

# Idaho Millennium Fund **Strategic Plan Update**

August 19, 2024



# 2023

## Rep Erickson's Strategic Plan

- *IdahoPTV will create a new **statewide media campaign** focused on **youth substance abuse prevention***
- ***Work closely with millennium fund recipients***
- ***Advertise heavily** throughout the state using traditional and non-traditional techniques*
- *Target **youth + parents/caregivers***
- ***Continue the Be Smart, Don't Start. KNOW VAPE** campaign.*

# 2024

## Legislative Allocation

- *Hereby appropriated to Idaho Public Television*
- *For the period **July 1, 2024 - June 30, 2025***
- *For the purpose of **media campaigns for education and awareness** related to vaping, tobacco, and other substance use issues, and to **promote the over all health of Idaho's children***
- *An **appropriation** from the Idaho Millennium Income Fund:*

PERSONNEL COSTS	\$150,000
OPERATING EXPENDITURES	850,000
<b>TOTAL</b>	<b>\$1,000,000</b>

# IDAHO YOUTH SUBSTANCE USE PREVENTION AWARENESS CAMPAIGN

landscape assessment / creative brief



**MAY | 2024**

# LANDSCAPE ASSESSMENT + CREATIVE BRIEF / CONSIDERATIONS

**WHAT ARE WE DOING?**

**WHY ARE WE DOING IT?**

**WHO ARE THE KEY PEOPLE + GROUPS?**

**WHO ARE THE TARGET AUDIENCES?**

**WHAT DO WE BELIEVE?**

**WHAT IS THE EVIDENCE?**

**WHAT IS THE GOAL?**

**TIMELINE**

**DELIVERABLES**

**COMMUNICATIONS STRATEGY**

**MEASUREMENT**

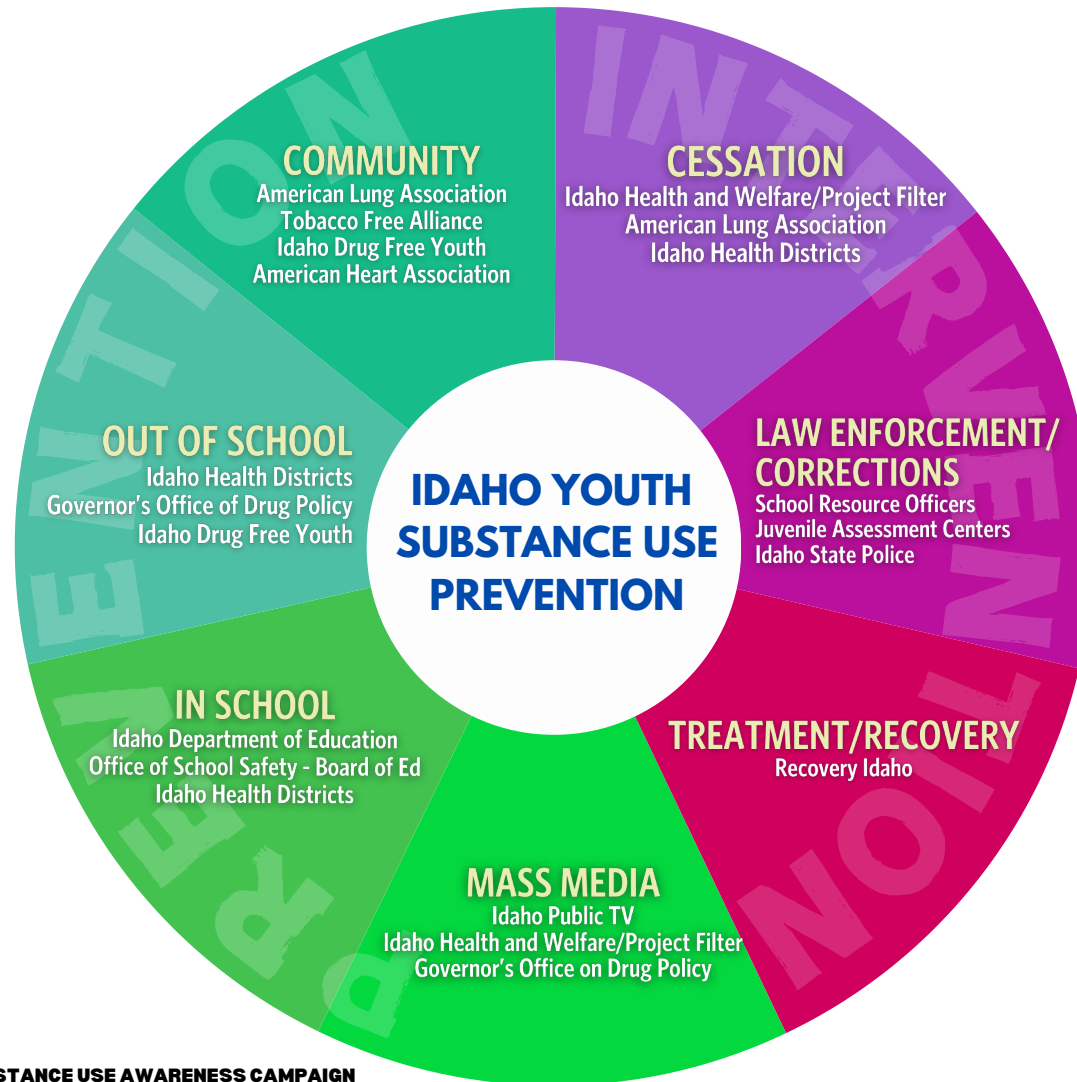
**TALENT**

**BUDGET**

**THREATS**

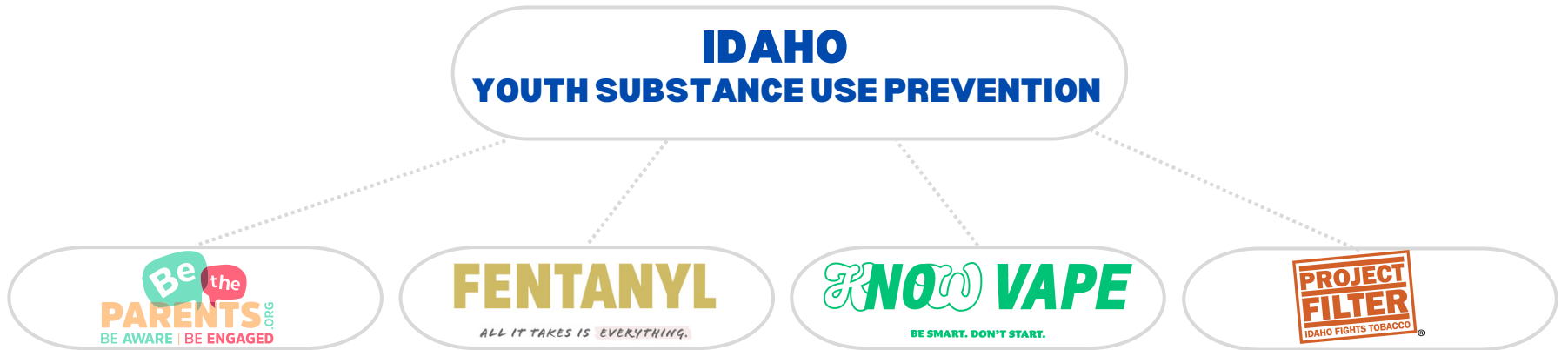
# WHAT ARE WE DOING? / THE WHEEL

Idaho's Millennium Fund has identified and funded key state agencies and community partners to forge a multifaceted action plan for youth substance abuse prevention and intervention in Idaho.



# WHAT ARE WE DOING? / AN OVERARCHING CAMPAIGN

Idaho Public Television's role is to create a statewide awareness campaign(s) to prevent youth substance abuse. The campaign can serve as an overarching message under which campaigns about specific substances (vapes; fentanyl, alcohol, etc.) reside.



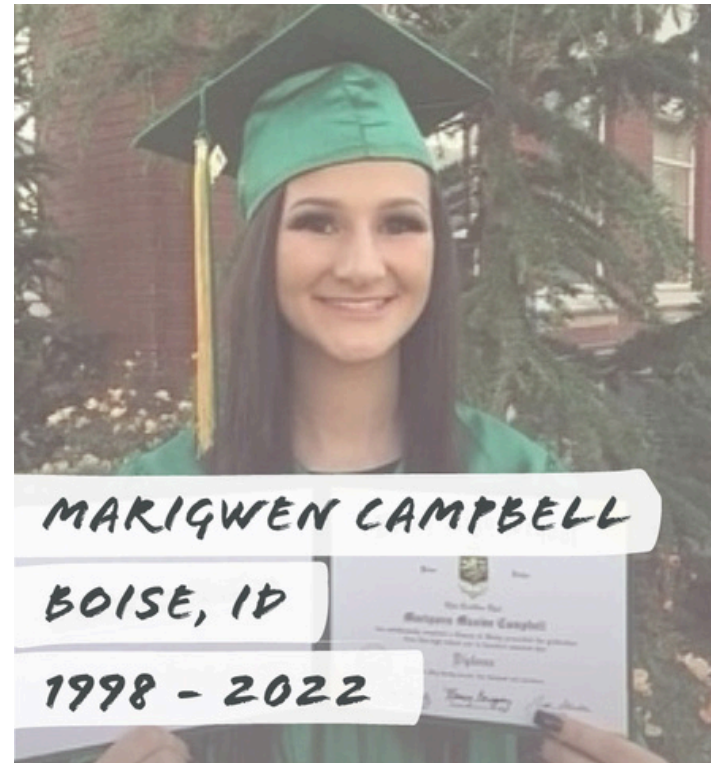
## WHY ARE WE DOING IT? / LOVE

The alarming rates of fentanyl overdose and death, the rise of vaping, opioid abuse and alcohol related fatalities among our youth are a threat to all families.

