

# *The Real Cost*

## Tobacco Prevention for Today's Teens



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# AGENDA

- Welcome
- Overview of FDA Center for Tobacco Products
- Who is the “At-Risk” Teen?
- *The Real Cost* Campaign
- Being Where Teens Want to Be
- How to Get Involved
- Other CTP Initiatives

# FDA AUTHORITY OVER TOBACCO PRODUCTS

The **Family Smoking Prevention and Tobacco Control Act** gives the FDA authority to **regulate** tobacco products.

The law also enables FDA to **educate the public** about the dangers of tobacco products. CTP is developing public education campaigns to communicate the:

- Health risks of tobacco use
- Addictiveness of the product
- Harms or potential harms of specific constituents

# PUBLIC EDUCATION PROGRAM OVERVIEW

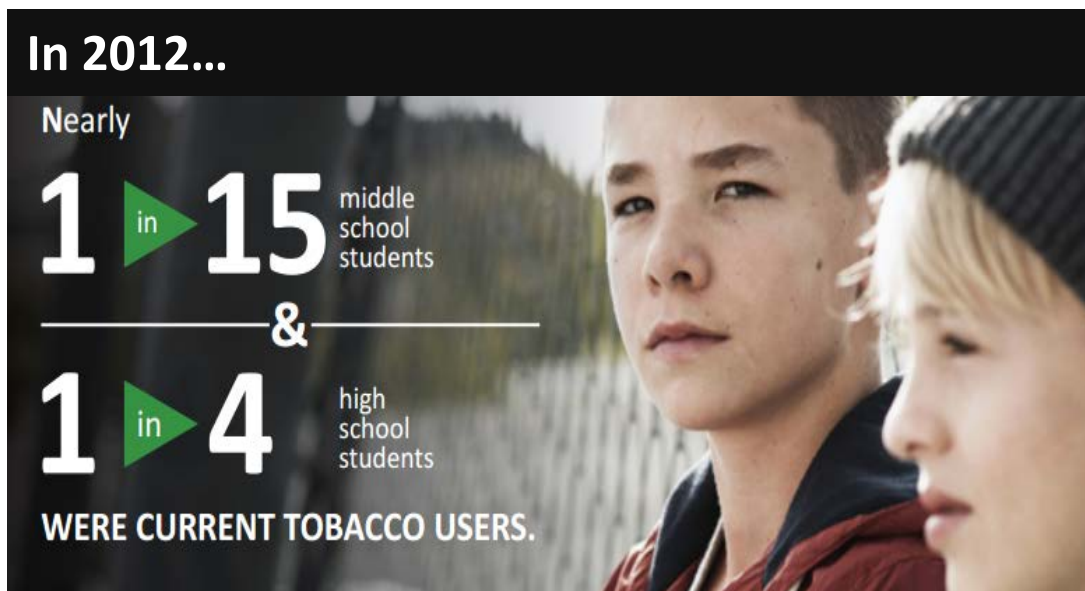
## Multiple efforts over several years targeting discrete audiences:

- General Market youth
- Rural youth
- African-American, Hispanic, Asian/Pacific Islander, and AI/AN youth
- Young adults who identify as LGBT
- Tobacco users (to be implemented at tobacco point-of-sale)
- Tobacco retailers



# YOUTH TOBACCO USE: STILL A VERY REAL ISSUE

- Tobacco use is the leading preventable cause of disease, disability, and death in the U.S.
- Every day in the U.S., more than 3,200 youth under age 18 smoke their first cigarette and more than 700 youth become daily cigarette smokers
- Nearly 90% of adult daily smokers smoked their first cigarette by age 18



# THE REAL COST CAMPAIGN

## FDA's first youth tobacco prevention campaign: *The Real Cost*

*Seeks to make youth hyperconscious of the risk from every cigarette by highlighting consequences that most concern youth*

### Target

- At-risk youth ages 12-17 who are open to smoking or already experimenting with cigarettes

### Main Messages

- Every cigarette carries a cost, even just one
- Tied to our regulatory authorities around addiction, health consequences, and dangerous chemicals



# WHO IS THE “AT-RISK” TEEN?



# THE REAL COST TARGET AUDIENCE

25M U.S. Teens

Not our target

**At-Risk Youth**

Not our target

Committed  
Non-user

(54%)

At-Risk Open  
4.3M

At-Risk <100  
5.9M

Committed  
User

(3%)

**Total Target: 10.2 million or 43% of teens**

Based on NYTS 2012 & US Census 2012 data



# WHO ARE “AT-RISK” TEENS?

## Surrounded by Smokers

“At-risk” teens are likely to have parents, siblings, or friends that smoke and are often surrounded by smokers on a daily basis

## Stressed Out

They are dealing with the stress of school and family life and often have poor coping skills

## Other Risk Factors

The “at-risk” teen is more likely to be of lower socioeconomic status, is not academically driven, and is typically not involved in extracurricular activities

# WHAT “AT-RISK” TEENS THINK ABOUT SMOKING

## Teens believe:

- They already know all they need to know about tobacco
- That “tobacco kills you,” *eventually*
- There is **no cost** to the cigarette they are smoking today



## Teens who experiment with cigarettes (<100 in lifetime) :

- Do NOT consider themselves smokers
- Do NOT believe they will become addicted
- Are NOT particularly interested in the topic of tobacco

# WHAT MAKES “AT-RISK” TEENS TICK?

## Being in the Know

Teens perceive themselves as “smarter” and always want to feel like they have the inside track

## Control over their own lives

Teens want control over their own time, identity, future, and the ability to make their own decisions

## Not being treated like a kid

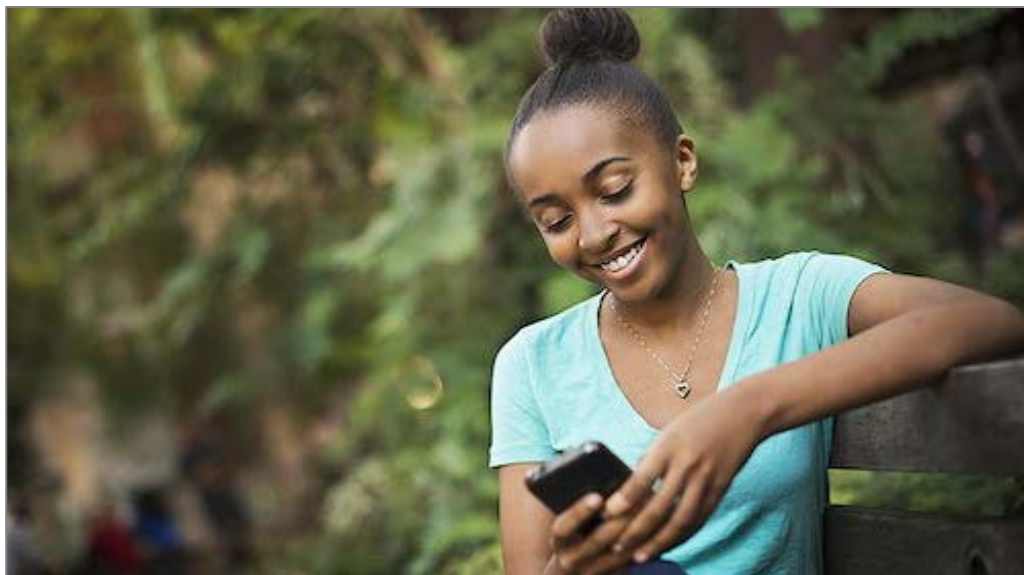
Teens want to be treated and talked to as peers or equals

# DISCOVERING THE “AT-RISK” TEEN

What are the most frequently used apps among at-risk teens?

