

**YOUTH TOBACCO AWARENESS & PREVENTION PROJECT**

**FINAL REPORT**

**February 12, 2021**



*A youth focused tobacco awareness outreach project in partnership with Bay Area Community Health and supported by a grant from Alameda County Health Care Services Agency.*



## SUMMARY

Bay Area Community Health, in partnership with City of Fremont, Human Services Department's Youth & Family Services Division was awarded a grant from Alameda County Health Care Services Agency (ACHCSA) to develop a youth focused tobacco outreach program and to increase access to cessation services. Under this partnership, Bay Area Community Health is providing information and trainings to youth and community members around tobacco use risks and offering cessation counseling services. The City of Fremont developed a public awareness campaign informed by youth around the harms of tobacco use.

*Can you see this prison of smoke?*

*Can you see the hazy bars that keep us trapped inside, each one more evanescent than the last?  
Perhaps you can see our gloomy faces, which look as if they were made to match the gray, dismal  
cells that we remain in.*

*By all definitions, the prison of smoke is no different from any other compound meant to hold  
miserable souls like us. But there is one key difference, one simple thing that separates the prison of  
smoke from the norm— none of us are inmates.*

*We all hold the keys to our cells, with the ability to leave at a moment's notice. There is no warden to  
stop us from leaving this dreary, joyless place. There are no guards to reprimand us, or cameras to  
watch us leave.*

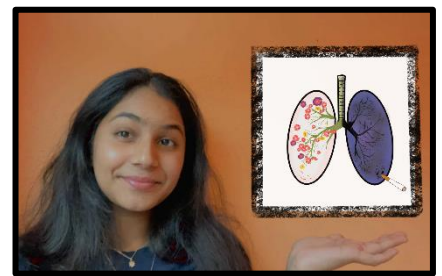
*And yet we all stay.*

**Poem by Aarav Saki, 10<sup>th</sup> Grade**

## ACHIEVEMENTS

### **INCORPORATING THE YOUTH VOICE**

A key aspect of the grant project is to develop a public awareness campaign that is informed and by local youth and relevant to youth. To achieve this objective, the City offered a community service project to Tri-City junior high and high school students and invited them to help create graphic and written materials that will be used as part of the public awareness campaign. The community service project, which took place during the week of November 19 – 23, 2020, included a virtual student orientation, individual creative assignments, and a virtual creative workgroup session. Out of 60 community service applications submitted by students, 9 youth were selected to participate in the project. These youth created graphic design or written messaging and participated in a creative work group session attended by a professional graphic designer. During this group session, the youth shared their work, discussed how tobacco has impacted their life, and what they learned about tobacco use and risks to youth by participating in the project.



**Suhani Varute, 10<sup>th</sup> Grade**

## **Youth & Family Services Division Community Service Opportunity!**

We are seeking junior high and high school students in the  
Tri-City area to participate in our  
**Youth Tobacco Awareness & Prevention Project**

**Project Period:** October 19th – October 23rd

**Service Hours:** 5 hours

**Where:** Online

### **Benefits of Participation!**

- Use your voice to help develop our youth tobacco awareness & prevention campaign
- Learn more about the risks associated with tobacco
- Gain insight in how to create awareness campaigns



### **Questions?**

Email [klanigan@fremont.gov](mailto:klanigan@fremont.gov)

### **How To Participate:**

Fill out the application portion, then email to Kevin Lanigan  
at [klanigan@fremont.gov](mailto:klanigan@fremont.gov)

