as a healthy alternative to cigarettes.
- There is uncertainty as to the safety of e-cigarettes and their long-term effects.
- Public health community worries that e-cigarette advertisements are utilizing tailored messaging and images that specifically appeal to youth markets, a tactic once used extensively by the American tobacco industry.

The concern with e-cigarettes is that the effects are unknown, advertisers are focusing on youth markets, and that youth users in particular will become addicted to nicotine, and eventually seeks out tobacco cigarettes. Due to the lack of research, there is an opportunity to investigate e-cigarette advertisements. If the messages are similar to those once utilized in tobacco campaigns targeting youth markets, it is crucial to understand the dominant themes and appeals in developing future anti-tobacco campaigns and preventing youth initiation and the progression of e-cigarette smoking to traditional cigarette smoking

3.4 SWOT Analysis

Strengths of Tobacco Free Alachua:

- Tobacco Free Alachua receives administrative support from Tobacco Free Florida and has access to its parent organization's research and marketing materials.
- Tobacco Free Alachua has strong community ties including partnerships with the Alachua County School Board, the University of Florida, the Alachua County Board of County Commissioners, UF Health and other public health and policy organizations.
- Alachua County supports the mission of Tobacco Free Alachua by implementing tobacco-free policies in public schools and parks, in the workplace, and at restaurants and local businesses.
- Alachua County passed an ordinance in 2013 that places restriction on the sale of e-cigarettes and bans the use of the devices in places where traditional tobacco is currently banned under the Florida Clean Indoor Air Act.

Weaknesses of Tobacco Free Alachua:

- A lack of funding from Tobacco Free Florida inhibits Tobacco Free Alachua from conducting research on e-cigarettes in Alachua County.
- Tobacco Free Alachua is prohibited from utilizing Florida Department of Health funding for e-cigarette research.
- Tobacco Free Alachua has only four full-time staff members.
- Tobacco Free Alachua is not allowed to lobby directly for policy change.

Opportunities for Tobacco Free Alachua:

- Strong community partners can lobby for policy change on behalf of Tobacco Free Alachua.
- Of the 5 most populous states (California, Florida, Illinois, New York and Texas) Florida boasts the largest change in smoking prevalence since 2006¹⁴; this decline presents favorable opportunities for Tobacco Free Alachua to advocate for policy change regarding smoking.
- More than half of adults in Florida are never smokers¹⁴; thus, garnering support from parents is viable.
- Prevalence of smoking decreases sharply with increasing education¹⁴; thus, by educating Alachua County citizens, consumption is likely to decrease.

Threats to Tobacco Free Alachua:

- E-cigarette consumption in the United States is on the rise¹⁵, especially among youth.
- Young people are more likely to use flavored tobacco products than adults². E-cigarettes are available in candy-like flavors.
- Although not yet proven, e-cigarettes are being marketed as a safer and healthier alternative to tobacco smoking.
- The average smoker attempts to quit 8 to 11 times before succeeding¹¹. E-cigarettes present current smokers with an alternative to smoking cessation.
- No federal stance on the sale of e-cigarettes, currently, only regulated at the state and municipal levels.
- E-cigarettes are sold and marketed online making them easily accessible to adolescents and free from advertising regulation by the Federal Trade Commission.

² U.S. Food and Drug Administration. (2011, March 7). FDA Parental advisory on flavored tobacco products: What you need to know. Retrieved January 27, 2014, from <http://www.fda.gov/downloads/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/UCM183262.pdf>

¹¹ DiClemente, C.C. (2003). *Addiction and change: How addictions develop and addicted people recover*. New York: Guilford Press.

¹⁴ Centers for Disease Control and Prevention. (2010). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.

¹⁵ Centers for Disease Control and Prevention. (2013). E-cigarette use more than doubles among U.S. middle and high school students from 2011-2012. Retrieved January 15, 2014, from <http://www.cdc.gov/media/releases/2013/p0905-ecigarette-use.html>

4. RESEARCH

4.1 Why are e-cigarettes an imminent danger to the well-being of society?

An e-cigarette is a nicotine delivery device that has become popular in the United States in recent years. It is designed to look like a traditional cigarette and delivers nicotine through heated vapor. Similarly, traditional cigarettes deliver nicotine while the user inhales tobacco, a substance that has been proven to cause harm to those smoking and to those around them. From 2011 to 2012, e-cigarette use among students under the age of 18 has risen from 4.7% to 10%. Since the e-cigarette delivers the same drug, nicotine, as traditional cigarettes, many people believe it could be considered a gateway for tobacco smoking.

4.2 Explanation of Study

Through a mixed-method quantitative and qualitative content analysis, video advertisements from YouTube channels were analyzed to identify different message strategies employed by American e-cigarette companies. More specifically, the purpose of identifying the message strategies presented in e-cigarette advertising was threefold: to allow for a comparison of the message themes observed in e-cigarette advertisements in a new media platform and those used historically, in traditional tobacco advertising; to identify which messages may be targeting adolescents through appeals to their psychological needs; and finally, to determine if and how e-cigarettes are being marketed as a healthier alternative to traditional cigarettes in advertisements. The distinct goal in conducting research was to make use of the findings in accordance with the Health Belief Model to design a comprehensive, public health communications plan regarding the various issues surrounding e-cigarettes on behalf of Tobacco Free Alachua. In order to ensure validity of the study the researchers performed intercoder reliability testing using Krippendorff's alpha. During the first test of 13 videos they received a reliability coefficient of 0.56 because this was low the second reliability test analyzed 6 videos and received a reliability coefficient of 0.82. To further ensure the validity of coding three guest coders were employed to code the three videos and received a reliability coefficient of 0.91.

4.3 Major Findings

Through content analysis, the researchers discovered that the themes observed in traditional cigarette advertising were present in today's e-cigarette advertisements. Further, the following results were noted:

- The association with desirable outcomes' and reducing anxieties' themes were present in over 50% of the sample examined.
- The final theme, satisfaction, was present in just under 50% of the sample.
- E-cigarette advertisements showcased three new themes: convenience, affordability, and innovation.