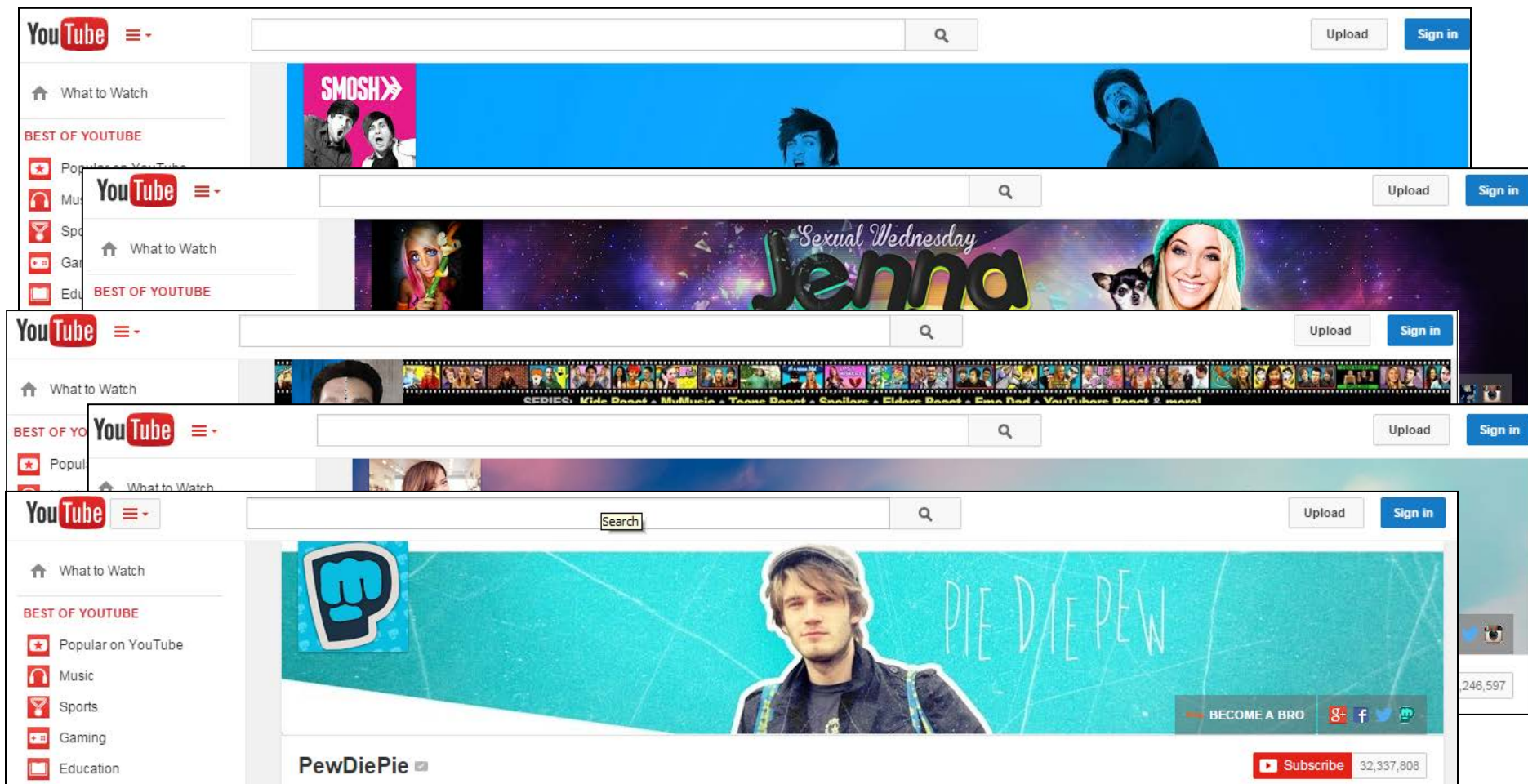
## **Games:**

95% of teens use game apps on their mobile devices



Source: TRU Youth MONITOR Report 2013 Teen & Twenty-something Edition

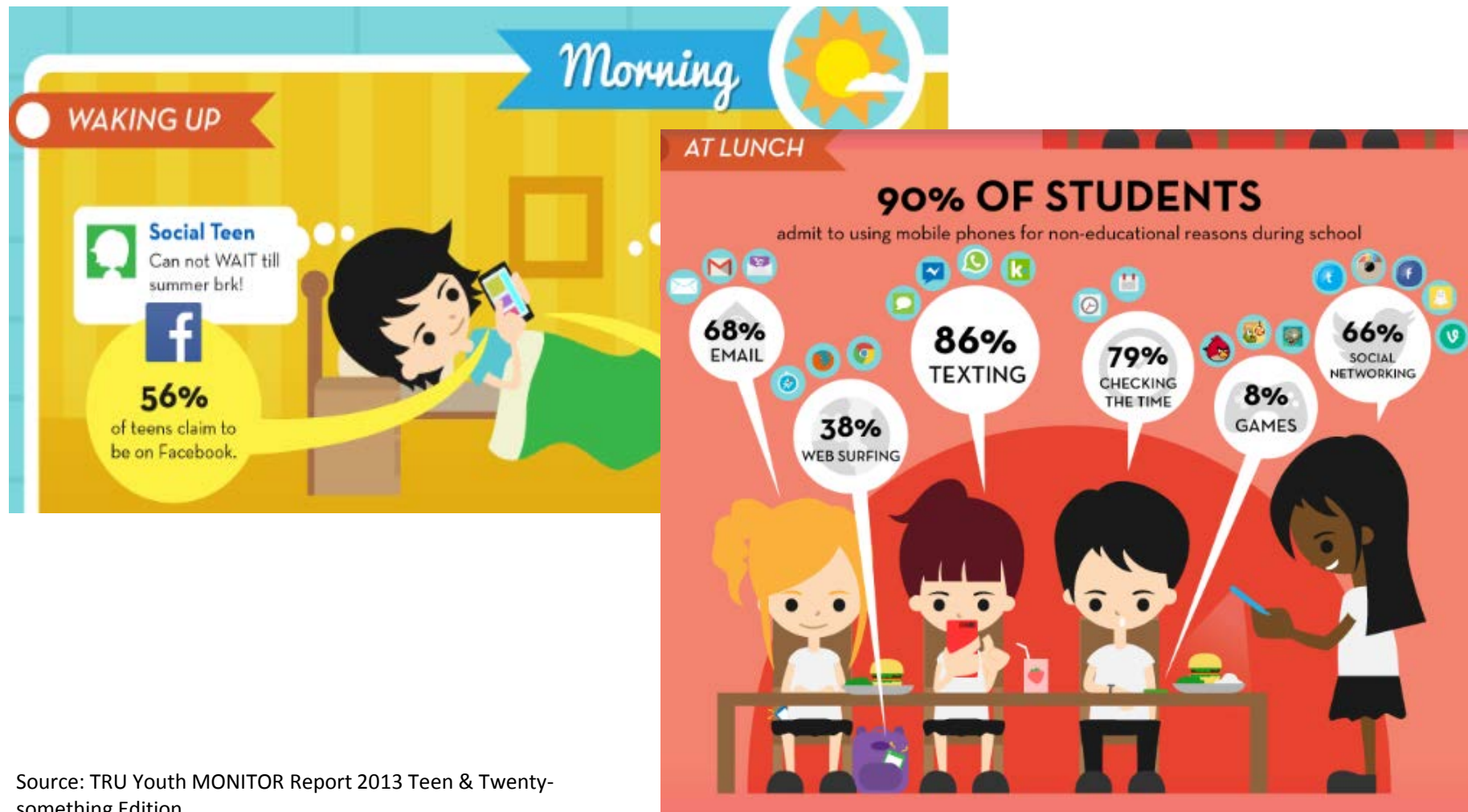
# DISCOVERING THE “AT-RISK” TEEN



Source: YPulse November 2014 (Variety Survey August 2014 “Five Most Influential Figures Among Americans ages 13-18”)



