



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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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	

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Other*	\$15,000.00	\$0.00	\$15,000.00		\$8,000.00		\$8,000.00	
Incentives to participating schools; originally budgeted for 15 schools, with 9 participating, and one of 9 withdrawing.								
* 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.
