



Millennium Fund Final Report

For the Period July 1, 2016, through June 30, 2017

The Idaho Legislature appropriates funding from the Idaho Millennium Fund to eligible applicants who provide services that help individuals to never start, to quit, or to receive treatment for, tobacco or substance use. This process begins with a submitted application to the Joint Legislative Millennium Fund Committee. Applicants that are awarded a Millennium Fund Grant must submit an annual report detailing the project, and any outcomes and expenses, using the criteria listed below. Please contact Jared Tatro, Legislative Services Office, with any questions at (208) 334-4740 or email jtatro@lso.idaho.gov.

Increasing Community Knowledge about Electronic Devices used for Ingesting Nicotine and THC by Youth

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State

Zip Code

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Millennium Fund Grant Award

398,377

Report Date

Oct 14, 2017

Overview, Rationale, and Justification for the Project/Program: This project was designed to implement a broad-spectrum prevention intervention using a social norms/media campaign with coalition technologies within three Idaho border communities. Its goals were to increase community knowledge and to change perceptions of harm about electronic devices; the ultimate goal was to reduce the use of electronic delivery devices and, consequently, to reduce tobacco and THC use by youth. We also intended to systematically examine and quantify community perceptions/attitudes, knowledge, and use rates of adults and youth in our target areas with respect to electronic delivery devices, nicotine, THC (and synthetic derivatives) prior to, and following, the prevention intervention

The intervention specifically targeted middle-grade students, while simultaneously educating parents, school officials community members, counselors and others about these substances and delivery devices. Data was collected to scientifically evaluate the effectiveness of the intervention. Three border state areas were targeted, each having urban and rural sub-communities. (As well, we were able to sample from the Native American population through participants from the Nez Perce Nation).

I. Distribution: The project utilized a multiple baseline design across three communities having both rural/frontier and urban areas. These included: Lewiston/Lapwai, Moscow/Potlatch, and Coeur d'Alene/Kellogg/Wallace. Prior to the intervention in each community, and using a mail/web-based survey technology, adult participants were contacted to investigate their knowledge and use of marijuana, tobacco, vaping and related products. Simultaneously, surveys were provided to middle school students in each target school. Once baseline data was collected, initial interventions were implemented consisting of speakers addressing various community groups, media interviews (television, radio, newspaper), presentations at schools, and presentations to parents groups. Materials for an extensive online presence were developed and presented via a dedicated Facebook site (that remains active). Presentations were followed with a poster campaign, with posters changing on a weekly basis. These were placed in high visibility school and community settings. When possible, student leaders/groups were enlisted to provide anti-vaping presentations and statements.

Student Presentation Participants

| | | | |
|----------------------|-----|--------------------------------------|----|
| Coeur d' Alene | 465 | District 1 Juvenile Detention Center | 20 |
| Wallace/Kellogg | 270 | New Vision Alternative HS | 40 |
| Moscow | 180 | | |
| Potlatch/Deary/Bovil | 650 | | |
| Lewiston | 800 | | |
| Lapwai | 150 | | |

Other School Presentations

| | |
|--------------------------------|-----|
| Venture Alternative HS | 30 |
| Kootenai Jr/Sr HS, Harrison ID | 120 |

Other Community Presentations

| | |
|------------------------------|---|
| Chambers of Commerce | 3 |
| PTA's: CDA, Lewiston, Moscow | 3 |
| Media Interviews | 7 |
| 4-H Parent Presentations | 3 |

In the Lewiston/Lapwai, Moscow/Potlatch and Wallace/Kellogg areas, there was general excitement by the administrative and teaching staffs. In Coeur d' Alene, while there was good participation by the health teachers (we reached all 7 and 8 grade students in two schools over the school year teaching in multiple presentations), there seemed to be reluctance by some principals to participate at a larger level. This was unanticipated considering they had been contacted face to face, prior to the project. Regardless, for the schools that participated, the students and teachers were excited to have us, and the presentations went well. Finally, as word of the project spread among rural schools, we received requests to visit these schools as well

One major challenge to this project was the weather. Several times events needed to be rescheduled or modified. This created significant issues with the speakers travel schedules, venues, and even the presentation schedule due to school closures.

The project team is planning to work with the Elks Drug Awareness Program to have their major presenter visit this area again during the spring to visit these schools.