# DISCOVERING THE “AT-RISK” TEEN



Source: TRU Youth MONITOR Report 2013 Teen & Twenty-something Edition

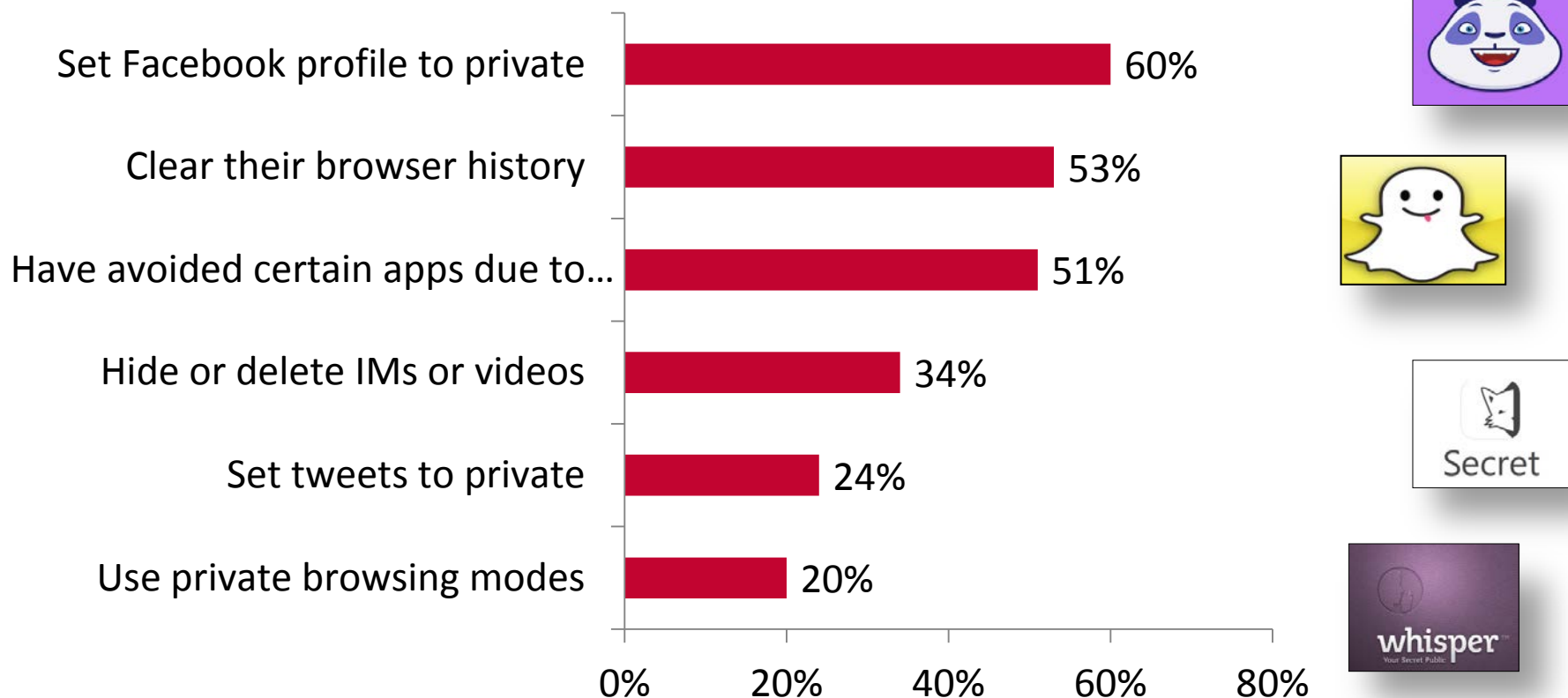
# DISCOVERING THE “AT-RISK” TEEN



Source: TRU Youth MONITOR Report 2013 Teen & Twenty-something Edition

# DISCOVERING THE “AT-RISK” TEEN

Teens embrace anonymity and privacy more than the “open-book” philosophy

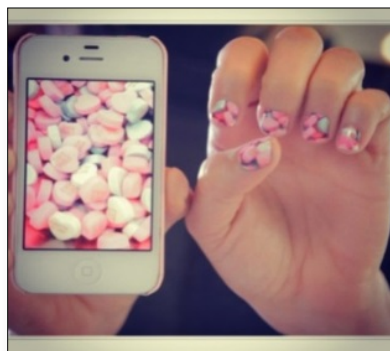


Source: TRU Youth MONITOR Report 2013 Teen & Twenty-something Edition



# DISCOVERING THE “AT-RISK” TEEN

Teens choose products that may be customized to suit their personal needs (84%)



NailSnaps allow users to turn Instagram photos into adhesive nail art



Pizza Hut's interactive tables that allow customers to create their own pizzas



CocoPPa lets you tweak the look of app icons on Android and iOS devices

Source: TRU Youth MONITOR Report 2013 Teen & Twenty-something Edition

# THE REAL COST CAMPAIGN



# CAMPAIGN OVERVIEW

## Goals

- Prevent young people from using tobacco
- Reduce the number of at-risk youth ages 12-17 who smoke

## Objectives

- Motivate teens to reevaluate what they think they know about the “costs” of today’s tobacco use
- Snap them out of their “cost-free” mentality

## Strategies

- Reframe addiction to cigarettes as loss of control to disrupt beliefs of independence-seeking youth
- Dramatize negative health consequences to demonstrate that every cigarette comes with a “cost” that is more than just financial
- Depict the dangers of the toxic mix of more than 7,000 chemicals in cigarette smoke to motivate youth to find out more about what’s in each cigarette and reconsider the harms of smoking

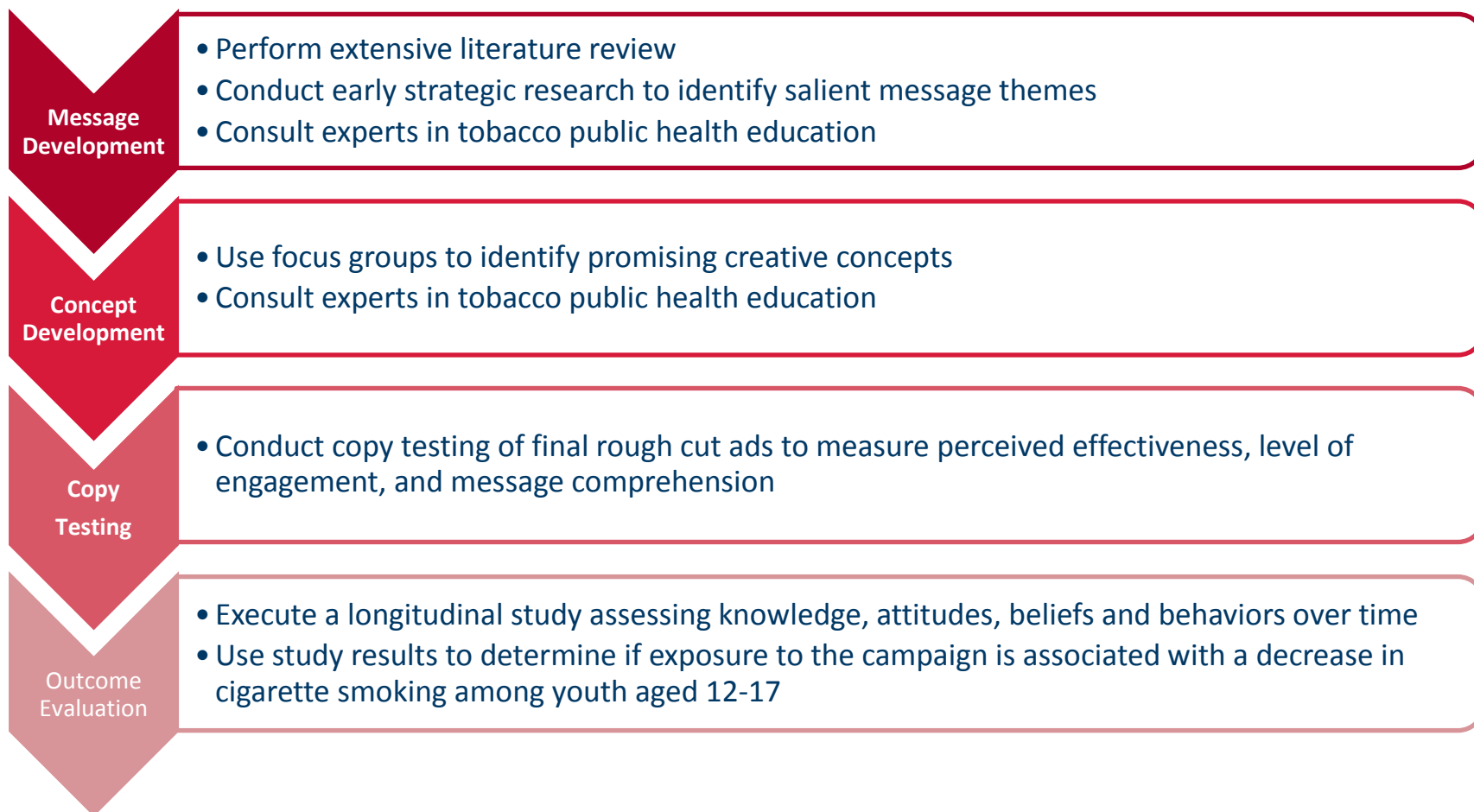
# HOW WE GOT TO *THE REAL COST*

CDC Best Practices support the use of media campaigns to reduce youth tobacco use