Families are the heart of Idaho. When families struggle, so too do our communities and quality of life in ways that are both tangible and intangible.

**We're doing this because we love our families.**

IF SUCCESSFUL, WE WILL ALSO  
REDUCE SUBSTANCE ABUSE  
AND INCARCERATION RATES  
AND HEALTH CARE COSTS;  
DECREASE THE DEMAND FOR  
ILLEGAL SUBSTANCES; AND  
PREVENT NEGATIVE HEALTH  
OUTCOMES.



## WHO ARE THE KEY PEOPLE/GROUPS? / COLLABORATION PARTNERS

<b>Legislature + Millennium Fund</b>	Rep. Marco Erickson
<b>Idaho Department of Juvenile Corrections</b>	Monty Prow, former Director
<b>Governor's Office of Drug Policy</b>	Marianne King, Director
<b>Project Filter - Division of Public Health, Idaho Department of Health, and Welfare</b>	Casie Jones, Health Program Specialist
<b>Idaho Department of Education</b>	Michelle Clement Taylor, Director Student Engagement & Safety Coordination; Ryan Cantrell, Chief Deputy Superintendent
<b>Idaho State Board of Education Office of School Safety</b>	Mike Munger, Manager
<b>Recovery Idaho</b>	Norma D. Jaeger, Executive Director
<b>Western American Lung Association</b>	Heather Kimmel, Division Director
<b>American Lung Association</b>	Liz Hall, Director of Health Promotions
<b>American Heart Association</b>	Erin Bennett, Idaho Government Relations Director
<b>Idaho Health Districts</b>	Districts 1-7



# WHO ARE THE KEY PEOPLE/GROUPS? / IDAHO PREVENTION EXPERTS

<b>St. Luke's Regional Medical Center Community Health &amp; Engagement</b>	Theresa McLeod, Administrator
<b>Idaho Children's Trust Fund/Prevent Child Abuse Idaho</b>	Roger Sherman, Executive Director
<b>Idaho Drug Free Youth "iDFY"</b>	Past Executive Director + Board President, Amy Bartoo
<b>Idaho Communities for Youth</b>	Dr. Megan Smith, Director
<b>Meridian Anti Drug Coalition</b>	Kendall Nagy, Director and Substance Abuse Prevention Coordinator
<b>Basin School District, Idaho City</b>	Officer David Gomez, SRO
<b>SW District Health - Adams, Canyon, Gem, Owyhee, Payette, and Washington Counties</b>	Savanah Swisher, Project Manager, Youth ROC Center Tara Woodward, Program Planning and Development Specialist
<b>The Bridge Youth + Family Resource Center - Ada County (assessment center)</b>	Chris Palmer, Resource Center Manager
<b>Advocates Against Family Violence</b>	Tricia Lofton, Operations Director
<b>Nampa Family Justice Center</b>	Jeannie Strohmeier, Executive Director
<b>Coeur d'Alene School District</b>	Keith Orchard, Mental Health Coordinator
<b>Licensed clinical professional counselor, Boise</b>	Shirley O'Neil, M.Ed, LCPC
<b>Youth ROC Center - Caldwell (assessment center)</b>	Tiffany Ruiz, Case Manager, Outreach Coordinator
<b>iDFY alumni</b>	Jeff Gray (formerly of Genesee, ID)
<b>Breaking Chains, Nampa/Caldwell</b>	Luis Granados, Executive Director
<b>Central District Health - Ada, Boise, Elmore, and Valley counties</b>	Courtney Boyce, Substance Use & Behavioral Health Program Manager Connor Young, Health Policy Analyst
<b>Committed to 16 and Save My Family</b>	Kelli Rich, Founder and Executive Director
<b>American Falls School District</b>	Randy Jensen, Superintendent
<b>Boise Seal Project (fentanyl prevention and intervention)</b>	Jacob Danny, Director of Operations and Coordination
<b>Marsing School District</b>	Norm Stewart, Superintendent Cindy Floyd, Nurse
<b>Ada Country Juvenile Services</b>	Alison Tate, Director + The Bridge

# WHO IS OUR TARGET AUDIENCE(S) / **YOUTH AND PARENTS**

## **PRIMARY:**

**YOUTH** (age 8-18) | **PARENTS/GUARDIANS + CAREGIVERS**

## **SECONDARY:**

- Vulnerable communities as identified by data/research
- Educators + Community Leaders + Adults responsible for youth wellbeing

# WHAT ARE OUR BELIEFS? / KIDS

**MENTAL HEALTH CRISIS:**  
ILLEGAL / UNHEALTHY  
SUBSTANCES ARE AN ATTRACTIVE  
WAY TO **SELF-MEDICATE** FOR  
STRESS, DEPRESSION, ANXIETY  
AND FEELINGS OF SADNESS,  
ISOLATION/NOT BELONGING AND  
HOPELESSNESS.