**Spots are limited so Sign Up Now!**

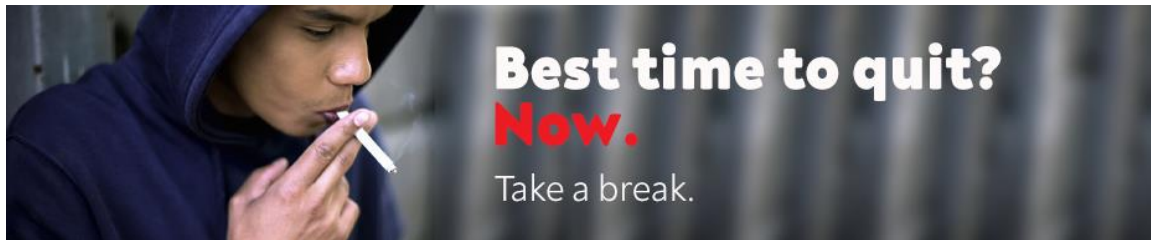
## YOUTH PARTICIPANTS

<b>GRAPHICS TEAM</b>	<b>WRITING TEAM</b>
<b>Suhani Varute</b> , 10 <sup>th</sup> Grader from American High School	<b>Ayaanuddin Ahmed</b> , 8 <sup>th</sup> Grader from Walters Middle School
<b>Ivana Maanda</b> , 8 <sup>th</sup> Grader from Horner Middle School	<b>Aarav Saki</b> , 10 <sup>th</sup> Grader from American High School
<b>Vaibhav Vanguri</b> , 10 <sup>th</sup> Grader from American High School	<b>Rhea Chellani</b> , 10 <sup>th</sup> Grader from Irvington High School
<b>Gigi Truong</b> , 11 <sup>th</sup> Grader from Stanford Online	<b>Peiyue Yang</b> , 10 <sup>th</sup> Grader from Irvington High School
	<b>Kym Truong</b> , 10 <sup>th</sup> Grader from Mission San Jose High School

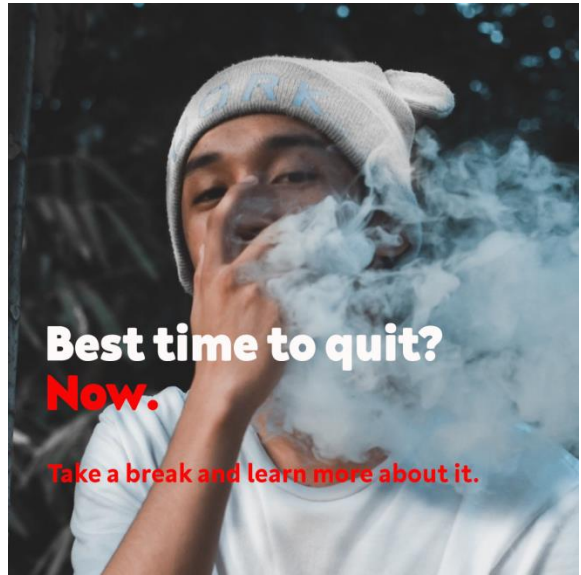
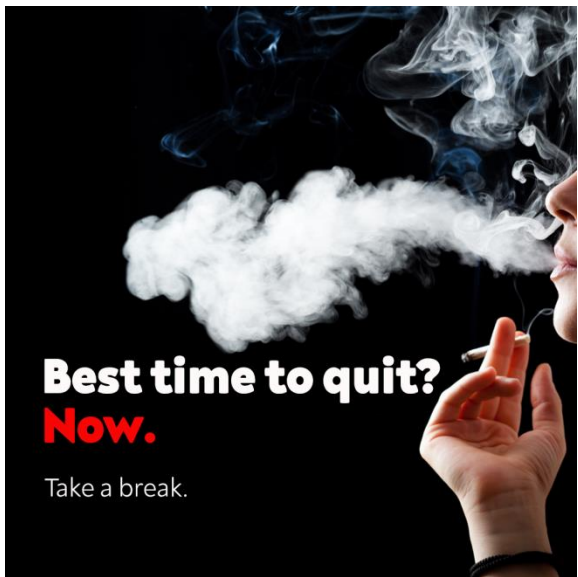
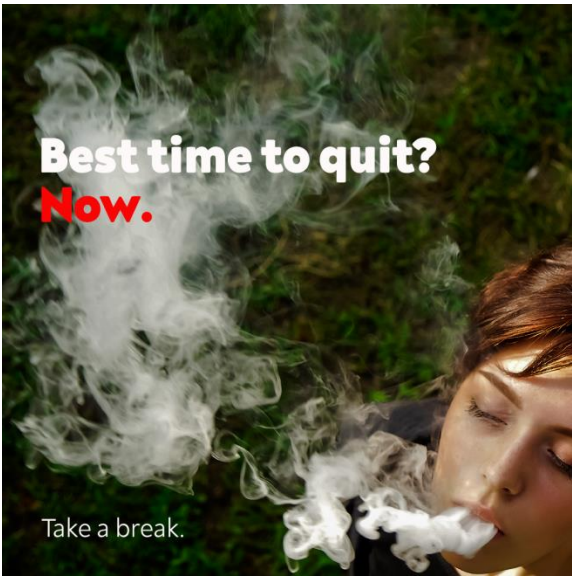
## PUBLIC AWARENESS MEDIA CAMPAIGN