*The Real Cost* follows an evidence-based education model that combines research, science, and multimedia (television, radio, print, out of home, and online) to ultimately affect behavior change within the target audience



# GROUNDING IN RESEARCH



## FOCUS ON THREE COSTS

- Makes use of science-based facts as the foundation for messages that are “new news”
- Is designed to provoke teens to reassess what they think they know about three focal areas:
  1. The cost to my body
  2. The cost to my mind
  3. The cost of smoking just one



# THE COST TO MY BODY

## The Cost:

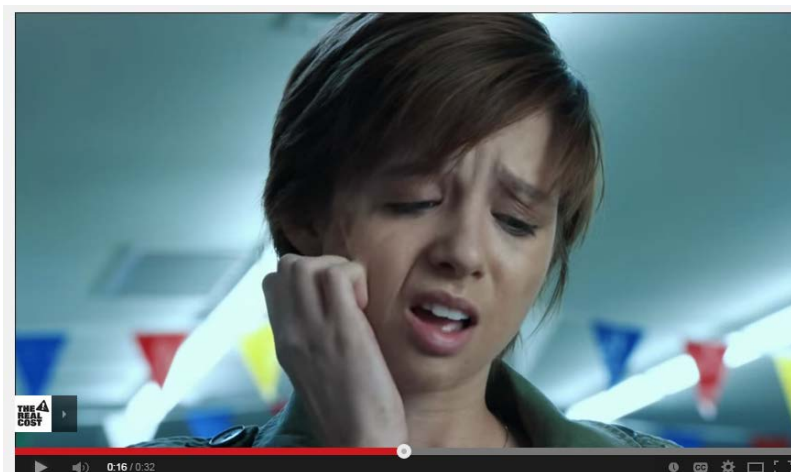
To My Body

## What Teens Think Now:

Death is in the distant future

## The Reassessment:

Focus on health costs that matter now:  
appearance and sports performance



# THE COST TO MY MIND

## The Cost:

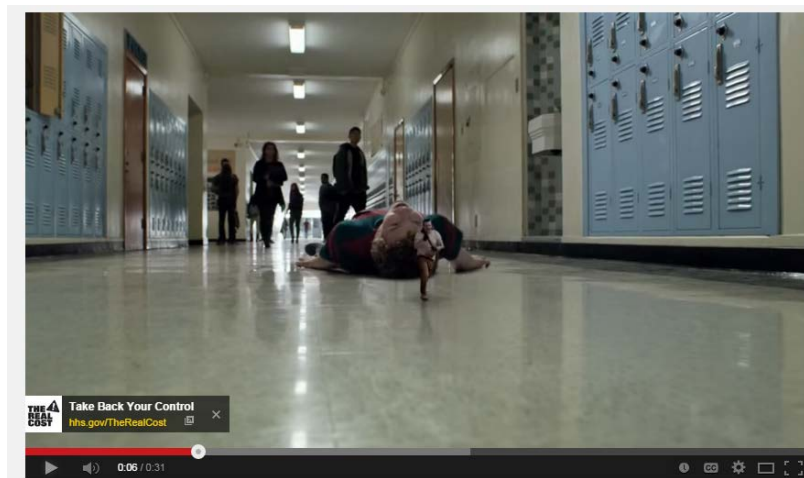
To My Mind

## What Teens Think Now:

Addiction happens to  
“other people”

## The Reassessment:

Portray that every time you smoke, you  
are signing away control to tobacco





# THE COST OF SMOKING JUST ONE

## The Cost:

Of Smoking Just  
One

## What Teens Think Now:

It's just one, it's no big deal

## The Reassessment:

Reinforce that every cigarette smoked delivers a toxic mix of over 7,000 chemicals, harming your body



# BEING WHERE TEENS WANT TO BE



# HOW AND WHERE *THE REAL COST* INTERACTS WITH TEENS

- *The Real Cost* is in malls, teen media, teen social channels, it is **not** where they “have to go” (e.g., schools, doctor offices)
- Leverage influencers to get the message into teen culture
  - Peers (e.g., other teens)
  - Cultural influencers (e.g., musicians, athletes)
  - Community influencers (e.g., youth-serving community coalitions)
- Be a part of teen conversation
  - **Create conversations** with campaign advertisements, placements, partnerships and social media platforms
  - **Embrace relevant conversations** that are taking place in the social media landscape

# HOW AND WHERE *THE REAL COST* INTERACTS WITH TEENS



(% coverage of At-Risk Teens/Index vs. Total Teen Population), (TRU, 2012-2013)

# CONNECTING WITH YOUTH

## MUSIC & FASHION



VEVO



PANDORA  
internet radio

*seventeen*

## SPORTS



## GAMING



**GameStop**

## COMEDY



*CollegeHumor*

**BuzzFeed**

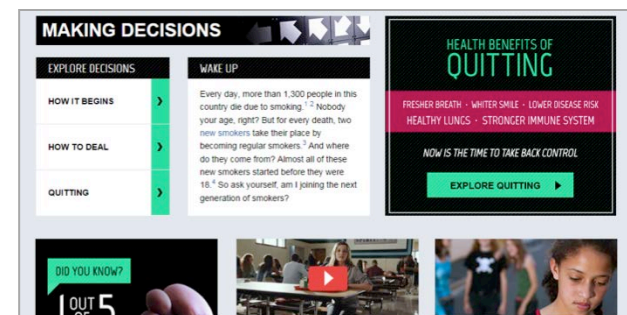
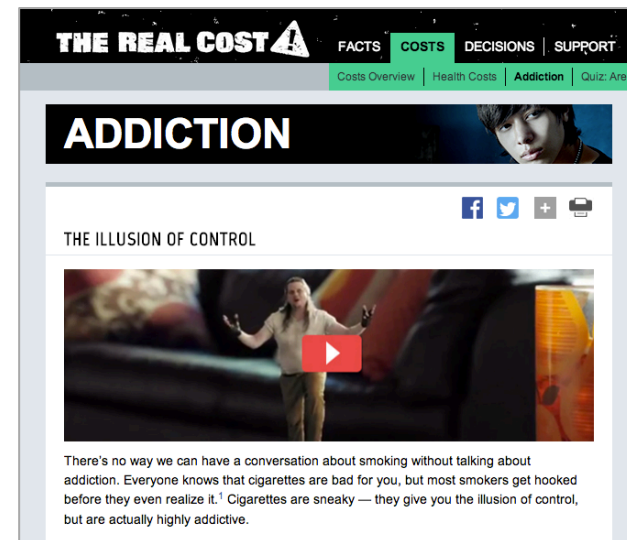
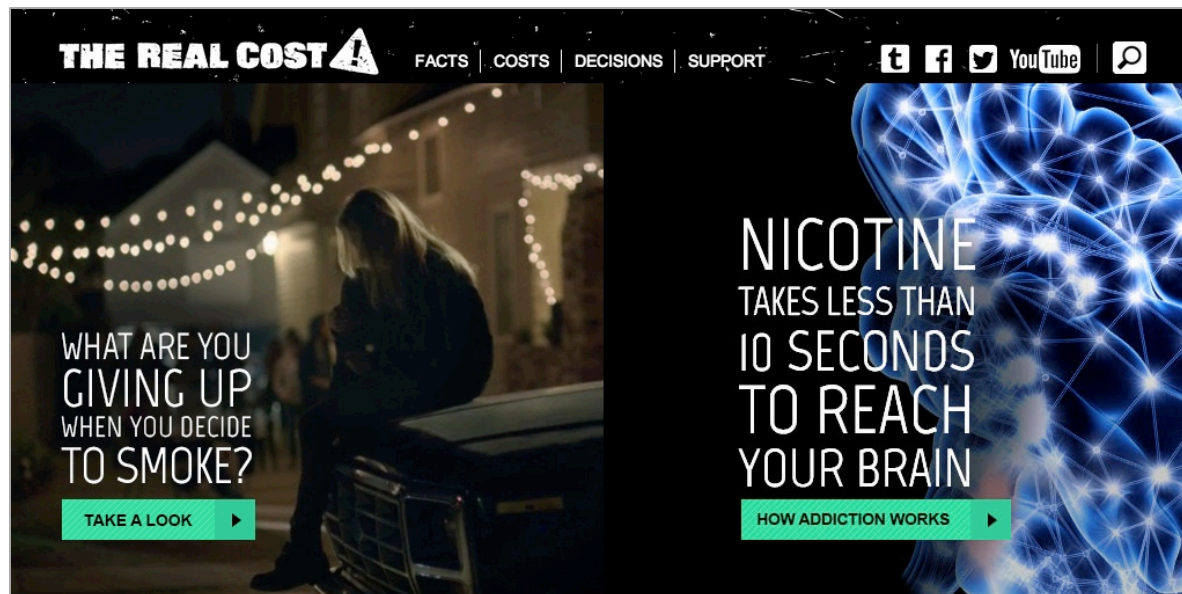