- These themes were present in less than 25% of the sample, but were considered relevant just the same.
- Appeals to adolescent psychological needs, which appeared in more than 40% of the videos, included:
 - Having fun, being excited or adventurous; freedom and independence; healthier alternative to traditional cigarettes; peer acceptance; masculinity; and femininity.
- Out of the 61 videos, 51% presented e-cigarettes as a healthier alternative to traditional cigarettes.

4.4 Interpretations and Application

From the results described above, researchers discovered that e-cigarettes are using similar marketing strategies once employed by traditional cigarette companies to appeal to adolescents specifically by appealing to their psychological needs. Also, in order to set e-cigarettes apart from traditional cigarettes, e-cigarette organizations are advertising them as healthier than traditional cigarettes, by triggering previously established social cues set forth by anti-tobacco campaigns, for example no secondhand smoke, tar or yellow teeth when using e-cigarettes. The researchers will be able to utilize the results from the study to expose the message themes and potential appeals to adolescent psychological needs offered by e-cigarette organizations to the citizens of Alachua County. They will also be able to correct the false information presented to residents regarding the health benefits of e-cigarettes in relation to traditional cigarettes as seen in the advertisements examined.

5. GOALS AND OBJECTIVES

5.1 Goal

To educate and inform the Alachua County parents, educators and legislators about e-cigarettes, e-cigarette features, and about the six prominent themes found in online e-cigarette advertising by May 1, 2015 creating an increase in awareness by 40%.

5.2 Objectives

Output

1. To approximate how many Alachua County residents are aware of what e-cigarettes are as a product by creating and distributing an online survey to the community by June 1, 2014.
2. To create at least five press materials to distribute to local media organizations to be disseminated by May 1, 2015.
3. To fully expose the identified message strategies employed through the *satisfaction, association with desirable outcomes, reducing anxieties, convenience, innovation, and affordability* themes used by e-cigarette companies in online advertisements by hosting discussions/events at local middle schools, high schools, non-profit organizations, and other local community and civic organizations.

Outcome

1. To increase awareness about e-cigarettes in the Alachua County community through means of an online social platform by gaining 1,000 new followers on Facebook by May 1, 2015.
2. To achieve a minimum of 50 people of attendance at each public meeting or event each quarter.

6. STRATEGIES AND TACTICS

6.1 Strategy One: Organized Personal Communication

Personal communication is vital in the implementation of this campaign. To expose the message strategies that e-cigarette companies are utilizing in their advertisements, meetings and events will be held to personally demonstrate how e-cigarette companies are: targeting youth through strategic appeals to adolescents' psychological needs, attracting minors by not including age disclaimers, and making or issuing unsupported health claims.

Given the opportunity to partner with University of Florida, GatorWell, UF Health, local middle and high schools, and other local nonprofits for conferences, meetings, and information sessions; relevant publics will be reached and will in turn be able to spread awareness and educate others. The organizations listed above will have a direct interest in e-cigarettes' future because of potential health effects and minors use of the product.

6.1.1 Tactics

- A messaging platform will be created and will include key messages exposing the message strategies of e-cigarette companies. It will include findings from the campaign research. Materials will include graphs and statistics to help communicate findings to relevant publics. The following materials will be used to help communicate messages:
 1. A pitch to inform other organizations about our goals.
 2. A PowerPoint presentation.
 3. An outline/talking points for presentation.
 4. A brochure with facts about e-cigarettes, e-cigarette advertisements, and current e-cigarette studies, including our content analysis.
- Three key messages will run on various communications materials in order to create community awareness with lasting impact:
 1. "E-cigs. Unproven."
 2. "Do you know what you're inhaling?"
 3. "Don't let opinions guide your health decisions."
- To reach attendance goals, educators and local organizations will be reached through personal mails and phone calls, posts on community bulletins and Listservs with information about the time and location of meetings and conferences.

6.2 Strategy Two: Marketing Materials and Traditional Media

In order to reach Alachua County residents on a larger scale, marketing materials will be distributed to media outlets and traditional media tactics will be put in to place. Partnering with local media outlets will aid in the distribution of press releases, radio spots and other materials that will continue to convey information about e-cigarettes, and further educate the community on the facts behind this product. Marketing materials will also be distributed to those who attend conferences, meetings, and information sessions.

6.2.1 Tactics

- Create a press release that introduces the e-cigarette awareness campaign, key findings from campaign research and a problem statement on the current situation.
- Create a radio campaign exposing a message about the unproven health claims by e-cigarette companies. The message will expose unwarranted health claims in e-cigarette advertisements. The 30-second radio spot will run on local Alachua County radio stations for three months each quarter of the campaign.
- Promotional materials will be distributed at information booths and other planned public meetings. Water bottles, hand sanitizers, pens and notebooks will show the campaign logo and the campaign slogan, “E-cigs. Unproven.”

6.3 Strategy Three: Social Media

Social Media is an important communication tool when interacting with publics. Engaging in all forms of social media is not necessary when first starting a social media campaign and not appropriate for Tobacco Free Alachua. In order to effectively reach their target publics, Tobacco Free Alachua will produce posts on their Facebook page directly related to e-cigarettes.

By utilizing social media, Tobacco Free Alachua will be able to increase awareness in publics throughout all areas of Alachua County reaching various demographics. Facebook will give Tobacco Free Alachua the opportunity to engage in two-way communication, receive feedback, and fully interact with the publics.

6.3.1 Tactics

- Scheduled Facebook posts will run throughout the one-year campaign exposing message strategies of e-cigarette companies. Posts will include graphics and charts of research findings.

7. SCHEDULE

7.1 A schedule can help keep focus and improves productivity

The scheduled timeline below is designed to be incorporated over a one-year timeframe to aid in the execution of the media and interpersonal communication campaign. The proposed schedule provides specific dates, including month, day, and year; however, the dates provided are a suggestion and can be adapted should they interfere with other urgent organizational issues. The chosen dates were strategically based on careful consideration of holiday seasons, since those seasons are often used for heavy advertising of many events, causing lack of individualized attention and could possibly detract attention from our targeted publics. Marketing materials, including print materials and promotional items, may be handed out more frequently as needed and as resources become available. As such, more meetings and events, including the hosting of GatorWell booths on the University of Florida campus, may be held more frequently as needed.