KIDS GET OR ARE  
OFFERED ILLEGAL  
SUBSTANCES  
FROM  
**CLOSE FRIENDS AND  
FAMILY**

KIDS THINK THAT  
VAPES/PILLS/  
DRINKS OFFERED  
BY FRIENDS AND  
FAMILY ARE **SAFE**

**PREDATORS**  
(EX. VAPE ADVERTISERS  
ON KID-CENTRIC SOCIAL  
MEDIA CHANNELS).  
THEY WERE **LIED** TO.

KIDS WHO USE NICOTINE  
PRODUCTS OR ABUSE  
SUBSTANCES CONSIDER THE  
PRODUCTS/SUBSTANCES  
A SOLUTION,  
NOT A PROBLEM.

**PEER PRESSURE!**

## **KIDS EXPERIMENT!**

- BORED OR SEEKING  
ENHANCED/BONDING  
EXPERIENCES
- CURIOUS
- WANTING TO LOSE WEIGHT OR  
CHANGE THEIR APPEARANCE
- GENETICALLY PREDISPOSED TO  
ADDICTION.

KIDS **DON'T KNOW** THE  
NEGATIVE HEALTH AND  
BEHAVIORAL EFFECTS +  
CONSEQUENCES OF  
SUBSTANCE  
ABUSE AND MISUSE.

**MIXED MESSAGES**  
PARENTS USE AND ABUSE ALCOHOL;  
NEIGHBORING STATES HAVE  
LEGALIZED MARIJUANA; VAPE  
COMPANIES SAY THEIR PRODUCTS  
ARE SAFE; MEDIA GLAMORIZES  
SUBSTANCE ABUSE, ETC, ETC.

# WHAT ARE OUR BELIEFS? / PARENTS/GUARDIANS/CAREGIVERS

PARENTS/CAREGIVERS  
DON'T KNOW THE HEALTH  
DANGERS AND DEADLY  
CONSEQUENCES OF  
SUBSTANCE ABUSE

PARENTS/CAREGIVERS  
DO NOT BELIEVE THEIR  
CHILD(REN) ARE AT  
RISK FOR ABUSING  
SUBSTANCES.

PARENTS/CAREGIVERS  
AID AND ABET  
THEIR  
CHILD(REN)'S  
SUBSTANCE ABUSE

PARENTS/CAREGIVERS  
THINK YOUTH  
SUBSTANCE ABUSE IS A  
RITE OF PASSAGE - A  
PART OF GROWING UP  
AND EXPERIMENTING

PARENTS/CAREGIVERS  
DO NOT KNOW HOW TO  
IDENTIFY IF THEIR  
CHILD IS AT RISK  
FOR SUBSTANCE  
ABUSE

PARENTS/CAREGIVERS  
DO NOT KNOW HOW TO  
TALK TO THEIR  
CHILD ABOUT  
SUBSTANCE  
ABUSE

PARENTS/CAREGIVERS  
DO NOT KNOW  
HOW OR WHERE TO  
AND GET HELP

PARENTS/CAREGIVERS OF  
ALL SOCIOECONOMIC  
LEVELS

FEEL ALONE

## WHAT DO WE KNOW / KIDS ARE WIRED TO TAKE RISKS

From early adolescence through the mid-to-late 20s, the brain develops unevenly. The parts of the brain to develop first control physical activity (cerebellum), emotion (amygdala) and motivation (nucleus accumbens). The prefrontal cortex, which is responsible for impulse control, more reasoned thought and good judgment, develops later.

This pattern of teen brain development helps explain some common traits of teen behavior:

- Difficulty holding back or controlling emotions
- A preference for high-excitement, exploration and new activities
- Inadequate planning and limited judgment
- More risky, impulsive behaviors



THE ADOLESCENT BRAIN IS WIRED EARLY FOR TAKING RISKS, BUT THE PART OF THE BRAIN THAT CONSIDERS THE CONSEQUENCES OF RISKS DOESN'T FULLY DEVELOP UNTIL THE MID-20'S.

# WHAT DO WE KNOW / DRUGS DAMAGE GROWING BRAINS

## How Do Drugs Impact the Teenage Brain

- Planning
- Judgement
- Trouble performing easy tasks
- slowed thinking and reaction time
- Memory loss or impairment
- Lower IQ

## Common Parts of the Brain Impacted

- Neurotransmitters
- Dopamine and serotonin production
- Prefrontal cortex

## Long Term Effects & Consequences

- Dangerous behaviors
- Difficulty in school
- Addiction and dependency
- Co-occurring mental health disorders

# TEENS ARE AT RISK!

- Teens who use cannabis regularly have, on average, **one grade point lower** than their peers.
- Kids who begin drinking before age 15 are **4x more likely** to become addicted than people who start at age 21.
- Teens who use cannabis may **lose up to 8 IQ points** between childhood and adulthood.