The City engaged a professional designer to assist in the development of creative content and strategies for deploying powerful messaging using the City’s social media channels, as well as school district communications, and other public media outlets. The City’s grant project team met with the designer on multiple occasions to review the project objectives and goals, to develop a creative process that included the students participating in the community service project, and to begin the drafting of creative content.

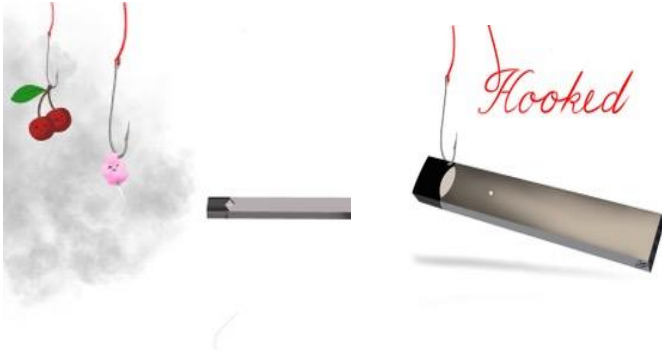
This is a sample of some of the early initial content produced by the designer.



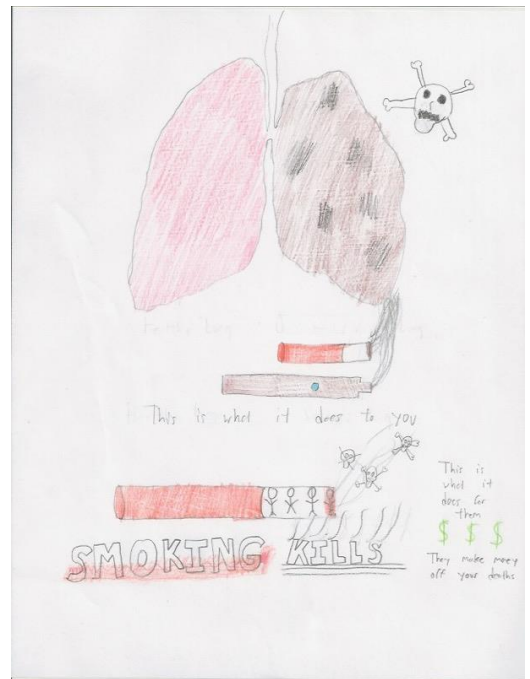




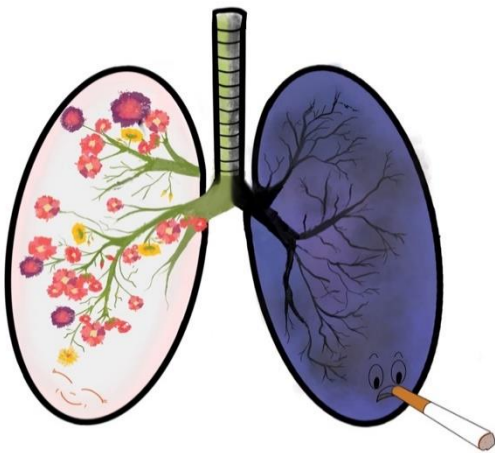
## YOUTH WORK



Gigi Truong, 11<sup>th</sup> Grade



Vaibhav Vanguri, 10<sup>th</sup>



Suhani Varute, 10<sup>th</sup> Grade

I saw those kids at school They were all  
looking so cool With that cocaine in there  
hand And I just walked away  
But now I have decided  
To try and take some drugs But when I took  
that cocaine My life just went insane  
I didn't feel like myself anymore I was dying  
from inside  
I regretted this choice  
And then I was no more

Ayaanuddin Ahmed, 8<sup>th</sup> Grade

## YOUTH WORK

Don't take the bait.  
Blow the candles, not the Bomb  
Quit Tobacco not life  
Tobacco takes my breath away  
Better now than never  
Putting down the lighter makes you brighter.  
Sweeter scent is not safer smoke  
Don't judge a vape by its flavor  
Starting vape isn't very safe  
Getting high doesn't fly.  
Smoking isn't living  
The Smoke's not dope  
There's no kidding about quitting.  
The euphoria's not good for ya  
The Juul isn't cool  
I'm not joking about no smoking  
The cig doesn't dig  
The snorted snuff isn't good stuff

Kym Truong, *10<sup>th</sup> Grade*

Chase your dreams, not lung disease.  
Quit. Before your lungs decide to.  
Don't go broke just so that you can smoke.  
Kill bad habits, not yourself.  
Don't start and call yourself smart.  
You're not cool, just a fool.  
There are cooler ways to die than from  
smoking.  
Not starting is a lot easier than quitting.  
Why smoke when you can be both healthy and  
wealthy.  
