Tailored Youth Marijuana Prevention Marketing for Asian American Native Hawaiian & Pacific Islander Youth

North American Cannabis Summit – January 28 – 30, 2019
Elaine Ishihara, APICAT for Healthy Communities
Overview of presentation

- APICAT History & Mission
- Tailored Youth Marijuana Prevention Marketing Project (TYMPMP)
  - Purpose
  - Process & Common Themes
  - Promotion & Analytics
- Successes & Challenges
Asian Pacific Islander Coalition Advocating Together for Healthy Communities

**Mission:** To build capacity in the Asian American Native Hawaiian Pacific Islander community by supporting culturally relevant leadership development, education and policy change for social and health justice.
Tailored Youth Marijuana Prevention Marketing Project (TYMPM)

- Department of Health pilot project to develop and implement culturally appropriate media campaigns.

- **Purpose** - prevent and/or reduce marijuana use among youth (ages 12 – 17) in the following communities:
  - African American/Black
  - American Indian/Alaskan Native
  - Hispanic/Latino
  - Lesbian/Gay/Bisexual/Transgender/Questioning/Intersex/Asexual (LGBTQIA+)
  - Asian American, Native Hawaiian & Pacific Islander (AANHPI)
APICAT received the grant for the Asian American, Native Hawaiian & Pacific Islander community.

APICAT and Gay City Health Project (LGBTQIA+) were the only two community based organizations awarded the contract...
Purpose: culturally & linguistically appropriate Asian Smoker Quitline promotion
Purpose: Promote vapor product educational campaign to reach more community members
Process

- **Approval** from Dept. of Health Institutional Review Board

- **Preparation:**
  - Identified focus group facilitators (3)
  - Provided facilitator training

- **Youth Engagement:**
  - APICAT Coalition and community partners were instrumental in engaging youth to participate in the focus groups.

- **5 Focus Groups (Total of 54 youth)**
  - 3 in King Country
  - 2 in Pierce County
Focus Group – discussion questions

**MESSAGES:**

- What does health look, feel & sound like for you…

- What are some threats to your health?

- What supports your health? Or what people or things help you to be healthy?
Focus Group - Message

- **Facts** - Youth want facts and credible information from reliable and relatable sources
- **How** - short, straight-forward videos as the best way to deliver messages “short and sweet”
- **Snapchat/Facebook/Instagram** the most popular platforms
- **Who** - prefer someone who looks like them to deliver messages.
Focus Group Common Themes

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

- **APICAT** staff, facilitators & Drag and Drop Creative worked together to develop messaging

- **Two youth-gatherings** to review messages & provide feedback

- **Campaign to reflect**
  - Comments & questions from AANHPI youth
  - Youth who participated in the focus groups, facilitators and community partners
  - Intergenerational
Developing the Theme

Which resonates with you the most?

A. I Chose Me

B. You Choose You

C. My Choice Our Voice

D. Decision is Vision

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Together Our Voices

We Have Questions...

- What is the difference between medicinal and recreational marijuana?
- Who are the states legalizing marijuana for both medicinal and recreational use?
- Why is marijuana bad for your mental health?
- How are marijuana and cocaine similar?
- How can I cope with stress?
- What can we do to change our environment?

TogetherOurVoices.org

North American Cannabis Summit 2019
We Have Questions

https://youtu.be/vqHcGw9svYc
We have questions.....
Promotion

- National Promotion (USA)
  - Facebook
  - Pandora
  - YouTube
  - Instagram

- Local / Community Promotion
  - International Examiner
  - Asian Weekly
  - Regal Cinemas

2019 North American Cannabis Summit
Together Our Voices
Campaign Analytics
July – November 2017
Analytics

Facebook
July – November 2017

• 4K Video Views
• 326 Engagement
Analytics

- Instagram
  - 24 Followers
  - 420 Video Views
  - 270 Engagement with all posts
Analytics

- **Pandora**
  - Reach 43,143
  - Clicks 1,142

- **YouTube**
  - 7,273 views
Promotional Items
<table>
<thead>
<tr>
<th>Successes</th>
<th>Challenges</th>
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<tbody>
<tr>
<td>Youth Advisory Group</td>
<td>Length of the project – less than six months to complete</td>
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<tr>
<td>APICAT coalition &amp; community partners involvement</td>
<td>Continuing promotion after June 2017</td>
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<tr>
<td>Positive feedback on Social Media</td>
<td>Evaluation</td>
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Thank You