III. Initial Goals:

1. Increase the level of knowledge about electronic devices, substances used within them, and issues posed by these devices.
2. Educate communities about the impacts of marijuana and nicotine on adolescent brains.
3. Reduce THC and Nicotine product use amongst population groups in target communities.
4. Implement parent training sessions for parents who suspect their children may be using electronic delivery devices or substances.
5. Develop a sustainability model.
6. Scientifically evaluate the effectiveness of the intervention with a goal of statewide implementation in the future.

Outcomes

Goals 1-3, 6

To scientifically evaluate the effectiveness of the project, survey data using multiple technologies, (mail/internet, student surveys, etc.) was collected across each community and school site to assess participant knowledge and behavior with respect to Vaping, Tobacco, and Marijuana. Assessment instruments were developed and data collected through the Social Science Research Center (SESRC) at WSU. Data was analyzed multiple ways. A brief summary is provided here:

Knowledge Increase Amongst Youth

In general, knowledge regarding the harmfulness of vaping on lung tissue increased across each target group. While suburban students initially had more knowledge, there were significantly greater increases in knowledge amongst rural students (Pre-70%, Post 87%). Knowledge regarding harmfulness of vaping on brain tissue was also improved at posttest across all groups as well.

Information regarding use rates of Tobacco, Marijuana and Vaping Products

Approximately 88% of all students had not tried cigarette smoking (even one or two puffs) at pretest and posttest. Of those that had, another 3% had not smoked the entire cigarette. Of those that had smoked (8%), most students started when they were in the 12-13-year-old age bracket. This data confirms for us that this is the target age on which to focus.

In contrast, 10% of our youth sample has tried an electronic vapor product. This result remained constant at both Pre and Posttest across all survey participants. However, there were mixes between suburban and rural schools. For example, there was an impact from the intervention at suburban schools, while in rural areas there was a slight increase in use. We believe these changes were due to the small sample sizes in rural areas where use by one or two students significantly changed the percentages of use. Again, most students who had “vaped” started in the 12-13-year-old age bracket, and most purchased them from a store or “bummed” them from a friend.

The data indicate that, 5-6% of our youth sample also had tried marijuana. Again, this result remained constant at both Pre and Posttest. However, there was a slight decrease at Posttest for suburban students and a one percent increase for rural students. Although the suburban change is probably due to the intervention, as above the rural percentage was likely due to small sample size changes. Most students who reported marijuana use were in the 12-13-year-old age bracket and got their marijuana from a class friend, fellow student, or older sibling. Finally, of these users, 2% had used a Vaping product to smoke marijuana and of all respondents, most had not used synthetic marijuana. Of those that used marijuana, most were in the Lewiston/Lapwai area.

In many studies, some key measures emerge that serve as bellwethers for the outcomes of the project. With respect to our target middle school audience, two measures stand out. Students were asked to report how harmful they thought vaping (the compounds in vaping and the practice of vaping) might be to their lungs, and in a second item how harmful it might be to their brains. In both measures, every school in our sample showed a shift toward belief in greater harm. Those shifts were 6 percentage points on average, with rural areas showing shifts as great as 19%.

Knowledge Increase Amongst Adults

Overall, there was an increase in knowledge about vaping products in adults. Although most sources of information related to vaping remained the same, more adults shifted to newspapers from other sources at post-test. Generally, adults reported receiving information about vaping from various venues with newspapers, television and friends being the greatest sources respectively. Interestingly, most adults (54% Pretest, 56% Posttest) believed the internet was not at all accurate or somewhat inaccurate when discussing vaping, tobacco and marijuana. Adults also believed compounds found in e-smoking devices were very harmful or pretty harmful to lungs and brain tissue. There was also an increase in perception of harm from Pre to Post test for lung tissue but interestingly, not brain tissue. Finally, 17% of the respondents had used an electronic vapor product, and there was a decrease in first use from Pre to Post Test. Of users, most (approximately 82%) were older than 22 years, with 15% using devices on a daily basis.

In relation to tobacco consumption, approximately 30% of respondents had tried cigarette smoking. However, in contrast to youth, 25% began at or before ages 12-13. Of these smokers, approximately 10% had tried to quit during the past 12 months.

Finally, 48% of the respondents had tried marijuana or a derivative, with fewer trying at posttest than pretest. Of these users, only 20% had used in the past 30 days. Most users began their use of marijuana in the 14-year or older age groups. This is different than current youth respondents that appear to have started their use earlier. Most (94%) had not used synthetic marijuana, but approximately 18% had used an electronic device to smoke marijuana. Of these users, 11% had also used their electronic device to smoke Butane Hash Oil (BHO) or similar substance (e.g., Shatter or Wax). Only one percent had used e-devices to smoke other drugs.