Your future is in your own hands. Don't smoke.  
Don't break your bank just for a quick buzz.  
You have your whole life ahead of you. Live it  
Go out and live your best life, don't let bad  
habits hold you back.

Rhea Chellani, *10<sup>th</sup> Grade*

Can you see this prison of smoke?

Can you see the hazy bars that keep us trapped inside, each one more evanescent than the last? Perhaps you can see our gloomy faces, which look as if they were made to match the gray, dismal cells that we remain in. By all definitions, the prison of smoke is no different from any other compound meant to hold miserable souls like us. But there is one key difference, one simple thing that separates the prison of smoke from the norm— none of us are inmates.

We all hold the keys to our cells, with the ability to leave at a moment's notice. There is no warden to stop us from leaving this dreary, joyless place. There are no guards to reprimand us, or cameras to watch us leave.

And yet we all stay.

New people come into the prison of smoke every day, they always come in bearing smiles, real or fake, as we all once did. They comfort themselves with their keys by their sides, telling themselves that they could leave at any time, as we all once did. Then, they find themselves inexplicably and absolutely trapped, as we all now do. New residents make their way to the prison every day, but something about seeing the ones today changed

Aarav Saki, *10<sup>th</sup> Grade*



## YOUTH VOICE INFORMING DESIGN & MEDIA

What we learned from the students is that in their experience, youth are not using traditional tobacco products such as cigarettes and/or chewing tobacco.

Instead, the youth reported that their peers are vaping with devices that look like USB sticks. The designer adapted the creative content to reflect the youth input and he incorporated some of their design work and writing.

Our earlier creative concepts used images of cigarettes, and so we changed those to show vape devices and the vapor that is created when they are used. Additionally, we incorporated some of the new slogans that the students created, such as “smoking takes your breath away” and “kill bad habits not yourself.”