**PACT**  
PREVENTION, ADVOCACY, CHOICES, TEAMWORK



# WHAT DO WE KNOW / TOP DRUGS FOR IDAHO YOUTH

Top substances used by Idaho youth in 6th-12th grade according to Idaho Healthy Youth Survey, 2021:



#1 ALCOHOL - 32%

- US: 3,900 deaths annually from excessive adolescent drinking.
- IDAHO: In 2018, 22 Idahoans under the age of 21 died from alcohol-attributed deaths



#2 VAPES - 18%

- 1 in 5 teens are vaping in Idaho. (2021 At Risk Youth Survey data)
- 70% of youth perceive that they are exposed to vapes or tobacco use in their daily life. (University of Idaho, 2023)
- Youth who use nicotine report higher rates of stress, anxiety, sadness and hopelessness. (University of Idaho, 2023)



#3 MARIJUANA - 12%

- In 2020, National Institute of Health reports that: 4,701 Idaho 12th graders and 2,072 Idaho 8th graders vaped marijuana



#4 PRESCRIPTION DRUGS - 10%

- In Idaho, the rate of drug overdose deaths has skyrocketed.
- Between 2017-2022, a total of 1,775 Idaho residents died from a drug overdose.
- In 2023, 389 died from overdose-related deaths.

\*PREMATURE DEATH HIGHLY INCREASES WHEN ALCOHOL AND OTHER SUBSTANCES ARE INVOLVED.

LEADING CAUSE OF YOUTH DEATH IN IDAHO:

#1 ACCIDENTS (UNINTENTIONAL INJURY)  
#2 SUICIDE



# WHAT DO WE KNOW / PREVENTION/INTERVENTION RESOURCES IN IDAHO

ORGANIZATION	PREVENTION	INTERVENTION	RESOURCES - Youth	RESOURCES - Parent
<b>Idaho Department of Juvenile Corrections</b>		<ul style="list-style-type: none"> <li>Youth Assessment Centers</li> <li><a href="#">Interactive map of assessment centers</a></li> <li><a href="#">Juvenile Detention and Correction Centers</a></li> </ul>		
<b>Governor's Office of Drug Policy</b>	<ul style="list-style-type: none"> <li><a href="#">BeTheParent</a></li> <li>Substance Abuse Prevention Grants</li> <li>ID Opioid Misuse/Overdose Prevention Strategic Plan</li> <li><a href="#">Operation Esto Perpetua</a></li> <li><a href="#">Fentanyl Takes All</a></li> <li><a href="#">SUBSTANCE MISUSE PREVENTION NEEDS ASSESSMENT 2024</a></li> </ul>		<a href="#">Fentanyl Takes All</a>	<ul style="list-style-type: none"> <li><a href="#">BeTheParent</a></li> <li><a href="#">Fentanyl Takes All</a></li> </ul>
<b>American Lung Association</b>		<ul style="list-style-type: none"> <li><a href="#">NOT (Not On Tobacco) cessation program for teens</a></li> <li><a href="#">INDEPTH - alternative to suspension or citation program for teens</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Not For Me</a> self guided quit program for teens</li> <li><a href="#">INDEPTH program outline</a></li> </ul>	
<b>Idaho Department of Health Welfare</b>	<ul style="list-style-type: none"> <li><a href="#">Drug Overdose Prevention Program</a></li> <li><a href="#">211 Care line</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Project Filter</a></li> <li><a href="#">Treatment and Recovery Map</a></li> <li><a href="#">Overdose Response - Naloxone/Narcan</a></li> <li><a href="#">Statewide crisis centers - 18 or older</a></li> </ul>		
<b>Idaho's Health Districts</b>	<ul style="list-style-type: none"> <li><a href="#">DOPP SE Idaho Public Health</a></li> <li><a href="#">DOPP SW Idaho Public Health</a></li> <li><a href="#">DOPP NC Idaho Public Health</a></li> <li><a href="#">DOPP Central District Health</a></li> <li><a href="#">CATCH My Breath (evidence based youth vaping nicotine prevention program)</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Catch My Breath evidence based youth vaping prevention program</a></li> <li><a href="#">INDEPTH, Intervention programs designed under partnerships (i.e. PHD4: BSU Service Learning Students and Kuna School District)</a></li> </ul>	<a href="#">Catch My Breath, MLMQ, IDFY, MEGA Inflatable Brain, Inflatable lungs, INDEPTH &amp; N-O-T</a>	<a href="#">Catch My Breath, BSU Radar Materials, (PHD4: Save My Family Presentations)</a>
<b>Idaho Public Television</b>	<ul style="list-style-type: none"> <li><a href="#">Nic Sick: The Dangers of Youth Vaping documentary</a></li> <li><a href="#">KNOW VAPE Be Smart Don't Start awareness campaign</a></li> </ul>		<ul style="list-style-type: none"> <li><a href="#">Nic Sick: The Dangers of Youth Vaping</a></li> <li><a href="#">KNOW VAPE Be Smart Don't Start awareness campaign</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Nic Sick</a></li> <li><a href="#">KNOW VAPE statewide awareness campaign parent resources</a></li> </ul>
<b>Idaho Department of Education</b>	Vape detector grant, community outreach on substance use funds, SRO grant			
<b>Office of School Safety, Board of Education</b>				
<b>American Heart Association</b>			<a href="#">How To talk to your teen about E-cigarettes</a>	
<b>Recovery Idaho</b>		Nine recovery centers throughout Idaho	<a href="#">RX Aware</a> Non-addictive options for pain management and Rx Safety	