## SOCIAL



**You Tube**

# ENGAGING YOUTH WHERE THEY ARE ONLINE

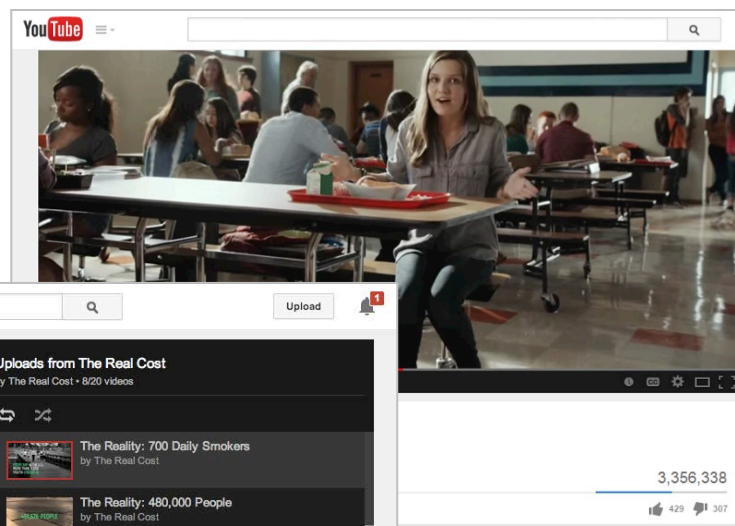
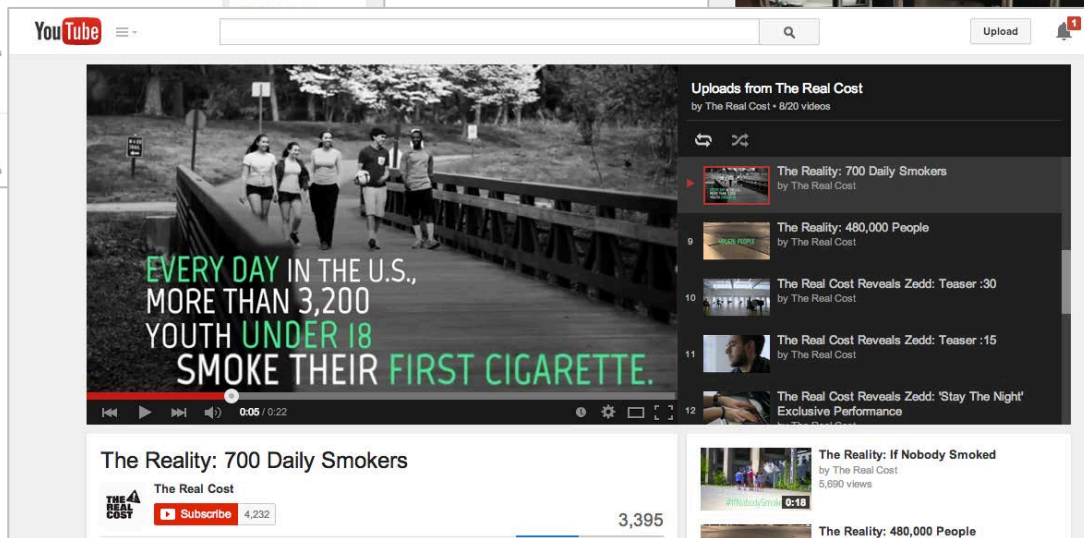
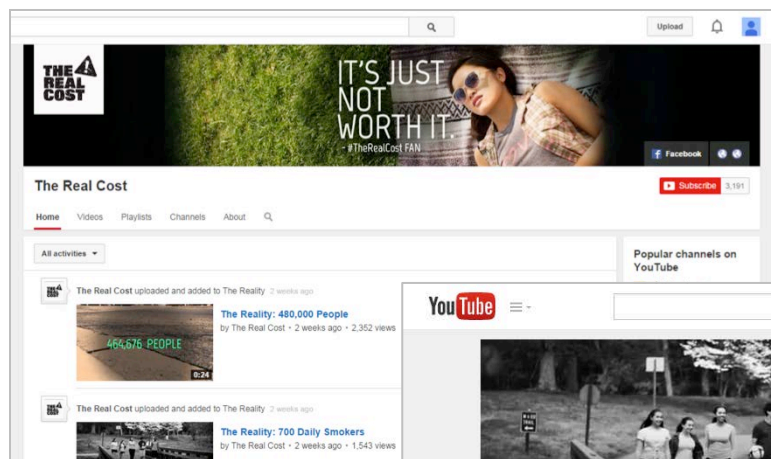


[www.TheRealCost.gov](http://www.TheRealCost.gov)



# ENGAGING YOUTH WHERE THEY ARE ONLINE

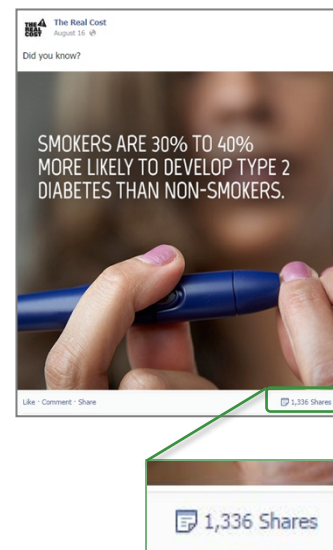
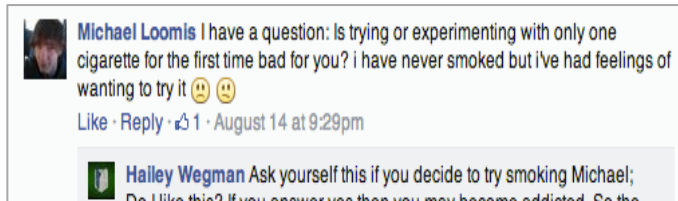
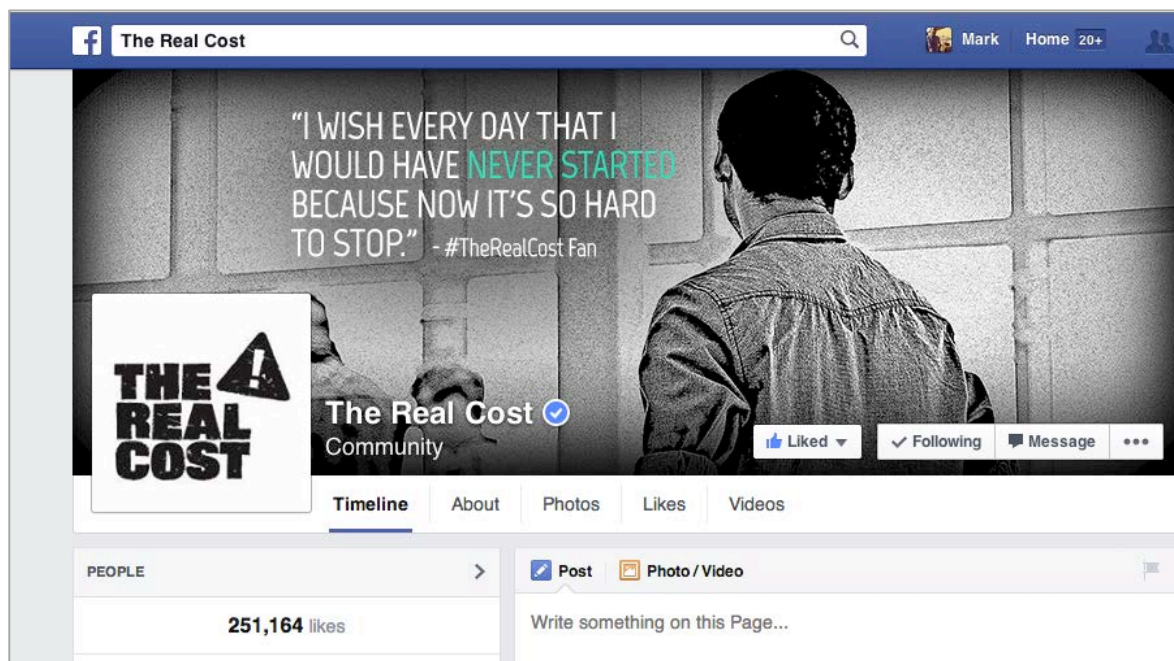
**You**Tube [youtube.com/KnowTheRealCost](https://youtube.com/KnowTheRealCost)