Task	Date	Time
Supervision & Coordination	Starts May 2014	Daily
Process Evaluation	Starts May 2014	After every major event
Distribute First Survey	June 1, 2014 - June 15, 2014	Two weeks
Launch Facebook Page	June 1 2014	Monitor & Engage Daily
Analyze First Survey Results	June 15, 2014 - June 20, 2014	Five Days
Host Information Booth on Campus	September 2014 & February 2015	Once per each month stated
Present to Local Organizations at Public Forums	August 2014- March 2015	Once per month.
Launch RTS Advertisements	August 2014, October 2014, February 2014	Run 4 weeks each month noted.
Launch Radio Campaign	August 2014, October 2014, March 2015	Run agreed number of times per each month.

Distribute promotional and educational material throughout community.	August 2014-April 2015	These items should be distributed when deemed appropriate; during events, meetings, informational sessions, etc.
Distribute End Survey	April 15, 2015 - April 30, 2015	Two weeks
Analyze End Survey Results	April 30, 2015 - May 15, 2015	Five Days
Measure Facebook Success	May 15, 2015 - June 1, 2015	Two weeks

8. BUDGET AND RESOURCES

8.1 Tangible Materials

The campaign budget will cover one-year of expenses between June 2014 and May 2015. The budget plan will include the expenses of supplies and printing costs, promotional materials to be passed out at informational meetings and events, as well as the cost of traditional advertising to promote the planned events in order to encourage attendance. The expenses for all promotional and print materials will be reevaluated quarterly and any additional, unplanned costs will be accounted for in a contingency cost set at 10 percent of the quarterly total.

Categories/Line item	Duration	Expenses
RTS Bus Advertisement	King Duration (4wks) x3	\$1,260
Radio Spot	3 run per week for 4 weeks x3	900
Promotional Materials*	As needed	1,920
Print Materials*	As needed	350
Quarterly subtotal		4,430
Contingency 10%		\$443
Quarterly Total		\$4873

*Promotional Materials - \$1,920

Carousel Pen (500) = \$320 @ \$0.64

2 oz. Hand Sanitizer (250) = \$450 @ \$1.80

Post-it Note Half Cube (250) = \$675 @ \$2.70

30 oz. Gripper Top Water Bottle (250) = \$475 @ \$1.90

*Print Materials - \$4,429.98

Brochures (500) = \$149.99

Fact Sheets (500) = \$199.99

8.2 Staff Member Cost

There will be a cost associated with social media efforts, research, planning, designing, and implementing the various meetings, programs and materials. Time spent on survey evaluation is also an additional cost. To calculate the costs associated with this plan, that time will be multiplied by the hourly salary of staff members. Staff members include the communications coordinator, interns, and agency directors.

____(hrs/week) X ____ (staff members' salary) = costs per week

8.3 Additional Materials and/or Resources

The following additional resources may be necessary expenses for campaign execution and will be included in the contingency costs:

- Interns
- Cameras (photo and video)
- Reservation fees
- Computer software

9. MEASUREMENTS AND EVALUATION

<i>Goal</i>	<i>Measurement</i>	<i>Tool</i>
<p>To educate and inform the Alachua County parents, educators and legislators about e-cigarettes, e-cigarette features, and the six prominent themes found in online e-cigarette advertising by May 1, 2015 creating an increase in awareness by 40%.</p>	<p>All message strategies are thoroughly presented in all conferences, public forums, meetings, seminars, lectures and informational booths when interacting with the publics. Measure increase Measure follows</p>	<p>Talking points, meeting minutes, and presentations used to specifically target each message strategy during all conferences, public forums, meetings, seminars, lectures and informational booths when interacting with the publics. Survey administered at the beginning and end of the campaign Increase in Facebook followers</p>

<i>Objective</i>	<i>Measurement</i>	<i>Tool</i>
1. To approximate how many Alachua County residents are aware of what e-cigarettes are as a product by creating and distributing an online survey to the community by June 1, 2014.	Monitor the number of surveys completed	Survey
2. To create at least five press materials to distribute to local media organizations to be disseminated by May 1, 2015.	Measure number of successful contacts to media organizations	Press Release Fact Sheet Radio Advertisement Poster Brochure
3. To fully expose the identified message strategies employed through the <i>satisfaction, association with desirable outcomes, reducing anxieties, convenience, innovation, and affordability</i> themes used by e-cigarette companies in online advertisements by hosting discussions/events at local middle schools, high schools, non-profit organizations, and other local community and civic organizations.	All message strategies are thoroughly presented in all conferences, public forums, meetings, seminars, lectures and informational booths when interacting with the target publics	Conferences Public Forums Meetings Seminars Lectures Information Booths

<i>Outcome Objective</i>	<i>Measurement</i>	<i>Tool</i>
1. To increase awareness about e-cigarettes in the Alachua County community through means of an online social platform by gaining 1,000 new followers on Facebook by May 1, 2015.	Measure number of fans and followers	Facebook
2. To achieve a minimum of 50 people of attendance at each public meeting or event each quarter.	Measure number of people in attendance	Sign-in Sheets Name Tags

10. LEGAL GUIDELINES

10.1 Ethics, Policies, Legalities

Tobacco Free Florida is supported by federal funds. Due to the fact e-cigarettes remain unregulated; Tobacco Free Alachua is currently unable to utilize federal funds for any lobbying efforts. Consequently, this presents possible obstacles for the organization, as they have to seek funding from external sources. Until federal regulation is put into place, Tobacco Free Alachua will look to the community to push for regulation.

11. CONCLUSION

11.1 Tobacco Free Alachua is dedicated to informing and educating its publics on e-cigarettes.

In order to fulfill its mission of developing and advocating for public policies, which aim to reduce the use and effects of tobacco consumption within Alachua County, Tobacco Free Alachua is threatened by the growing use of e-cigarettes. Thus, developing a strategic public health campaign designed to reach relevant publics is necessary. In order to limit future increases in usage and limit e-cigarettes' capabilities as a gateway to tobacco among adolescents, target publics need to be informed of the manipulative advertising and message strategies as seen in advertisements. Unwarranted health claims, celebrity endorsements, candy-like flavors, and other appeals targeting the psychological needs of adolescents should be regulated and explored further, especially online. In conclusion, by implementing and successfully executing the outlined campaign, Tobacco Free Alachua should be able to advance its mission and in achieving this goal, the potential impact is borderless spanning the county, region, and eventually, the nation.