One question related to marijuana was knowledge of THC. Participants were asked about their perception of this product. Results indicated most had heard of THC. However, most believed THC concentrations to be low although concentration estimates were higher on Post Test than Pre- Test (indicating a greater awareness of THC changes after the project was implemented).

Facebook Campaign

In addition to standard media and presentations, this project utilized a social media campaign (Vape Break Idaho) focusing on changing perceptions of vaping amongst the target groups in each community.

Analytics from the site indicated there were 294 active followers over a three-month period. More importantly, is a breakdown of the number of times individuals went to the page during the intervention periods.

| | Oct 30-Nov 30 | Dec1-Dec 31 | Jan 1- 30 |
|-------------|---------------|-------------|-----------|
| 1 time | 222,298 | 157, 322 | 22,052 |
| 2 times | 57,673 | 52, 711 | 6,940 |
| 3 times | 25,078 | 24,912 | |
| 4 times | 13,676 | 15,077 | 2,261 |
| 5 times | 8,878 | 9,123 | 1,389 |
| 6-10 times | 13,676 | 15,881 | 931 |
| 11-20 times | 15,646 | 4,903 | 2,931 |
| 21+ times | 4,849 | 1,566 | 2,204 |

| | |
|---|-----------|
| Total number of people that engaged the page: | = 31,691 |
| Total number of people who saw any content: | = 622,308 |
| Sponsored story or ad pointing to the page: | = 547,055 |
| Photo Clicks: | = 249,963 |

Essentially, the project was successful. Both students and adults within the target communities indicated that they were more knowledgeable about vaping effects across a variety of substances, and in many cases the knowledge improvement was accompanied by reports of behavioral change.

Goal 4

Despite considerable publicity provided through school settings, community events, etc., parents did not seem interested in participating in parent training sessions. This was surprising to the research team. It is possible there was no interest, or materials did not get to the correct parents. Regardless, we believe this activity should continue to be attempted.

Sustainability

At this time the project team has begun to pursue funding opportunities through the Benevolent and Protective Order of Elks to have two speakers return to the community and further educate these communities and surrounding communities about this topic. Further, we intend to create additional Vape Break Posters that can be provided throughout the community and drive interest to a website. Finally, we are requesting funding to continue the website or consider having the University of Idaho host the site for the community.

IV. Financial Statement:

A year passed from the time we prepared the proposal and the time we received the funds. Changes over the course of that year and into the project year forced us to make some minor alterations in procedures. They key for us was to meet the major goals of the project at, or under, budget. We feel we were very successful. We collected very useful data, made a demonstrable educational impact, and finished substantially under budget (the remaining funds were returned to the Millennium Fund). The factors that forced us to alter our budgeting plans were as follows:

First, miscommunication between research offices at UI and WSU resulted in a miscalculation of the compensation to our major subcontractor WSU's SESRC. WSU decided that they needed to charge UI for F&A after indicating previously that this charge was not to be made. The larger payment to WSU was taken, with permission, from the salary line of the budgeted administrator. The workload of that position was divided among the PIs and a temporary administrator. The increase in load on the PIs was *not* charged to the award and was thus a savings to the project. An estimate of the additional (no charge) hour load is on the final spreadsheet.

Second, the number of schools to which we were allowed access was reduced to nine (from our hoped-for 15), with one of those nine offering only baseline help. This primarily impacted travel and presentation opportunities for our outside presenters and for professors Meier and Darty. Fortunately, we met our goal of having urban and rural schools in all three of our target regions. Savings in incentives to schools was \$7000; total travel savings are mentioned in the next paragraph.

Third, one of our three presenters ended up making presentations in one of our target areas while compensated by another organization. The two remaining presenters picked up all of the remaining presentations set aside for outside presenters. They changed their pre-submission budgeting preferences so that travel expenses, except for lodging, became part of their subcontracts. This resulted in a slight overpayment in the area of the budget that dealt with their compensation, but a substantial savings in overall travel. Overall travel savings here, and from the paragraph above, amounted to about \$15,000.

Fourth, quite honorably, Propaganda Creative billed us less than the costs they estimated when the proposal was prepared. Still, they rendered the services expected (and, as indicated elsewhere, with great impact). Savings here were over \$10,000.