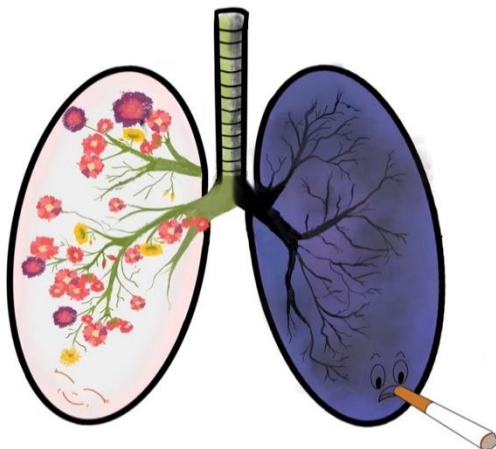
## **POSTER DEVELOPMENT**

We developed a printed poster version of our social media content to increase user interaction via the QR code included and direct users to the webpage. The slogans used on the posters were provided to us by our youth participants. We researched hashtags for use on our social media and decided upon #tobaccofree as it is a popular and well-known hashtag that is familiar to the public and will make greater social media connections. These posters will be provided to schools, health providers, family resource centers, and city transit. They will be translated into Spanish, and the most common languages used in Fremont, and the Tri-City area in Alameda County.



## WEB PAGE DEVELOPMENT

A Youth Tobacco Awareness and Prevention [web page](#) linked to the campaign is integral to the project. Early development of this page included building the page on the YFS website, developing content, and determining the call to action. The City engaged a graphic designer to repurpose the social media posts he had designed into a dynamic banner which could be displayed at the top of the web page. The content on the page is planned to rotate on a regular basis with youth focused and generated creative content, resources and statistics cited from sites such as the [CDC](#), the [Truth Initiative](#), and more. The website highlights the Youth Tobacco Awareness and Prevention Community Service project that the City hosted along with the youth artwork and writing. Attached below are the final webpage banners, as well as the current student artwork and our call to action.



*Struggling with smoking or vaping?*

*Do you want help to stop? You are not alone.*

## SOCIAL MEDIA DEVELOPMENT

We learned from our youth focus group that the most frequently used platforms were Instagram and Tik Tok. YFS has an Instagram account with 400+ followers and so we focused on developing content for this platform. YFS does not have a Tik Tok account. After surveying our youth participants, we discovered that the most liked copy was the images that incorporated bright colors. We asked the graphic designer to expand on the copy he previously created and incorporate the slogans created by our youth along with bright colors.



These Instagram posts also include links to our webpage where viewers can receive more information on cessation programs provided by BACH.