CAMPAIGN MATERIALS



1. PRESS RELEASE

FOR IMMEDIATE RELEASE

**Contact: Andrew Romero, Health Policy Program Specialist
Tobacco Free Alachua
352-514-6376 Andrew.Romero@flhealth.gov**

New University of Florida Research Reveals E-cigarette Advertising Message Strategies Tobacco Free Alachua launches e-cigarette awareness campaign

Gainesville, FL (XX-XX-XXXX)- Recent research from the University of Florida has made new discoveries about e-cigarette companies' advertising tactics and message strategies. The innovative research evolved from a content analysis of e-cigarette companies' videos on their perspective YouTube channels. Results show that many of the message strategies being used by e-cigarette companies today, are similar to the ones employed by traditional cigarette advertisements prior to FDA regulations. The message strategies were found to be social cues that appeal to the psychological needs of adolescents, including reducing anxieties, association with desirable outcomes and appeal to satisfaction.

Online advertisements also present e-cigarettes as a safer and healthier alternative to tobacco cigarettes with more than 50 percent of the advertisements analyzed making these claims. These results, which are also supported by research from the University of California, found that e-cigarettes are being promoted with unsupported health claims. Consequently, these claims are unwarranted as there is no formal research proving that e-cigarettes are indeed a healthier alternative. Currently, the only federal regulation of e-cigarettes is for therapeutic use, in which the devices cannot be marketed as an effective smoking cessation device.

According to the Centers for Disease Control and Prevention, e-cigarette use in high school has increased from 4.7 percent to 10 percent between 2011 and 2012. Since nicotine poses a potential health threat to the community, including adolescents, this increase is concerning to Tobacco Free Alachua because it limits their ability to fulfill their mission of reducing the use and effects of tobacco. Without knowledge about the potential risks of e-cigarette smoking and the lack of FDA regulation on the sale and advertising of e-cigarettes to minors, the well-being of the Alachua community could be detrimentally affected.

Currently, Tobacco Free Alachua is implementing a campaign to expose the aforementioned messages strategies and to educate and inform the Alachua County community about e-cigarettes and e-cigarette features. The campaign, which will include informational sessions and media advertising, will launch in June 2014 and will run through May 2015. For more information please contact Andrew Romero at 352-514-6376 or by email at Andrew.Romero@flhealth.gov.

###

2. FACT SHEET

E-cigarette General Information

- Nicotine delivery device that heats a nicotine solution and turns it into an easily inhalable vapor.
- Fashioned to look like a traditional cigarette.
- Usage among students 18 or younger has doubled from 2011 to 2012 (4.6% to 10%).
- Marketed as healthier than traditional cigarettes.
- Candy-like flavors.
- Not federally regulated.

E-cigarette Advertisements

- Results from a content analysis that examined 61 e-cigarette advertisements uploaded to YouTube by the e-cigarette organization.

Established Themes from traditional tobacco advertising

- Reducing anxieties theme was identified if e-cigarettes were presented as a less risky, safer or healthier option than traditional e-cigarettes, and also portrayed the use of an e-cigarette as a means for alleviating boredom or loneliness.
 - This theme was present in 75% (n=46) of the sample.
- The satisfaction theme was present if the advertisement appealed to the taste of e-cigarettes.
 - This theme was present in 43% (n=26) of the sample.
- The association with desirable outcomes theme was present if the use of e-cigarettes was portrayed as rebellious, fun, exciting and adventurous, relieving stress and promoting relaxation, having success with the opposite sex, masculine or feminine, freedom and independence and/or peer acceptance.
 - This theme was present in 87% (n=53) of the sample.

New Themes

- Affordability (cost-effective and as a cheaper alternative to traditional cigarettes).
 - This theme was present in 10% (n=6) of the sample.
- Convenience (ability to smoke anywhere, any time, and in the presence of whomever).
 - This theme was present in 7% (n=4) of the sample.
- Innovation (high-tech, trendy, or representative of modern society).
 - This theme was present in 5% (n=3) of the sample.

Adolescent Psychological needs

- If a video appealed to having fun, being excited or adventurous the video participants were shown enjoying themselves, exhibiting positive emotions such as smiling or laughing, doing something that would be considered adventurous or risky behavior; for example, being at a party, driving a motorcycle or exploring outdoors.
 - Present in 65% (n=39) of the sample.
- Freedom and independence were present if there was not an authority figure controlling an e-cigarette user, the video participant was able to use an e-cigarette without permission from others, was shown living on his or her own, and free to make personal decisions.
 - Present in 62% (n=38) of the sample
- Healthier alternative to traditional cigarettes was present if the video portrayed statements like doesn't stain teeth, doesn't cause bad breath, safer alternative to cigarettes, less carcinogens, no second hand smoke, etc.
 - Present in 51% (n=31) of the sample
- Masculinity was identified when a male participant received more attention because of his features; for example having a strong physique, tattoos, displaying toughness and/or overt physical abilities, and self-confidence.
 - Present in 51% (n=31) of the sample
- Peer acceptance was identified as potentially appealing to adolescents if the video presented e-cigarette users as being included in group activities, having strong friendships, and communicated that peers were accepting of their choice to smoke e-cigarettes.
 - Present in 49% (n=30)
- Femininity was identified when a female participant was portrayed as sexier by using the e-cigarette, very attractive, thin or was dressed fashionably.
 - Present in 41% (n=25)
- Rebelliousness was identified if a participant in the video was shown clearly disobeying authority or doing something extraordinary.
 - Present in 39% (n=24) of the sample
- Success with opposite gender was identified if smoking an e-cigarette was suggested to be attractive to the opposite sex for example if an e-cigarette user is approached by a member of the opposite sex in a sexual manner.
 - Present in 33% (n=20) of the sample
- Alleviating loneliness was present if the participant did not have to go outside to smoke, if the person was alone and then when the e-cigarette was introduced they were with a group of people having a great time.
 - Present in 31% (n=19) of the sample.
- Relieving stress and promoting relaxation was found to be present if the participant initially appeared to be upset, disgruntled, or flustered, but when an e-cigarette is introduced they are shown as relaxed and at ease.

