

Tailored Youth Marijuana Prevention Marketing (TYMPPM)

CAPAA Board Meeting
November 18, 2017
APICAT for Healthy Communities

Tailored Youth Marijuana Prevention Marketing Project

- The Department of Health's TYMPM was a pilot project to develop and implement culturally appropriate media campaigns to prevent and/or reduce marijuana use among youth (ages 12 – 20) in the following communities:
 - African American/Black
 - American Indian/Alaskan Native
 - Asian American, Native Hawaiian & Pacific Islander (AANHPI),
 - Hispanic/Latino
 - Lesbian/Gay/Bisexual/Transgender/Questioning/Queer

Tailored Youth Marijuana Prevention Marketing Project

- APICAT for Healthy Communities received the grant for the Asian American, Native Hawaiian & Pacific Islander community
- Contracted with Drag & Drop Creative to assist with designing the campaign
- Timeline: January 1 - June 30, 2017

Process

- Approval from DOH's Institutional Review Board (IRB)
- Recruited & trained focus group facilitators
- Conducted five focus groups:
 - King County – 3
 - Pierce County – 2
 - Total of 54 youth

Discussion Questions

I. Messages

1. What does health look, feel and sound like for you and your peers?
2. What are some threats to your health? Or what places your health at risk?
 - a. Probes: Individual behaviors? Family practices? Corporate financial interests?
3. What supports your health? Or what people or things help you to be healthy?
 - a. Probes: Family? Friends? Activities?
4. How does this apply to API youth and communities?
 - a. Probes: How do we differ from the majority? How do we differ from other racial minorities? How do we differ between our various communities? Immigrant experiences?
5. How does this apply to MJ use?
 - a. Probes: Anything unique or special about MJ use that we should be thinking about? As compared to cigarettes, alcohol, sugar, etc.?

Summary and review of prior API youth survey/engagement results

- Mixed feelings about MJ harms
 - We think MJs harmful but not sure why?
 - Different opinions about legalization for whom under what circumstances.
 - Youth also suggested very general strategies to support community health, summarized as education, support community programs, enforce laws and punish accordingly.
6. So what do you make of our study results? Do they ring true? Did we miss anything?

II. Messengers

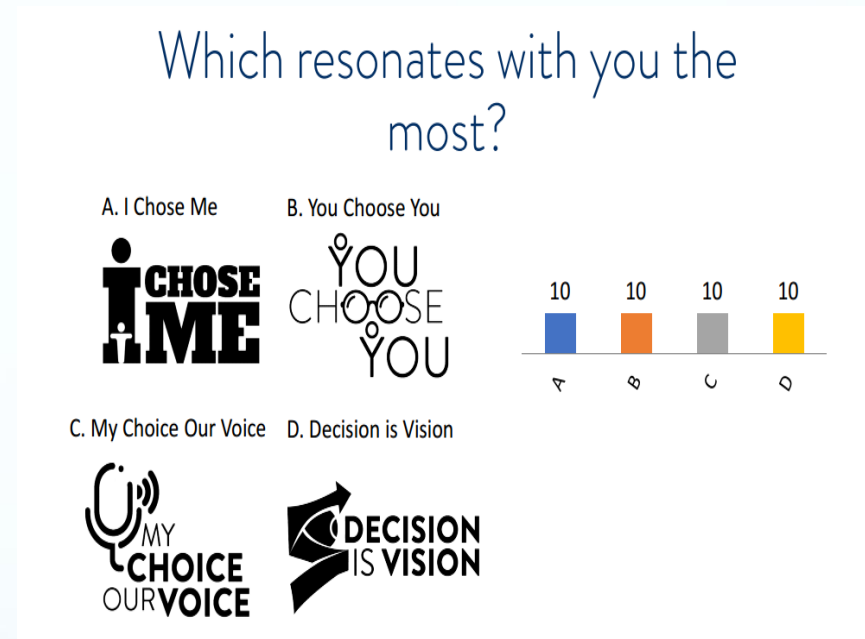
7. Our original discussions with youth said “mentors” “role models” “users” should voice messages about MJ use. What do you think?
 - a. Probe: Who are your mentors? Who are your role models?