# WHAT DO WE KNOW/ CAMPAIGN STYLES THAT WORK BEST

## YOUTH

- Peer-to-peer communications is the most effective means when it comes to communicating at-risk behavior.

## PARENTS + GUARDIANS

- Emotional communications will resonate most effectively.

MESSAGE SATURATION IS  
TOP PRIORITY  
THE CAMPAIGN MUST BE  
SEEN/AIRED FOR A LONG  
PERIOD OF TIME TO  
AFFECT BEHAVIOR AND  
ATTITUDE CHANGE.

# WHAT IS THE GOAL? / MEASURABLE SHIFT IN ATTITUDES + KNOWLEDGE + BEHAVIOR ABOUT YOUTH SUBSTANCE USE

ATTITUDES	KNOWLEDGE	BEHAVIOR
<p><i>Abusing alcohol, marijuana, nicotine and opioids is not normal, safe or cool at any age.</i></p> <p><i>Some risks are not worth taking - they can harm or kill you.</i></p> <p><i>Feeling stress, anxiety, depression, hopelessness, pain, loneliness, isolation is not something to hide or feel ashamed about.</i></p> <p><i>I'm not alone.</i></p>	<p><i>I know that vapes damage growing brains, bones and lungs.</i></p> <p><i>I know that pills or drugs and vapes may contain deadly amounts of fentanyl, even when they come from friends and family.</i></p> <p><i>I know how to talk to my child/parent about substance use.</i></p> <p><i>I know where to get mental health and substance use help.</i></p>	<p><i>I don't use alcohol, nicotine, marijuana or take drugs that aren't prescribed to me.</i></p> <p><i>Talking to my child/parent-guardian about substance abuse is a rite of passage. It's a critical conversation and I know when and how to have it.</i></p> <p><i>When I am feeling bad mentally, I won't reach for a bottle, a pen, or a pill that wasn't prescribed to me.</i></p> <p><i>I will get help.</i></p>

# WHAT IS THE GOAL? / JULY 2024-JUNE 2025

FROM THIS...	...TO THIS
<p><i>Experimenting with drugs is a rite of passage. I experimented with drugs and alcohol and I turned out fine.</i></p>	<p><i>The drug landscape is more dangerous and deadly than ever before. The rite of passage is having a conversation with my child about substance use.</i></p>
<p><i>My kid would never do that.</i></p>	<p><i>Even though I trust my kid, I will have the substance use talk with them.</i></p>
<p><i>I have no idea what to do.</i></p>	<p><i>I <b>know</b> where to get help.</i></p>

BEHAVIOR DO'S:

- DO TALK TO YOUR PARENTS OR TRUSTED ADULT.
- SUPPORT YOUR FRIENDS.
- GET INVOLVED IN SOMETHING POSITIVE & HEALTHY!
- ASK FOR HELP.

BEHAVIOR DON'TS

- DON'T TAKE PILLS OR DRUGS NOT PRESCRIBED TO YOU.
- DON'T SELF-MEDICATE.
- DON'T PUT YOUR LIFE AT RISK.

## WHAT IS THE GOAL? / COLLABORATE TO LEAD THE WAY

An awareness campaign by itself will not achieve the results that we all desire. It will take the great works of all of the collaboration partners:

With every **collaboration partner** working over the **next five years** serving as many students as possible from many different angles in a coordinated and strategic way blanketing the state with **youth substance use prevention we will see measurable results.**

**Idaho can lead the way.**

# WHAT IS THE TIMELINE? / JULY 2024 - JUNE 2025

IdahoPTV youth substance use awareness campaign.

