Tailored Youth Marijuana Prevention Marketing (TYMPM)

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?

3. What supports your health? Or what people or things help you to be healthy?

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 MJ is 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

We Have Questions...

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

(Lets keep talking.)
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
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
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
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