Common Themes

- Support from family, friends and community
- Acceptance – feeling of belonging despite differences
- Decision Making – having choices, receiving honest truth
- Importance of trusted friendships, community & culture

Process

- Drafted initial messaging/branding
- Invited focus group participants and other youth to review and provide feedback
- Campaign development
- Invited APICAT partners and youth to preview “Together Our Voices”

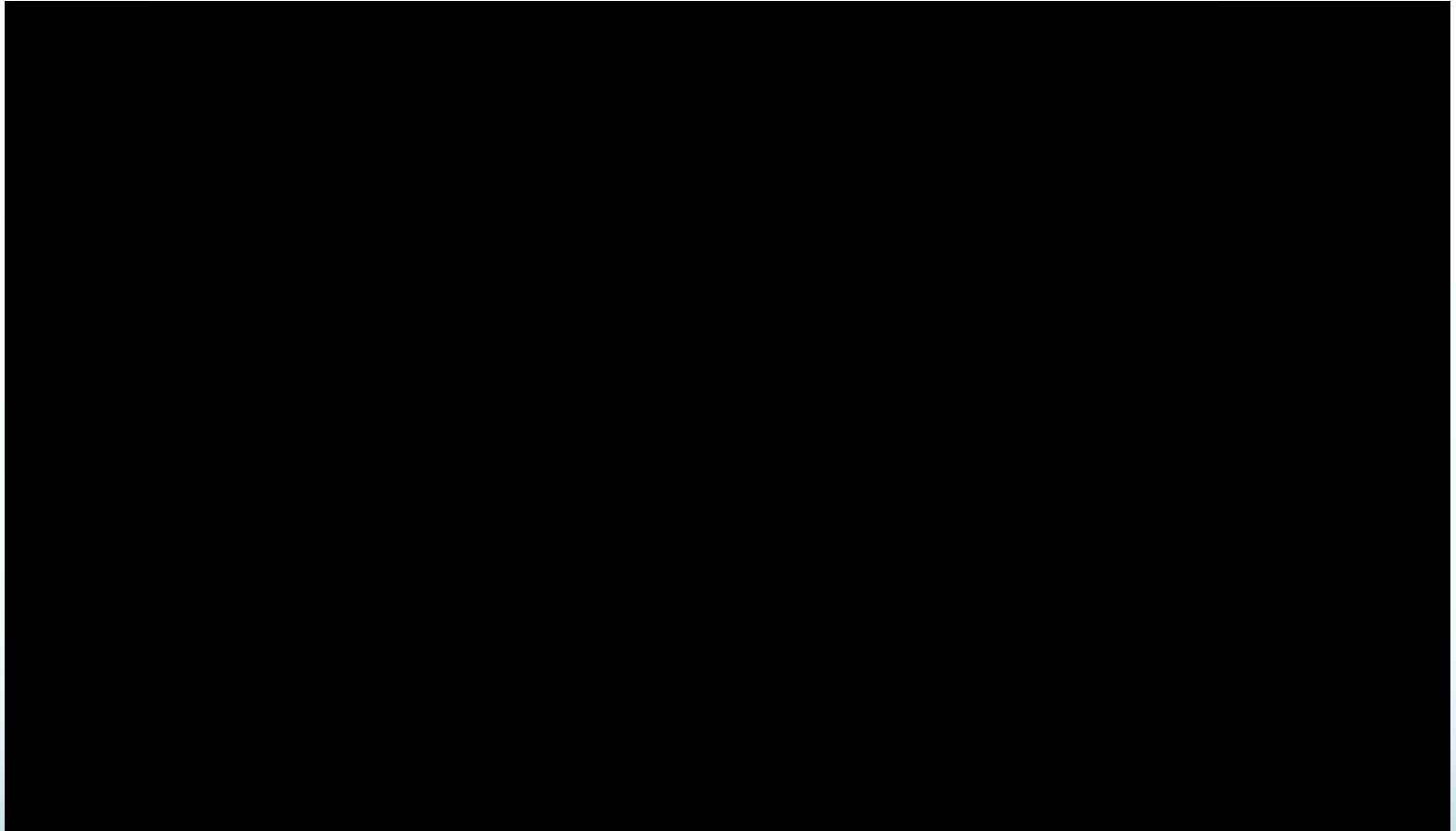


Together Our Voices

A vertical graphic with a light blue background. At the top, a word cloud includes terms like "Pacific Islander", "Asian American", "Equity", "Love", "Resiliency", "Stories", "Faith", "Culture", "Decision", and "Community". In the center, a circular logo contains the text "TOGETHER OUR VOICES" in large, bold, black letters, with "FOR HEALTHY COMMUNITIES" in smaller red letters below it. Below the logo, another word cloud features words like "Share", "Loyalty", "Listen", "Trust", "Native Hawaiian", "Inter-generational", "Family", "Respect", "Social Justice", "Hope", "Songs", "Understand", and "Positive". At the bottom, a row of ten small, colorful portrait photos of diverse young people is displayed. The website "TogetherOurVoices.org" is visible in the lower middle section.

A horizontal graphic with a light blue background. At the top, a white banner with a black border and colorful arrowheads contains the text "We Have Questions...". Below this, a grid of ten portrait photos of young people is arranged in two rows of five. Each photo is accompanied by a white speech bubble containing a question. The questions are: "marijuana is everywhere now. how do we talk about it?", "how else can i cope with stress?", "whats the difference between medical and recreational marijuana?", "what can we do to change our environment?", "why is marijuana bad for me? i need facts.", and "lets keep talking." (repeated). The hashtag "#TogetherOurVoices" is in the top right, and "@TogetherOurVoices" is in the middle