June	July	August- September	October
Contracts awarded	Begin production	Production	Launch campaign

# WHAT ARE THE DELIVERABLES / YSUP CAMPAIGN

- A 26:00 **documentary** that can be cut into short segments
- **PSA's** - 15 + 30 second **video** + **audio ads**
- Brand kit including **billboard** designs
- Comprehensive **media buy strategy** targeted at key audiences and geographic locations including tactics that maximize exposure across traditional and non-traditional platforms
- **Social media strategy** (calendar; templates; tone)
- **Public relations** strategy with possible alliance building component
- **Website**
- **Measurement:** post campaign **market research**

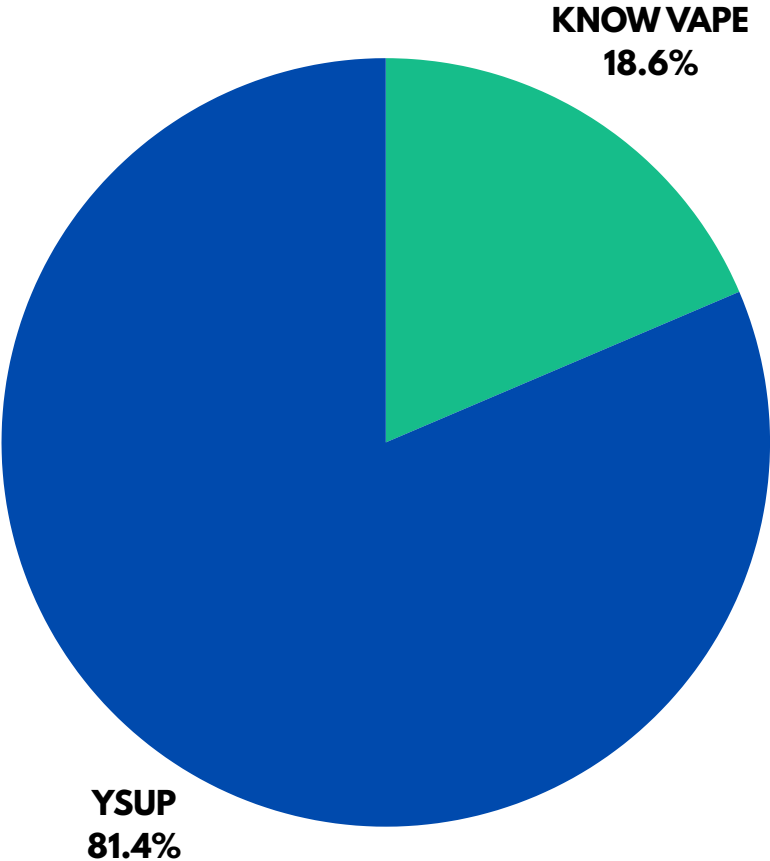
## WHO IS THE TALENT? / PRODUCTION

- Idaho Public Television is contracting with **Idaho-based creative agencies** to produce the content for this campaign. These agencies have **deep expertise and experience in behavior-change and health campaigns and documentaries.**
- The landscape assessment + creative brief is the **foundation for the work.**
- Production of the documentary and awareness campaign began as soon as funding was available with a shared commitment to **launch in October, National Substance Abuse Prevention Month.**
- Emphasis is on creating high quality content and providing **simplified and hopeful/inspirational messages** to target audiences.
- Creative direction and content will be reviewed and **shared with the collaboration partners** beginning the week of August 19.