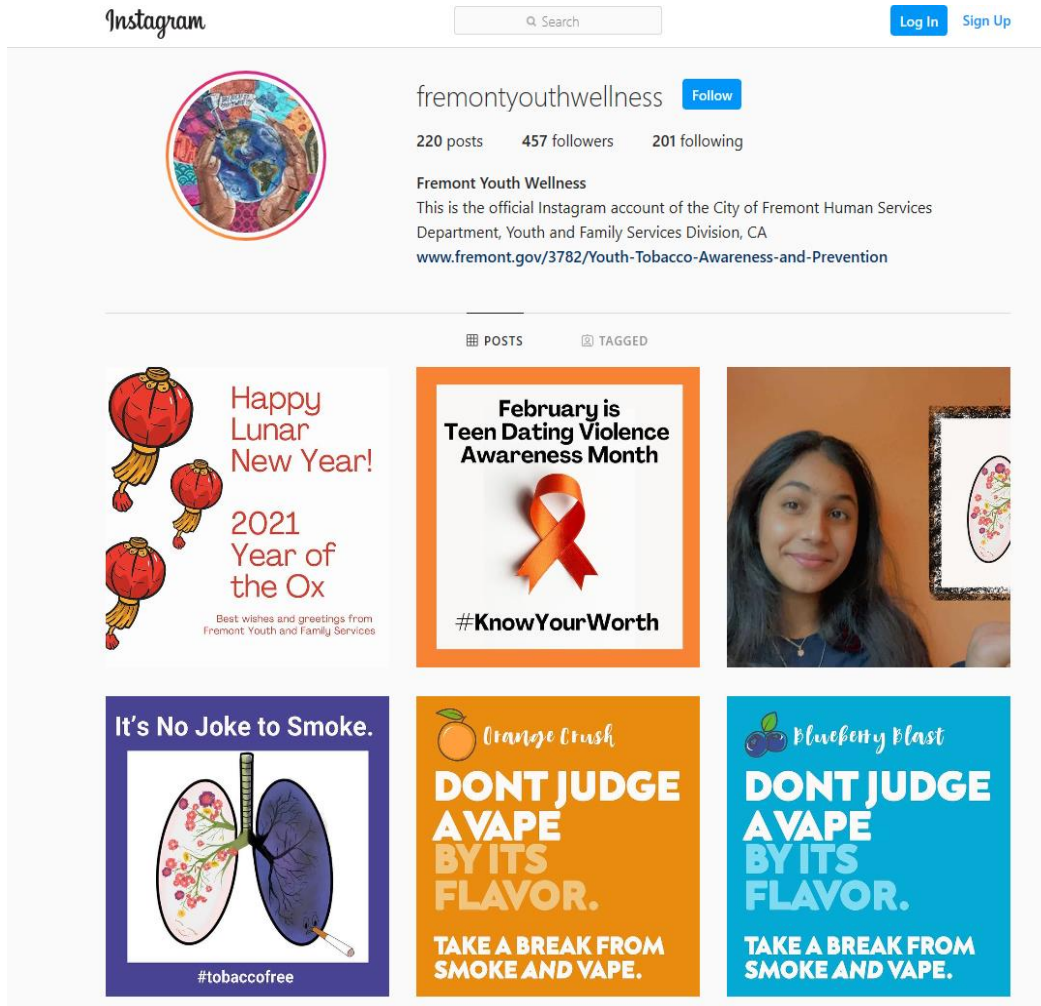
## DATA ANALYTICS



The following analytics are from our social media pages and website. The QR codes on our printed posters link directly to the website when a user uses their phones camera. We also placed links on our social media posts that direct users to our website. We anticipate user interactions to increase once the printed media is distributed and displayed.

**Social Media Platforms Used:**

**YFS Instagram: [Fremont Youth Wellness](#) (452 Followers)**





YFS Webpage: [Fremont Youth-Tobacco-Awareness-and-Prevention](#)

- 150 Views
- 4.5 Hours



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### Youth Tobacco Awareness and Prevention



*Struggling with smoking or vaping?*

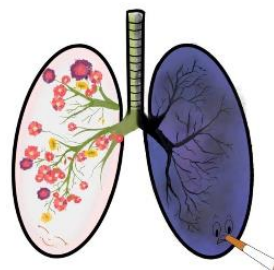
*Do you want help to stop? You are not alone.*

For information about Youth Tobacco Cessation or Youth Health Services, contact Lee Bradshaw, SUD Program Supervisor, Bay Area Community Health at [401-464-1810](tel:401-464-1810)

For information about City of Fremont, Youth & Family Services Counseling, contact us at [510-574-2100](tel:510-574-2100)

#### **Youth Tobacco Awareness & Prevention Community Service Project**

The City of Fremont offered a community service project to Tri-City students to help create graphics and written materials to use and develop a public awareness campaign that is informed by youth and relevant to youth. [Click here to see some of their work!](#)

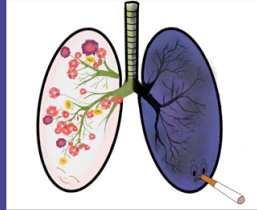


## Human Services Department Digital Newsletter (7,312 subscribers)

- 1/26: 7,312 sends 29.4% open rate
- 2/2: 7,576 sends 25.4% open rate
- 2/9: 7,802 sends 29.7% open rate

### Helpful and Important Information

It's No Joke to Smoke.



#tobaccofree

#### Youth Tobacco Awareness & Prevention

Do you know a youth struggling with smoking or vaping? Help is available.

Visit  
[Fremont.gov/Youth-Tobacco-Awareness-and-Prevention](https://www.fremont.gov/Youth-Tobacco-Awareness-and-Prevention)

for information about resources to help.