Finally, in the interest of expediency, many small routine expenses were paid for with the University's portion of F&A costs. Details of all adjustments are in the Final Report budget spreadsheet.

V. Entities Visited/Sponsored and Participants in the Project/Program:

Organizations (e.g., schools) that participated in your project/program, the number of participants at each visit, contact information for each organization, and the date/time visited. Included are the event names, amount sponsored, date(s), and contact information for the event. The purposes of the events and how they related to the grant are covered elsewhere in this report.

| Event | Contact Name | Phone | Date | Number |
|----------------------------|---------------------|--------------|-------------|---------------|
| Potlatch/Deary/Other MS | Erin McCall | 509-330-4093 | Nov 1 | 650 |
| Jennifer MS | JoAnne Greear | 208-748-3300 | Nov 15 | 400 |
| CDA Chamber of Commerce | UI Team | 208-885-7679 | Jan 10 | 300 |
| Woodland PTA | UI Team | 208-885-7679 | Dec 7 | 15 |
| CDA Public Library | UI Team | 208-885-7679 | Jan 11 | 50 |
| Post Falls HS Health Class | Denise Aparicio | 509-218-4611 | Jan 12 | 30 |
| Juv. Detention | Linda Hoss | 208-446-1900 | Jan 17 | 20 |
| New Vision Alt. HS | Nick Groth | 208-773-3541 | Jan 13 | 15 |
| Canfield MS | Keri Schwenke | 208-798-2015 | Jan 17 | 25 |
| Canfield MS | Keri Schwenke | 208-798-2015 | Jan 17 | 100 |
| Canfield MS | Keri Schwenke | 208-798-2015 | Mar 22 | 115 |
| Wallace MS | Don Almquist | 208-753-5315 | Jan 13 | 150 |
| Kellogg MS | Jan Bayer | 288-784-1371 | Jan 12 | 120 |
| Lakes MS | Corey Comstock | 208-784-1371 | Jan 13 | 120 |
| Lakes MS | Corey Comstock | 208-784-1371 | Mar 21 | 115 |
| CDA Press | Maureen Dolan | 208-664-8176 | | |

| | | | | |
|------------------------|--------------------|--|--------|-------|
| CDA Rotary | Steve Sibulsky | Steve@sulbulksy.com | May 16 | 20 |
| CDA UI Vandal Boosters | UI Team | 208-885-7679 | Jan 10 | 15 |
| Moscow MS | Kevin Hill | 208-882-3577 | Nov 15 | 180 |
| Moscow Community | Charlie Gerke | 509-595-2318 | Nov 1 | 75 |
| University of Idaho | Brian Dulin | 208-885-2039 | Nov 17 | 8 |
| UI Press | Brian Dulin | 208-885-2039 | Nov 17 | Comm. |
| Sacajawea MS | Phil Uhlorn | 208-748-3300 | Nov 15 | 400 |
| Lapwai MS/HS | Dr. D'Lisa Pinkham | 208-943-2241 | Nov 16 | 150 |
| Kootenai Jr/SR HS | Tim Schultz | 208-689-3311 | Mar 23 | 120 |
| Venture Alt. | Teresa Kaiser | 208-667-7460 | Mar 23 | 30 |
| 4-H Leaders LWS | Julie Stapleton | 208-937-2311 | | |
| Lewiston Elks | Alan Carbonaro | 208-795-5616 | Nov 2 | 35 |