- Present in 24% (n=15) of the sample.
- Alleviating boredom was present if there are clear images of boredom that turn into an interactive fun encounter when e-cigarettes are introduced, for example if the body language or speech of the participants improved, or the participants were surrounded by a ton of people having fun.
 - Present in 20% (n=12) of the sample.

Healthier/Comparison to Traditional Cigarettes

- 51% of videos (n=31) presented e-cigarettes as a healthier alternative to traditional cigarettes.
- 65% of videos (n=40) mentioned or showed cigarettes through visual (34%) (n=21) and/or audio (45%) (n=28) references.
- Out of the videos that mentioned traditional cigarettes, 62% (n=38) referred to them negatively.

3. SURVEY

E-Cigarette Awareness Survey Part 1

3/12/14 1:31 AM

E-Cigarette Awareness Survey Part 1

1. Do you reside in Alachua County?

Yes

No

2. What is your gender?

Male

Female

Prefer not to answer

3. Please choose your age group:

18-24

25-34

35-50

51 and up

4. What is your annual household income?

5. What is the highest level of education you have completed?

Less than high school

High School/GED

2-year College

4-year College

Master's Degree

Doctoral Degree

Professional Degree (MD, JD)

6. What is your current marital status?

E-Cigarette Awareness Survey Part 2

1. What is your preferred method of smoking?

- Traditional Cigarettes
- E-Cigarettes
- Chewing Tobacco
- Cigars
- N/A I am not a smoker

2. Have you ever heard of e-cigarettes?

- Yes
- No

3. Are you familiar with the contents of e-cigarettes?

- Yes
- No

4. What is in an e-cigarette? Select all that apply.

- Nicotine
- Tobacco
- Dry Ice
- Lithium Battery
- Carcinogens
- Vapor
- Flavor

5. How do you perceive e-cigarettes in comparison to other methods of tobacco consumption? Select all that apply.

- Healthier
- Tastier



4. RADIO CAMPAIGN

UF DIVISION OF MEDIA PROPERTIES

Client: Tobacco Free Alachua

Run Dates: November/December 2014

Writer: S.S.

ISCI#:

Station(s): WUFT-FM

Title: E-cigarettes

PRODUCTION

TIME

COPY (Double Spaced - ALL CAPS - 12 point font size)

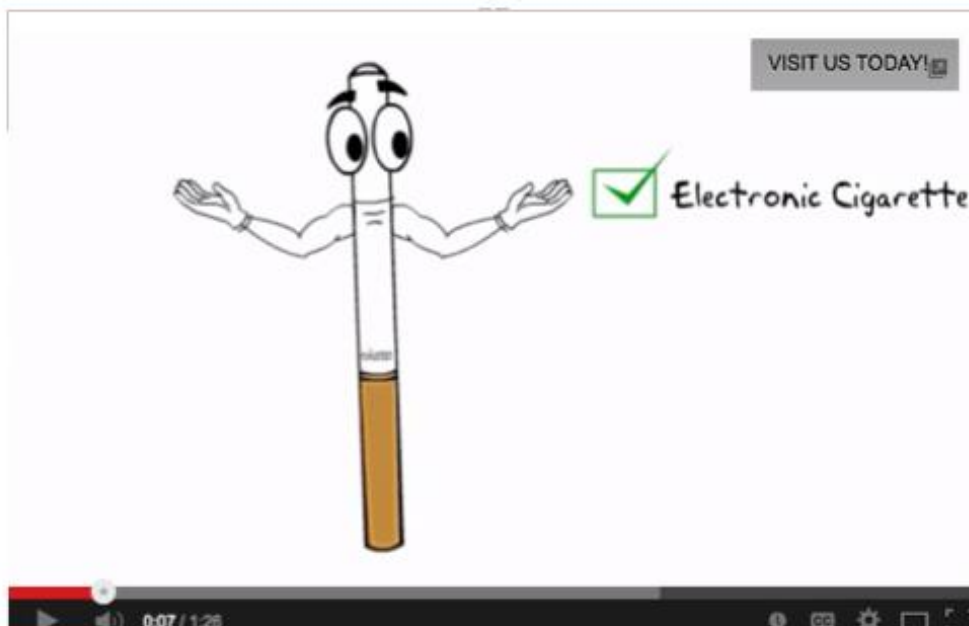
(Graphic):

-	DO YOU THINK THAT E-CIGARETTES ARE
-	HEALTHIER AND SAFER THAN TRADITIONAL
-	CIGARETTES? A NEW STUDY SHOWS THAT
10-	ONLINE ADVERTISEMENTS ARE PRESENTING E-
-	CIGARETTES AS A HEALTHIER ALTERNATIVE
-	WITH UNSUPPORTED HEALTH CLAIMS. WITHOUT
-	KNOWLEDGE ABOUT THE POTENTIAL RISKS OF
20-	E-CIGARETTE SMOKING, ITS USE COULD BE
-	DETRIMENTAL TO THE WELL-BEING OF THE
-	COMMUNITY. DON'T LET OPINIONS GUIDE YOUR
-	HEALTH DECISIONS. E-CIGARETTES,
30-	UNPROVEN.