# ENGAGING YOUTH WHERE THEY ARE ONLINE



facebook.com/KnowTheRealCost





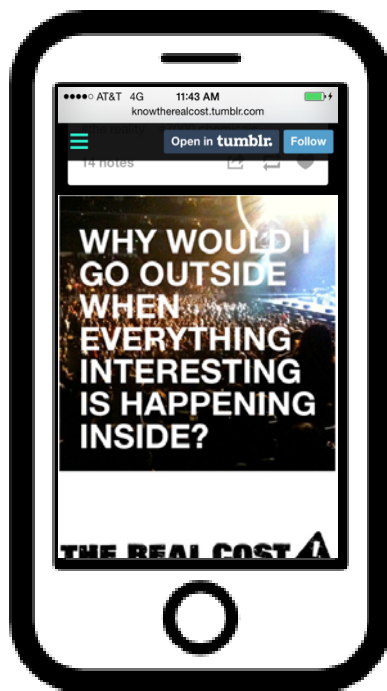
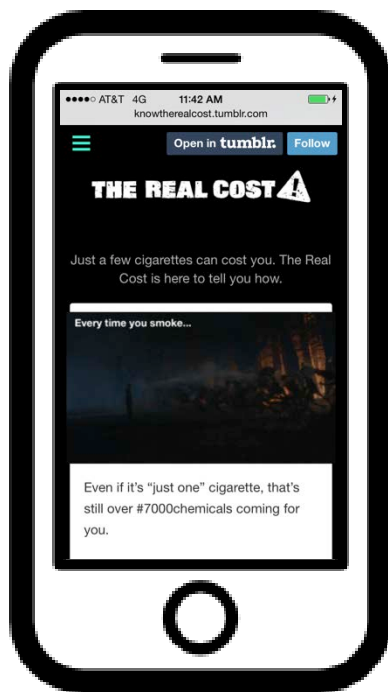
# ENGAGING YOUTH WHERE THEY ARE ONLINE



knowtherealcost.tumblr.com



twitter.com/KnowTheRealCost



# AMPLIFYING THE MESSAGE

- Engage our teen audience in ways that are relevant, leveraging influencers to share key messages
- Reach teens where they are already going for content
- Encourage teens to submit their own stories and content
- Drive teens to our social media and digital platforms for more in-depth engagement

## Amplification Types:

- TV
- Digital
- Event
- Magazine

## Reaching Teens Through:

- Personal Stories
- Brand Messages
- Tobacco Messaging



UNIVERSAL MUSIC GROUP

VIACOM

seventeen

fuse.tv



mc  
Music Choice

# YOUTH VOICES

*"Cigarettes may be calming for stressful situations, but there are better and healthier ways to deal with stress."*



*"I think smoking could deeply affect my relationships with my friends... I think they would lose respect for me and actually feel disappointed in me."*



*"Being hooked on cigarettes makes you miss out on the fun stuff."*



*"Friendship is worth more than any pack of cigarettes."*



*"We are bigger than letting something ruin our mouths and other things."*



# HOW TO GET INVOLVED



# HOW & WHERE *THE REAL COST* INTERSECTS WITH ADULTS

## Who they are

- Coaches
- Youth Group Leaders
- Mentors
- Community Volunteers
- Community or Youth-Serving Organization Leaders



# CAMPAIGN RESOURCES FOR TEENS

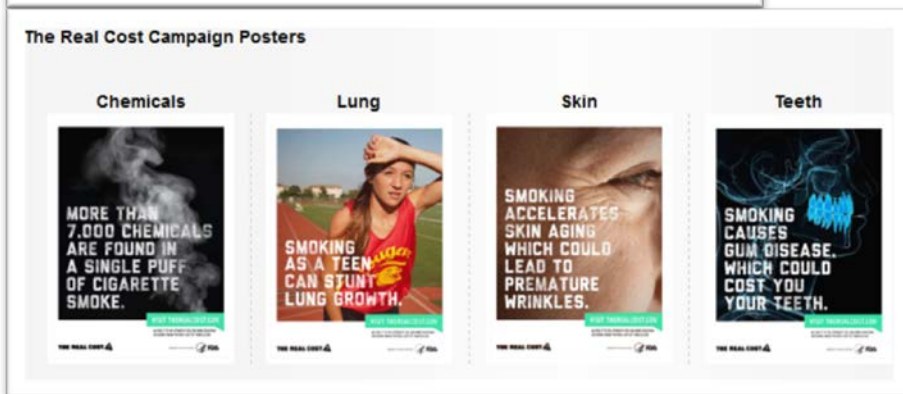
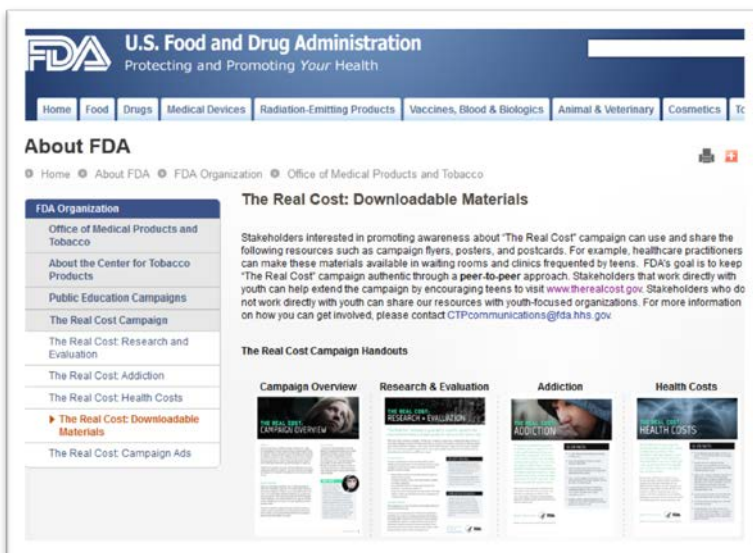
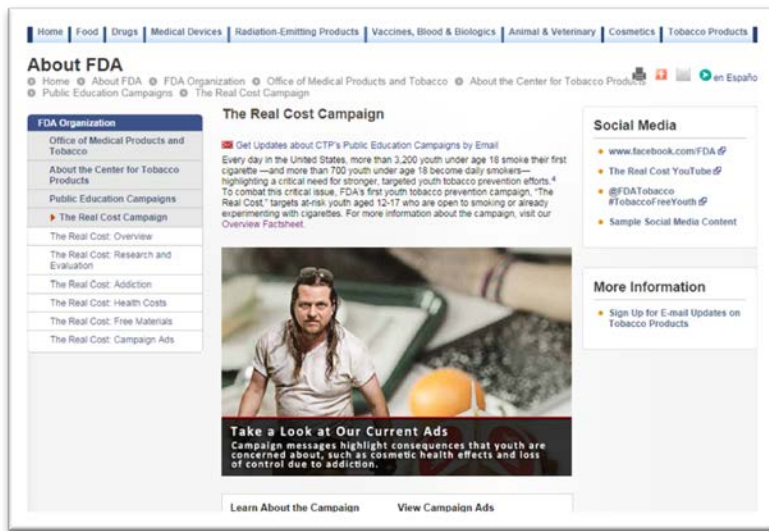
- Encourage teens to check out *The Real Cost* website and social media
  - [TheRealCost.gov](http://TheRealCost.gov)
  - [facebook.com/KnowTheRealCost](https://facebook.com/KnowTheRealCost)
  - [youtube.com/KnowTheRealCost](https://youtube.com/KnowTheRealCost)
  - [knowtherealcost.tumblr.com](http://knowtherealcost.tumblr.com)
  - [twitter.com/KnowTheRealCost](https://twitter.com/KnowTheRealCost)
- Disseminate campaign materials and messages to at-risk teens in high-traffic areas such as:
  - Youth and after-school centers
  - Skate parks and rec centers
  - Community bulletin boards