left. At the bottom, a white text box states: "Asian American & Pacific Islander youth were invited to share their thoughts and beliefs about health and marijuana." Below this is another "lets keep talking." banner. The "Together Our Voices" logo and website "TogetherOurVoices.org" are at the bottom left, and the APICAT logo is at the bottom right.



We Have Questions




Together Our Voices - Promotion

- Website - togetherourvoices.org
- Facebook -
<https://www.facebook.com/togetherourvoices/>
- Instagram -
<https://www.instagram.com/togetherourvoices/>
- Youtube -
<https://www.youtube.com/channel/UCu2NbSUXOEy2bNgwiLNujLA/videos>
- Print Ad: International Examiner & NW Asian Weekly
- Online Radio: Pandora
- Movie Theater: "Film Shorts": Federal Way, Lakewood, Renton and Tukwila

Facebook

 Together Our Voices 

[Page](#) [Inbox](#) [Notifications](#) [Insights](#) [Publishing Tools](#)



Together Our Voices
@togetherourvoices

- Home
- Events
- About
- Videos
- Photos
- Posts
- Jobs
- Community

[Grow Audience](#)


Manage Promotions

Liked Following Share ...

Together Our Voices
Published by Tuyen Kim Than [?] · June 28 · 🌐

Asian American & Pacific Islander youth were invited to share their thoughts and beliefs about health and marijuana. These are their questions.

Let's keep talking. Learn more at: togetherourvoices.org



We Have Questions...

TOGETHEROURVOICES.ORG [Learn More](#)

1,815 people reached [View Promotion](#)

772 Views

Like Comment Share

5

1 Share

Instagram



Search



togetherourvoices

Edit Profile



67 posts 24 followers 42 following

Together Our Voices Asian American & Pacific Islander youth were invited to share their thoughts and beliefs about health and marijuana. Let's keep talking! togetherourvoices.org

POSTS SAVED



Search



Analytics

July – November 2017

- Facebook
 - 4K Video Views
 - 326 Engagement
- Instagram
 - 24 followers
 - 420 Video Views
 - 270 Engagement with all posts
- Pandora
 - Reach 43,143
 - Clicks 1,142
- YouTube
 - 7,273 views

Next Steps