University of Idaho

| | REQUEST | | | | ACTUAL EXPENDITURES | | | |
|--|---------------------|--------------------|---------------------|-----------------------|---------------------|--------------------|--------------------|-----------------------|
| | Millennium Fund | Other Fund Sources | Project Total | In-Kind Contributions | Millennium Fund | Other Fund Sources | Project Total | In-Kind Contributions |
| PERSONNEL COSTS | | | | | | | | |
| Organization Hired Staff | | | | | | | | |
| Number of Staff | 3.00 | 0.0 | 3.0 | | 3.0 | | 3.0 | |
| Hours Worked | 2,080.0 | 0.0 | 2,080.0 | | 1,095.5 | | 1,095.5 | 400.0 |
| Salaries | \$63,915.00 | \$0.00 | \$63,915.00 | | \$44,811.34 | | \$44,811.34 | \$0.00 |
| Benefits | \$13,600.00 | \$0.00 | \$13,600.00 | | \$12,423.29 | | \$12,423.29 | \$0.00 |
| Contract Hired Staff | | | | | | | | |
| Number of Staff | 3.0 | 0.0 | 3.0 | | 2.0 | | 2.0 | |
| Hours Worked | 72.0 | 0.0 | 72.0 | | 72.0 | | 72.0 | |
| Salaries | \$27,000.00 | \$0.00 | \$27,000.00 | | \$27,500.00 | | \$27,500.00 | |
| Benefits | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| TOTAL PERSONNEL STAFF | 6.0 | 0.0 | 6.0 | 0.0 | 5.0 | 0.0 | 5.0 | 0.0 |
| TOTAL PERSONNEL HOURS | 2,152.0 | 0.0 | 2,152.0 | 0.0 | 1,167.5 | 0.0 | 1,167.5 | 400.0 |
| TOTAL PERSONNEL COSTS | \$104,515.00 | \$0.00 | \$104,515.00 | \$0.00 | \$84,734.63 | \$0.00 | \$84,734.63 | \$0.00 |
| OPERATING EXPENDITURES | | | | | | | | |
| Program Evaluation (not already counted) | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | \$0.00 | |
| Travel | \$19,175.00 | \$0.00 | \$19,175.00 | | \$4,417.06 | | \$4,417.06 | |
| Marketing | \$3,000.00 | \$0.00 | \$3,000.00 | | \$4,190.94 | | \$4,190.94 | |
| Advertising | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | \$0.00 | |
| Insurance | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | \$0.00 | |
| Rent/Bldg. Lease | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | \$0.00 | |
| Utilities | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | \$0.00 | |
| Organization Overhead | \$66,396.00 | \$0.00 | \$66,396.00 | | \$58,157.38 | | \$58,157.38 | |
| Lobbying Activities/ Organization Awareness | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| Materials & Supplies | \$1,500.00 | \$0.00 | \$1,500.00 | | \$300.96 | | \$300.96 | |
| Contracts (not already counted) | \$188,791.00 | \$0.00 | \$188,791.00 | | \$189,143.00 | | \$189,143.00 | |
| Employee Development/Training | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |

University of Idaho

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|---|------------------------|---------------------------|----------------------|------------------------------|------------------------|---------------------------|----------------------|------------------------------|
| Other* | \$15,000.00 | \$0.00 | \$15,000.00 | | \$8,000.00 | | \$8,000.00 | |
| <i>Incentives to participating schools; originally budgeted for 15 schools, with 9 participating, and one of 9 withdrawing.</i> | | | | | | | | |
| * Other: | | | | | | | | |
| TOTAL OPERATING EXPENDITURES | \$293,862.00 | \$0.00 | \$293,862.00 | \$0.00 | \$264,209.34 | \$0.00 | \$264,209.34 | \$0.00 |
| EQUIPMENT/CAPITAL OUTLAY COSTS | Millennium Fund | Other Fund Sources | Project Total | In-Kind Contributions | Millennium Fund | Other Fund Sources | Project Total | In-Kind Contributions |
| Computers | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| Printers | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| Projectors | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| Furniture | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| Software | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| Other (routers, servers) | \$0.00 | \$0.00 | \$0.00 | | | | \$0.00 | |
| TOTAL CAPITAL OUTLAY | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| TOTAL MILLENNIUM FUND REPORT COMPARISON | \$398,377.00 | \$0.00 | \$398,377.00 | \$0.00 | \$348,943.97 | \$0.00 | \$348,943.97 | \$0.00 |

TRANSFERS TO OTHER ORGANIZATIONS/AGENCIES

Organization Name North Idaho College

Amount \$32,820 Actual: \$32,820

Compensation for .40 FTE for participation of Prof. Myra Darty,

Purpose Behavioral Specialist and Trainer, from North Idaho College.

SUBCONTRACTING/SUBGRANTING INFORMATION

Organization Name Washington State University-SESRC

Amount \$116,971 Actual: \$126,523

WSU operates a Social and Economic Science Research Center

Purpose (SESRC) that provides research design support data collection

University of Idaho

Purpose (2016) that provides research design support, data collection, and analytic support for regional organizations.

**SUBCONTRACTING/SUBGRANTING
INFORMATION**

Organization Name Propaganda Creative

Amount \$39,000 Actual: \$28,800

A private company serving Eastern Washington and Northern

Purpose Idaho that specializes in marketing and information dissemination.