# CAMPAIGN RESOURCES FOR STAKEHOLDERS

[www.FDA.gov/TheRealCost](http://www.FDA.gov/TheRealCost)

- Campaign information
- Downloadable materials
- CTP Clearinghouse orders



# FACT SHEETS

## THE REAL COST: CAMPAIGN OVERVIEW

### What It Is

FDA's first youth tobacco prevention campaign, "The Real Cost," targets at-risk youth aged 12-17 who are open to smoking or already experimenting with cigarettes. About 6 million youth in the United States currently fall into this category. The objective of the campaign is to educate these at-risk youth about the harmful effects of tobacco use with the goal of reducing initiation rates among youth who are open to smoking and reducing the number of youth already experimenting with cigarettes that progress to regular use.

"The Real Cost" campaign is launching nationally on February 14, 2014 across multiple media platforms including TV, radio, print, and online. The campaign will continue to air in more than 200 markets across the country for at least one year.

### Why It's Important

Tobacco use is the leading preventable cause of disease, disability, and death in the United States, responsible for more than 480,000 deaths each year. But the consequences of tobacco use are not limited to adults. In fact, tobacco use is almost always initiated and established during adolescence. Every day, more than 3,000 youth under age 18 smoke their first cigarette in the United States—and more than 700 youth under age 18 become daily smokers—highlighting a critical need for stronger, targeted youth tobacco prevention efforts.

Through "The Real Cost" campaign, FDA seeks to reduce the number of youth who experiment with tobacco use to ultimately reduce the number of future tobacco users and thereby diminish the harmful consequences tobacco use has on the health of our country.

### Who It Targets

"The Real Cost" campaign targets at-risk youth aged 12-17, including youth who have never smoked a cigarette but are open to trying it and youth who have already smoked between 1 puff and 99 cigarettes in their lifetime and are at risk of becoming regular users. The target's demographic, psychographic and key messages are embodied through the campaign's at-risk persona, Pete (see below). Though the persona has been developed as a male, the target audience is evenly divided between male and female.

### MEET PETE

Living a chaotic life, Pete (aged 12-17) struggles with his social and economic situation both at home (living in suburban or rural areas with uninsured parents, who use tobacco at home and at school (poor school environment and low academic achievement)). He knows about his personal situation, coupled with poor coping skills, and a pessimistic outlook on life, make Pete a troubled kid. Pete finds it hard to regulate his mood and is a sensation-seeking risk taker. Pete smokes occasionally (1-99 cigarettes, lifetime) as do his friends.

## THE REAL COST: RESEARCH + EVALUATION

"The Real Cost" campaign is grounded in scientific research and uses evidence-based practices proven to reduce youth tobacco use.

FDA's youth tobacco prevention campaign, "The Real Cost," is based on a robust body of evidence that supports the use of mass media campaigns to prevent and reduce youth tobacco use. Some of this evidence is derived from state and national youth tobacco prevention campaigns as well as youth-focused health campaigns on topics other than tobacco. Campaign efforts are informed by recognized best practices for mass media campaigns, lessons learned from previous efforts to educate the public about tobacco, and FDA's own research.

### Formative Research

The agency conducted extensive research to develop effective outreach strategies and messaging to reach our at-risk youth target audience, including youth aged 12-17 who are open to smoking or already experimenting with cigarettes. These efforts included:

- Extensive literature review and target audience analysis to identify and develop promising messages;
- Consultation with experts in tobacco public health education, marketing, and campaign development;
- Focus groups with members of the target audience to assess their perceptions of draft advertising concepts; and
- Testing of near-final TV advertisements with 1,000 members of the target audience to measure perceived effectiveness, levels of engagement, and message comprehension.

### Campaign Evaluation

FDA's campaign goal is to reduce the number of youth cigarette smokers aged 12-17.

To assess our success achieving this goal, "The Real Cost" campaign will be evaluated through a multi-year, nationwide study. Real-time data collection for

### AD COPY TESTING

Research results indicated the near-final TV advertisements provided understandable and engaging messages about the harms of tobacco use without potential unintended adverse or counterproductive message effects.

Testing indicated all the ads would likely lead to increased negative feelings about tobacco use, increased intention to not initiate, and increased intention to quit using tobacco products.

### EVALUATION RESEARCH

Evaluation results will be used to assess changes in key tobacco-related knowledge, attitudes, beliefs and behaviors over time to measure the effectiveness of the campaign. Ultimately, results will be used to determine if exposure to the campaign is associated with a decrease in cigarette smoking among youth aged 12-17.

## THE REAL COST: HEALTH COSTS

Despite significant progress over the past few decades in reducing the number of people who use tobacco, these downward trends have slowed in recent years among youth. In fact, each day in the United States more than 3,200 youth under age 18 smoke their first cigarette, and more than 700 youth under age 18 become daily smokers.

Educating teens about the harms of tobacco use in a way that is personally relevant to them can be difficult, especially since many teens believe they won't get ill and that the long-term health consequences of using don't apply to them. But there are some "tools" tobacco use that do resonate with teens, such as mental health effects like both loss and skin damage, highlighting consequences that teens are concerned about and a reflective approach to reducing youth tobacco use.

### QUICK FACTS

- Lifelong smokers die an average of 10 years earlier than nonsmokers.
- Smokers have more lung infections than nonsmokers, and a person doesn't have to be a long-time smoker to have an asthma attack that is triggered by tobacco smoke.
- People under 20 years of age have lungs that are still growing, and smoking clouds that growth. Teens who smoke may end up as adults with lungs that never grew to their full potential or with emphysema at full capacity. Such damage is permanent and increases the risk of chronic bronchitis and emphysema later in life.
- Smoking causes bad breath, may stain teeth, causes gum disease that can lead to tooth loss.
- Smoking accelerates skin aging, which can lead to premature wrinkles.
- Smokeless tobacco use causes cancers of the mouth, pancreas and esophagus. It can also cause gum disease and tooth loss. Dippers and often develop white patches in their mouth that can turn cancerous.

## THE REAL COST: ADDICTION

It's generally accepted that cigarettes are bad for a person's health, but most smokers get hooked before they even realize they are addicted. The truth is that smoking can cause both immediate and long-term damage—and one of the first adverse health effects is nicotine addiction. Nicotine is a chemical found in the tobacco plant itself, and it is a highly addictive drug. On top of that, the design and content of modern cigarettes make them more addictive than ever before.