5. POWERPOINT PRESENTATION

E-CIGARETTES

Advertising Themes and Appeals to Adolescent Psychological Needs

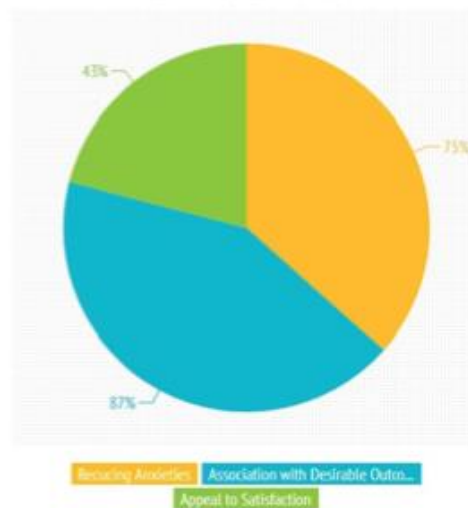


ESTABLISHED ADVERTISING THEMES



Occurrence of Themes

Percentage Frequency



Reducing Anxieties



Satisfaction



Association with Desirable Outcomes



Affordability



Convenience



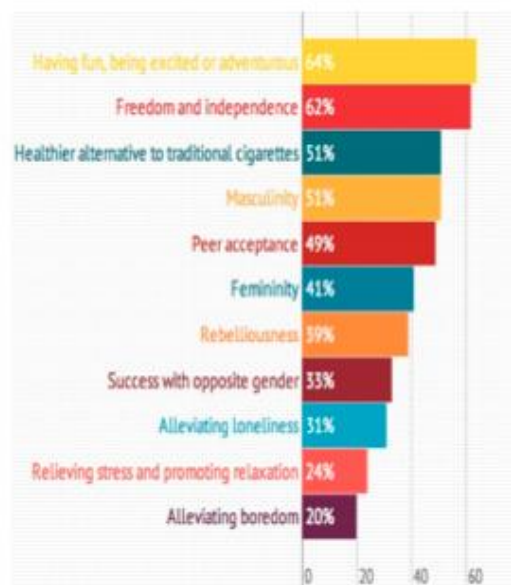
Innovation



ADOLESCENT PSYCHOLOGICAL NEEDS



Psychological Needs



Having fun, being excited, or adventurous



Freedom & Independence



Healthier Alternative



Masculinity



6. FACEBOOK SAMPLE POSTS

- Did you know that e-cigarettes are employing the same advertising techniques once used by traditional cigarettes?
- E-cigarettes are targeting youth markets in similar ways that tobacco companies once did by appealing to the themes of reducing anxieties, satisfaction, and association with desirable outcomes.
- E-cigarettes present themselves as a healthier alternative, yet no research supports this claim.
- E-cigarettes aren't federally regulated, think they should be? We do!



20 of the 61 videos coded depicted success with the opposite gender as a result of smoking an e-cigarette

- According to research done by University of Florida students, e-cigarette advertisements revealed that e-cigarette smokers are depicted as being more successful with the opposite gender.
- E-cigarettes often use phrases and words like “healthier/safer alternative,” “no stains,” “no tar,” “no tobacco,” “odorless,” “no yellow teeth,” and other appeals to target their audiences.
- E-cigarettes are a growing concern as their health risks are unknown. Join us at (discuss event) and become educated on this new trend.
- Online e-cigarette advertisements present e-cigs as a healthy alternative without scientific data. They also use traditional tobacco ad techniques to appeal to youth.
http://www.youtube.com/watch?v=zvUFgVxs_7k
- Do you know what's in e-cigarettes? Are they safe? Join us for a public forum (describe here) to increase your awareness on this new trend
- Think e-cigarettes are a healthy alternative? An NPR study shows that youth using e-cigarettes are likely to use tobacco products as well
<http://www.npr.org/blogs/health/2014/03/06/286416362/teens-who-try-e-cigarettes-are-more-likely-to-try-tobacco-too>

7. PROMOTIONAL ITEMS



8. BROCHURE

Outside

51% OF VIDEOS MAKE
HEALTH CLAIMS



STAY IN TOUCH!

Tobacco Free Alachua

Call: 352-334-7914

E-mail:

TobaccoFreeAlachua@doh.state.fl.us

Address:

224 SE 24th Street
Gainesville, FL 32641

Do you know
**what you're
inhaling?**

*Exposing e-cigarette
advertising*

No secondhand smoke
No tar
No ash
No tobacco
Flavor
Odorless
No yellow teeth
No stains
Healthy/safer alternative

www.tobaccofreealachua.org

www.facebook.com/tobaccofreealachua



39% OF VIDEOS DON'T HAVE
AGE DISCLAIMERS



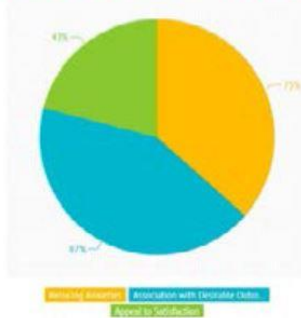
Inside

Why is this a problem?

Tobacco Free Alachua is known for its dedication to the well being of the community and for its stance on tobacco-control policies in Alachua County. However, the emergence of electronic cigarettes as an alternative to smoking has become a topic of concern and a threat to Tobacco Free Florida's mission.

Recent findings show that electronic cigarettes companies' marketing tactics are similar to marketing tactics used by traditional tobacco companies. Additionally, major themes found in electronic cigarette advertisements are found to be targeting psychological needs of adolescents, another similarity to that of traditional tobacco advertisements. Finally, more than half of the observed advertisements presented electronic cigarettes as a safer healthier alternative.

Occurrence of Themes



Convenience: ability to smoke anywhere, any time, and in the presence of whomever

Affordability: cost-effective and as a cheaper alternative to traditional cigarettes

Innovation: high-tech, trendy, or representative of modern society

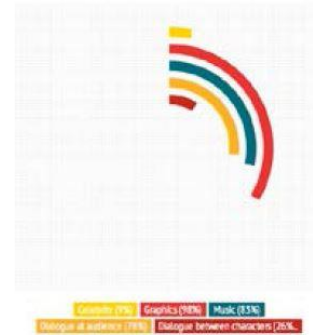
Reducing Anxieties: were presented as a less risky, safer or healthier option than traditional e-cigarettes, or use of an e-cigarette as a means for alleviating boredom or loneliness.

Association with Desirable Outcomes: the use of e-cigarettes was portrayed as rebellious, fun, exciting and adventurous, relieving stress and promoting relaxation, having success with the opposite sex, masculine or feminine, freedom and independence and/or peer acceptance.