# BUDGET ALLOCATION / \$850,000 OPERATING BUDGET

**YSUP**

**KNOW VAPE**

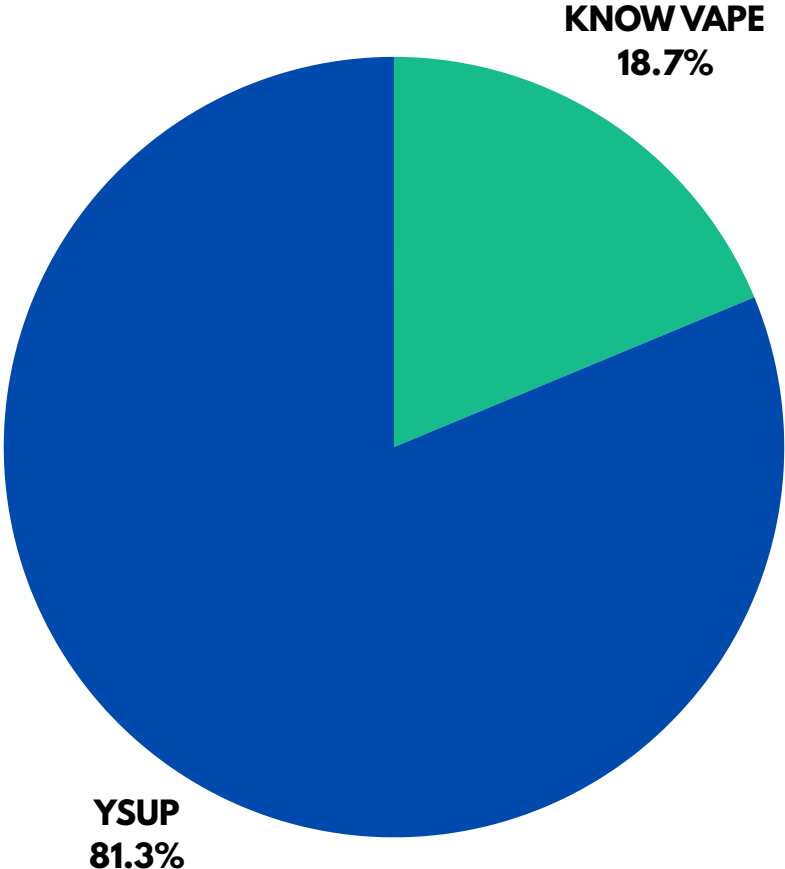




**BUDGET ALLOCATION / MEDIA BUY - \$550,000**

**YSUP**

**KNOW VAPE**



## THREATS / TIME + MONEY

The greatest threat to the success of the youth substance use campaign is time and money. In order to achieve measurable shifts in attitudes + knowledge + behavior, **the campaign must be sustained over a longer period of time.**

**“THE UNITED STATES' ANTI-SMOKING CAMPAIGN HAS BEEN ONGOING SINCE 1964, WHEN THE GOVERNMENT ACKNOWLEDGED THE HEALTH RISKS OF SMOKING FOR THE FIRST TIME. BY 2015, THE CAMPAIGN HAD REDUCED THE SMOKING RATE BY MORE THAN HALF.”**

The Brookings Institution

Will it take five decades for Idahoans to rethink their attitudes, improve their knowledge and change their behavior when it comes to youth substance use? We don't think so! But it will take more than one year.

# UPDATE / KNOW VAPE

# KNOW VAPE

## National Interest in the KNOW VAPE Campaign

- A toolkit has been developed to help other states implement the KNOW VAPE campaign
- Feedback has been very positive

## *Nic Sick: The Dangers of Youth Vaping*

- Published March 31, 2023
- 74,000 views on YouTube AND climbing + 21,246 views on PBS Streaming
- **95,000 total views**

## KNOW VAPE on PBS LearningMedia


- State and national aligned curriculum for educators to promote youth vaping prevention.
- **11,797 educators/users from July 2023-July 2024**

## Collaboration with Idaho Health Districts

- Meet monthly with all of the Idaho Health Districts' tobacco and vaping prevention coordinators to continue to align our work to be most effective
- Providing co-branded posters and continue to supply promotional materials to raise anti-youth vaping awareness across the entire state

## KNOW VAPE Teen Video Contest

- Partnering with schools across the state to invite students to create a 90-second video to bring awareness of the dangers of youth vaping
- Total in cash prizes - \$10,000
- Since the inception in Spring 2023, total of 182 students participated: 88 teens in 2023 - **94 teens in 2024**



“WE ARE SO THANKFUL THAT YOU’VE ALLOWED US TO USE THIS CONTENT FOR OUR COMMUNITY. WE HAVEN’T SEEN CONTENT THIS WELL-DONE EVER!”

“EVERYBODY LOVES NIC SICK AND IT REALLY HAS OUR COMMUNITY RALLYING AROUND THIS ISSUE.”

“WE’VE BEEN ABLE TO PARTNER WITH LOCAL TV STATIONS TO HAVE YOUR ADS RUN IN OUR COMMUNITY. WE WERE EVEN ABLE TO PLAY YOUR ADS DURING THE OLYMPICS!”

# UPDATE / KNOW VAPE



## KNOW VAPE Ambassadors

In an effort to continue to stay youth-informed, we've developed the KNOW VAPE Ambassador program in 2024 with eight 12-17 year-olds from Idaho rural and urban communities. KNOW VAPE Ambassadors:

- Create content for the KNOW VAPE campaign that resonates with their peers
- Act as a focus group for messages we're developing
- Are getting connected to professionals at IdahoPTV so they can explore future job opportunities in the industry

## KNOW VAPE Digital Campaign Media Reach

According to Guy Rhome, our media buyer, we've purchased 5,181 spots on traditional and non-traditional TV and radio across the entire state from November 2023-May 2024 (7 months)

- Total impressions: **11,287,911**
- Reaching **1,359,194** people across the entire state of Idaho
- With **32,286 clicks to the website** to learn more

## KNOW VAPE Market Research

Contracted with a **market research firm in Boise to survey Idaho teens** to find out which messages and platforms are working to shift attitudes and beliefs.

## KNOW VAPE Awards and Accolades

- KNOW VAPE Be Smart. Don't Start campaign **won an Emmy** for community outreach award at the 2023 Northwest Regional Emmy Awards
- *Nic Sick: The Dangers of Youth Vaping* won a **Silver Telly Award**, one of the world's highest honors for video and television content for all screens.
- KNOW VAPE was recently nominated for a National Educational Telecommunications Association (NETA). Awards are announced in Sept.