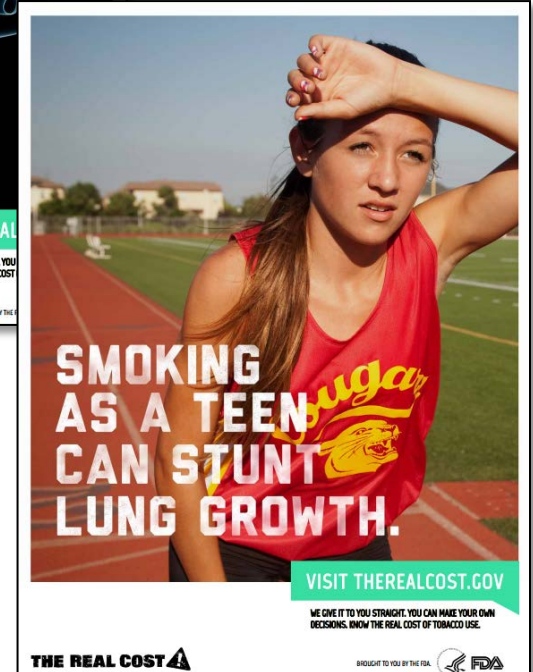
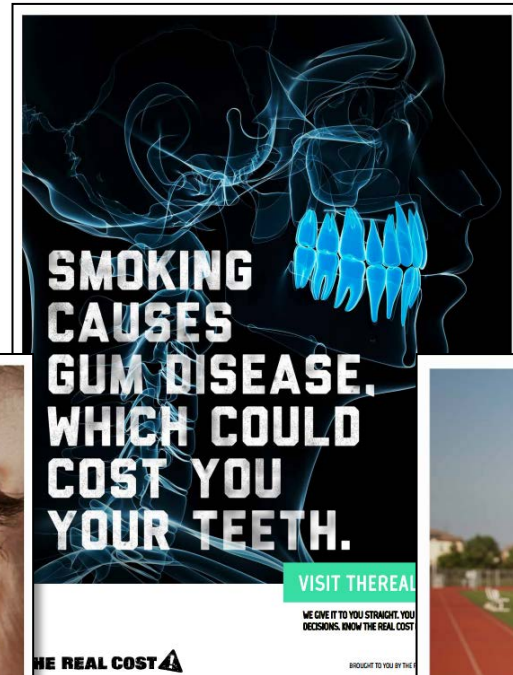
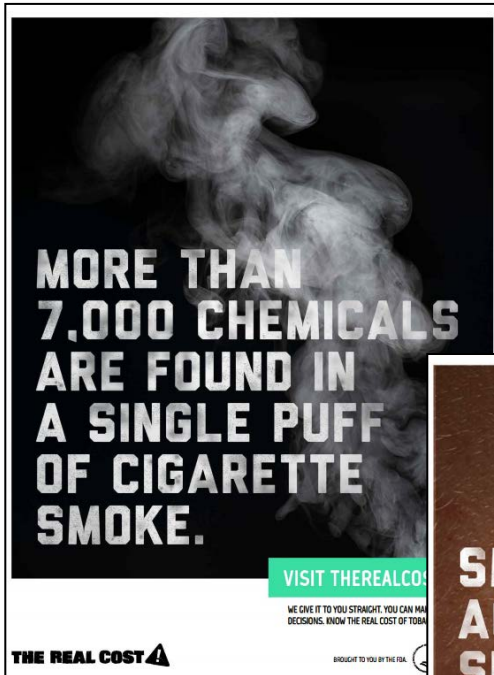
Teens' brains are still developing, making them more vulnerable to nicotine. This may be one reason many teens who try smoking become addicted. Tobacco use is almost always initiated and established during adolescence, and the younger a person starts, the more difficult it can be to stop.

### QUICK FACTS

- 3 out of 4 teens who think they will stop smoking in 5 years, don't.
- Just a few cigarettes per month can lead to cravings in some teens.
- Chemicals, like ammonia, may enhance the brain's absorption of nicotine, thus increasing the addictiveness of the product.
- Some research suggests that menthols may be even more addictive than other cigarettes and may be harder for smokers to quit.
- A person who quits smoking may experience withdrawal symptoms at first, such as feeling more nervous and jittery, which may be interpreted as stress.
- However, research shows that people who quit smoking and stay smoke-free feel less stress than people who continue to smoke.



# POSTERS



# OTHER CTP INITIATIVES



# RETAILER EDUCATION PROGRAM

- **Goal:** Educate tobacco retailers about FDA regulations to encourage voluntary compliance with the law
- **Objective:** Inform and educate retailers about federal regulations through campaign messages, materials, and communications activities
- **Strategy:** In addition to covering the specific retailing regulations, materials will highlight the role retailers play in protecting youth from tobacco

# EXAMPLES OF REGULATIONS

- Check photo ID of everyone appearing under age 27 who attempts to purchase cigarettes, cigarette tobacco, or smokeless tobacco
- Only sell cigarettes, cigarette tobacco, and smokeless tobacco to anyone age 18 or older
- Only sell cigarettes, cigarette tobacco, and smokeless tobacco in a direct, face-to-face exchange

# EXAMPLES OF REGULATIONS

## Do NOT

- Give away free samples of cigarettes.
- Sell single cigarettes, also called “loosies.”
- Sell or give away items such as hats, t-shirts, or lighters with cigarette, cigarette tobacco, or smokeless tobacco brands or logos.
- Sell flavored cigarettes or flavored cigarette tobacco (other than menthol).
- Sell cigarettes, smokeless, or roll-your-own products that have the descriptors light, low, or mild

For more regulations and retailer resources, visit:

<http://www.fda.gov/TobaccoProducts/ResourcesforYou/BreakTheChain/default.htm>

# RETAILER EDUCATION PROGRAM

- Anticipated to launch late Spring 2015
- Program theme/message concepts being tested with retailers and reviewed with stakeholders over the next few months
- New material “field kit” potentially to include:
  - Fact sheets
  - Posters and post cards
  - Register signage
  - Age-calculator tools

# STAKEHOLDER ENGAGEMENT

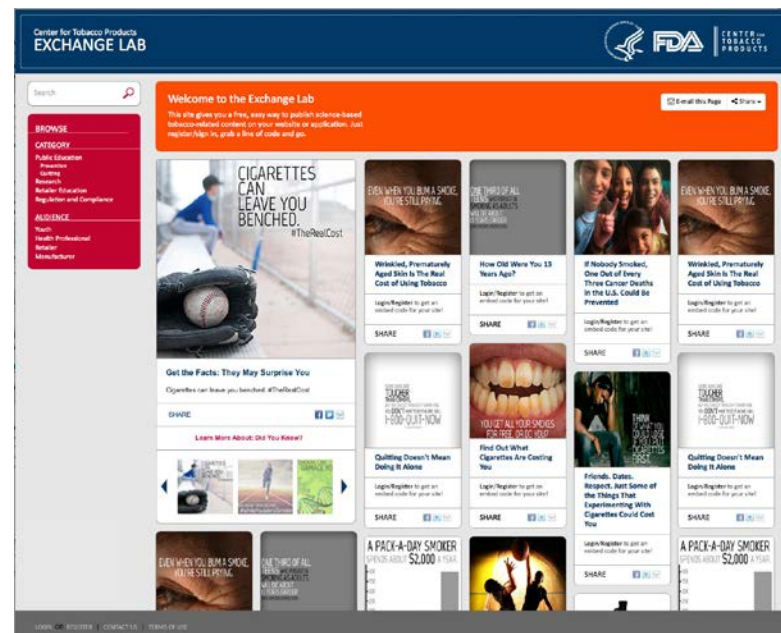
- Primarily working with state/territory tobacco control officials
  - Many have existing relationships with retailers, local stakeholders, ability to reach them
  - Often have existing retailer education programs that CTP campaign will complement
  - Initial conversations indicate strong desire for CTP materials
- CTP will also engage relevant subject matter experts, associations, and federal agency partners
- Materials will be available for free through our clearinghouse



# DIGITAL EXCHANGE LAB

## Promise of the Exchange Lab

- Provides regularly updated, centralized digital repository of high-quality content for public health partners
- Enables partners to use information to meet their specific communication and education needs
- Content changes update across sites in real-time



*Provide science-based content free to users when, where and how they want it*

## CONTACT US:

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Jessica Rowden

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## ONLINE:

[www.FDA.gov/TheRealCost](http://www.FDA.gov/TheRealCost)

# Questions?