Appeal to Satisfaction: appealed to the taste of e-cigarettes



Notable Factors



Top Psychological Needs

64% HAVING FUN, BEING EXCITED OR ADVENTUROUS

FREEDOM & INDEPENDENCE 62%

HEALTHIER ALTERNATIVE TO TRADITIONAL CIGARETTES 51%

9. RTS BUS WRAP



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APPENDICES

**APPENDIX A
CODING SCHEME**

Category	Variable #	Information to be coded	How to score	Identifying information
Basic information	V1	ID number of video	The number the video has been assigned	The ID number can be found in the video population provided
	V2	Coder ID#	Number you have been assigned as a coder	Natalie Belva=1 Rachel Hojnacki=2 Alli Justice=3 Sherry Rodriguez=4 Samanthat Susock=5
	V3	Date video was uploaded	Day/Month/Year ##/##/####	This is located at the top of the description
	V4	Duration	Number of seconds	There are 60 seconds in a minute convert the time listed into seconds
	V5	Name of Electronic Cigarette Company	Number the electronic cigarette company has been assigned	1=Eonsmoke E-cigarette 2=Blaze Electronic Cigarette 3=Volcano Ecigs 4=Smoke51 5=Smartcigs.com 6=Safe Cig 7=NJOY 8=Esmoke freedom 9=Lizard Juice 10=Green Smoke 11=Flavor Vapes 12=FIN Electronic Cigarette 13=Chase cigs 14=Blu cigs
	V6	Must be over 18 disclaimer	Yes = 1 No = 0	If the video states that the viewer must be over 18 to watch identify 1 for yes and 0 for no. The disclaimer can be located in the video, pop-up ads or description
	V7	Number of views the video has	Yes=1 No=0	This can be found below the lower right hand

		received		corner of the video on YouTube.
	V8	Video description	Yes=1 No=0	If the video has a description available identify 1 for yes and 0 for no.
	V8a	Links in description	Yes=1 No=0	If the video has links to it's website, Facebook or twitter identify 1 for yes
Information on Themes presented in the Video	V9	Satisfaction	Yes=1 No=0	If the video speaks to the satisfaction theme identify 1 for yes and 0 for no. Satisfaction will appeal to the taste of the e-cigarette as cool or smooth and a perception that someone will be perceived as cooler or more accepted among their peers if using this product
	V9a	Taste of e-cig	Yes=1 No=0	If the video uses the satisfaction theme and does so by appealing to the taste of the e-cigarette as cool or smooth identify 1 for yes and 0 for no.
	V9b	Perceived as cooler	Yes=1 No=0	If the video uses the satisfaction theme and does so by a perception that someone will be perceived as cooler identify 1 for yes and 0 for no.
	V9c	Perceived as more accepted among peers	Yes=1 No=0	If the video uses the satisfaction theme and does so by a perception that someone will be perceived as more accepted among peers identify 1 for yes and 0 for no.
	V10	Reducing anxieties	Yes=1 No=0	If the video speaks to the reducing anxieties theme identify 1 for yes and 0 for no. Reducing anxieties will present e-cigarettes as

				a healthier option than traditional e-cigarettes and portray the use of an e-cigarette as a way to alleviate stress, boredom or loneliness.
V10a	Healthier option	Yes=1 No=0		If the video uses the reducing anxieties theme and does so by presenting e-cigarettes as a healthier option than traditional e-cigarettes
V10b	Alleviate stress	Yes=1 No=0		If the video uses the reducing anxieties theme and does so by presenting e-cigarettes as a way to alleviate stress identify 1 for yes and 0 for no.
V10c	Alleviate boredom	Yes=1 No=0		If the video uses the reducing anxieties theme and does so by presenting e-cigarettes as a way to alleviate boredom identify 1 for yes and 0 for no.
V10d	Alleviate loneliness	Yes=1 No=0		If the video uses the reducing anxieties theme and does so by presenting e-cigarettes as a way to alleviate loneliness identify 1 for yes and 0 for no.
V11	Association with desirable outcomes	Yes=1 No=0		If the video speaks to the association with desirable outcomes theme mark 1 for yes and 0 for no. Association with desirable outcomes will portray the use of e-cigarettes as rebelliousness, having fun, seeking excitement and taking risks, relieving stress and promoting relaxation, and success with the opposite sex.
V11a	Rebelliousness	Yes=1 No=0		If the video uses the association with desirable

				outcomes theme and does so by presenting e-cigarette use as an act of rebelliousness identify 1 for yes and 0 for no
	V11b	Having fun	Yes=1 No=0	If the video uses the association with desirable outcomes theme and does so by presenting e-cigarette users as having more fun than others identify 1 for yes and 0 for no.
	V11c	Seeking excitement and taking risks	Yes=1 No=0	If the video uses the association with desirable outcomes theme and does so by presenting e-cigarette users seeking excitement and taking risks in a desirable way identify 1 for yes and 0 for no.
	V11d	Relieving stress and promoting relaxation	Yes=1 No=0	If the video uses the association with desirable outcomes theme and does so by presenting e-cigarette users relieving stress and becoming relaxed identify 1 for yes and 0 for no.
	V11e	Success with the opposite sex	Yes=1 No=0	If the video uses the association with desirable outcomes theme and does so by presenting e-cigarette users as having more success with the opposite sex identify 1 for yes and 0 for no.
Adolescent psychological needs	V12	Freedom	Yes=1 No=0	If the video appeals to the adolescent psychological need of freedom identify 1 for yes and 0 for no. Freedom can be identified as not having an authority figure controlling a person using e-cigarettes and the

				ability to do what you desire without permission.
	V13	Independence	Yes=1 No=0	If the video appeals to the adolescent psychological need of independence identify 1 for yes and 0 for no. Independence can be identified as living on their own, ability to make own decisions, not controlled by others, etc.
	V14	Peer acceptance	Yes=1 No=0	If the video appeals to the adolescent psychological need of peer acceptance identify 1 for yes and 0 for no. Peer acceptance can be identified as e-cigarette smokers being included in group activities, strong friendships, center of attention in group activities, etc.
Video Participants	V15	Female	Yes=1 No=0	If all of the video participants are female identify 1 for yes and 0 for no.
	V15a	Male	Yes=1 No=0	If all of the video participants are female identify 1 for yes and 0 for no.
	V15b	Male and Female	Yes=1 No=0	If the video participants are a mix between male and female identify 1 for yes and 0 for no.
	V16	Age: Under 18	Yes=1 No=0	If the video participants are portrayed to be in high school or under the age of 18 identify 1 for yes and 0 for no.
	V16a	Age: 18 to 30	Yes=1 No=0	If the video participants appear to be between the ages of 18 and 30 identify 1 for yes and 0 for no.
	V16b	Age: 30 and above	Yes=1 No=0	If the video participants appear to be older than 30 identify 1 for yes and 0 for

				no.
	V17	Celebrity	Yes=1 No=0	If the video participant is a celebrity identify 1 for yes and 0 for no. A celebrity is a person who is famous and extremely well known.
	V18	Cartoon	Yes=1 No=0	If the video participant is a cartoon identify 1 for yes and 0 for no. A cartoon is an animated drawing.
	V19	Not Human	Yes=1 No=0	If the video participant is not human identify 1 for yes and 0 for no. An example would be a dog, cat, fish etc.
	V20	Object	Yes=1 No=0	If the video participant is an object identify 1 for yes and 0 for no. An example would be a pack of cigarettes, e-cigarette etc.
Visual & Audio elements of advertisement	V21	Graphics	Yes=1 No=0	If the video was created only using graphics identify 1 for yes and 0 for no. Graphics are computer drawings, textual representation on screen or still pictures.
	V22	Music	Yes=1 No=0	If the video uses music identify 1 for yes and 0 for no.
	V23	Dialogue between characters	Yes=1 No=0	If the video has dialogue between the characters presented identify 1 for yes and 0 for no. This dialogue would not include the viewer in any way.
	V24	Dialogue directed at audience	Yes=1 No=0	If the video has dialogue directed at the characters identify 1 for yes and 0 for no. An example would be the text on screen being narrated to the viewing audience.
	V25	Traditional	Yes=1	If the advertisement

		Cigarettes	No=0	mentions traditional cigarettes identify 1 for yes and 0 for no. The cigarettes can be mentioned in both a visual (for example someone using a traditional cigarette) or auditory (for example a person stating that e-cigarettes are better than traditional cigarettes) way.
	V25a	Healthier	Yes=1 No=0	If the advertisement states or implies that e-cigarettes are healthier than traditional cigarettes identify 1 for yes and 0 for no. For example if it is said that it is better to vape than smoke.
Traditional Cigarettes	V25b	Negative	Yes=1 No=0	If the advertisement presents traditional cigarettes in a negative way identify 1 for yes and 0 for no. For example if the entire commercial the smoker is being addressed negatively because he smells or is sloppy.
	V25c	Visual representation	Yes=1 No=0	If the advertisement presents traditional cigarettes visually identify 1 for yes and 0 for no. For example if a person is viewed taking a drag of a traditional cigarette.
	V25d	Audio representation	Yes=1 No=0	If the advertisement presents traditional cigarettes with audio identify 1 for yes and 0 for no. For example if there is dialogue about how a person smells if they use traditional cigarettes.

**APPENDIX B
 QUALITATIVE CODING SHEET**

Question	Answer	Directions
1. If the video presents a new theme, what is it?		A new theme emerges if the video does not present the satisfaction, reducing anxieties or association with desirable outcomes themes.
1a. Why is this a new theme?		What is viewed in the advertisement that would cause a new theme to emerge?
2. If a celebrity is present in the film who is it?		List the name of the celebrity.
3. If the video participant is a cartoon please describe:		Describe the cartoon character.
4. If the video participant is not human please describe:		Describe the participant. Examples could include animals or mythical creatures.
5. If the video participant is an object please describe:		Describe the object.
6. Where does the video take place?		List the location of the venue. This could be indoors, outdoors, at multiple locations, at home, at school, a party, bar, hotel, park, beach, stadium, etc.
7. If graphics are used what do they represent?		Describe the graphics.
8. If music is used, what is the genre?		This could include: hip hop, classical, pop, r&b, edm, etc.
9. If music is used, are the artist and title of the track made available?		If the artist and title of the track are provided please list.
10. If there is dialogue between the characters please record it:		Transcribe the dialogue here.
11. If there is dialogue directed at the audience please record it here:		Transcribe the dialogue here.

12. AD Target Audience Gender		From the other information that you have collected deduce who you believe the target audience of the advertisement is.
13. AD Target Age		From the other information that you have collected deduce what you believe the target age of the advertisement is.

**APPENDIX C
TABLES AND FIGURES**

Table A1: General Video Information Ranges

Information	Range
Year	May 2008-January 2014
Views	80-342,074
Duration	14-301 seconds

Table A2: Video Information

Information	Percentage	Frequency
"Over 18" disclaimer	39%	24
Video Description	98%	60
Links	84%	51

Table A3: Theme Frequency

Theme	Percentage	Frequency
Reducing Anxieties	75%	46
Association with Desirable Outcomes	87%	53
Appeal to Satisfaction	43%	26

Table A4: Association with Desirable Outcomes Psychological Needs

Need	Percentage	Frequency
Rebelliousness	39%	24
Having fun, being excited or adventurous	64%	39
Relieving stress and promoting relaxation	24%	15
Freedom and independence	62%	38
Peer acceptance	49%	30

Table A5: Reducing Anxieties Theme- Psychological Needs

Need	Percentage	Frequency
Healthier alternative to traditional cigarettes	51%	31
Alleviating boredom	20%	12
Alleviating loneliness	31%	19

Table A6: Appeal to Satisfaction Theme Psychological Needs

Need	Percentage	Frequency
Taste or flavor	43%	26

Table 8: Demographics

Factors	Percentage	Frequency
Male	23%	14
Female	11%	7
Both	59%	36
Cartoons	5%	3
Non-human	3%	2
Objects	10%	6

Table 9: Age

Range	Percentage	Frequency
Under 18	14%	9
18-40	86%	53
Over 40	19%	12

Table 10: Additional Factors

Factor	Percentage	Frequency
Celebrity	9%	6
Graphics	98%	60
Music	83%	51
Dialogue at audience	78%	48
Dialogue between characters	26%	16

Table 12: New Emerging Themes

Theme	Percentage	Frequency
Convenience	7%	4
Affordability	10%	6
Innovation	5%	3

Table 13: Common

Messages

Message	Percentage	Frequency
No smell	23%	14
No ashes	31%	19
No tar	21%	13
No tobacco	8%	5
No secondhand smoke	5%	3
No stains	3%	2
No yellow teeth	5%	3

Table 11: Traditional Cigarettes

Factor	Percentage	Frequency
Mention or show cigarettes	65%	40
Negative reference	62%	38
Visual	34%	21
Audio	45%	28

Table 14: Common Words, Phrases, Text

Words, Phrases, Text	Percentage	Frequency
Smoke anywhere	33%	20
Odorless	23%	14
Flavor	31%	19
No ash	31%	19
No tar	21%	13
Healthy/Safer alternative	23%	14