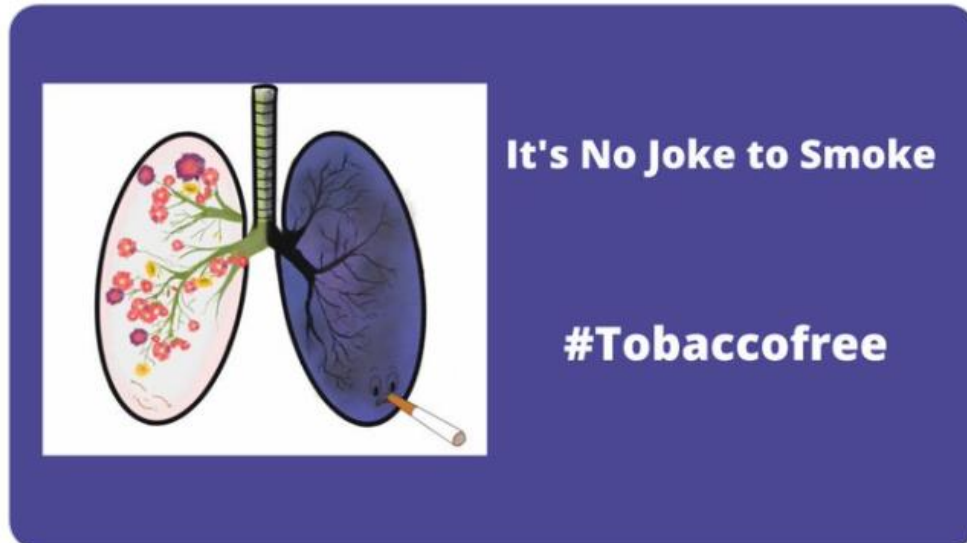
## Human Services Department Twitter: [Fremont Cares](#) (145 Followers)



**Fremont Human Services Dept.** @FremontCares · Feb 2

Do you know a youth struggling with smoking or vaping? Help is available.

Visit [Fremont.gov/Youth-Tobacco-Awareness-and-Prevention](https://www.fremont.gov/Youth-Tobacco-Awareness-and-Prevention)  
for information about resources to help. #tobaccofree



## Fremont Family Resource Center Facebook: [FRC Facebook](#)

- 2,351 People like this
- 2,665 People follow this



## NEXT STEPS

In addition to maintaining campaign material on the City's social media platforms, digital copies of the printed posters will be distributed to counselors and administrators at schools in Fremont Unified School District (FUSD), with a specific focus on Middle and High Schools. Information about the Tobacco Use Awareness and Prevention project with a link to the YFS webpage, will be shared through FUSD social media and communication channels including School Loop, Peach Jar, and the district's website reaching the parents, guardians of more than 35,000 students. Printed copies of the posters will be distributed for display at FUSD sites and community locations, the Family Resource Center, YFS clinic as well as transit centers where students are likely to frequent, with an expectation that the campaign will reach thousands of youth and community members in the coming months.

## **CHALLENGES & SOLUTIONS**

The major challenge we faced throughout this project was working within the constraints imposed by the COVID-19 global pandemic. All planning and development were performed virtually using web video platforms. The YFS team met weekly to track and complete the project deliverables. The Community Service Project with the youth was also conducted virtually. A potential challenge was lacking access and engagement with youth due to in-person restrictions as a result of the pandemic. Having the youth be engaged and responsive to assignments was key as without their voices and creative content, the public awareness campaign would not reflect their perspective or appeal to other youth. We anticipated and addressed this challenge by designing the scope and participation requirements of the community service project so that it would encourage the youth to attend meetings, be interesting, fun, and allow them to apply their experience with web-based video conferencing technology as well as share their creative expression. The youth received service credits and certificates of appreciation for their participation and contributions.

## **LESSONS LEARNED**

When we began this project, we learned that youth tobacco use is primarily associated with electronic cigarettes and vaping devices. This trend was confirmed during our youth community service project and influenced the content and design of our campaign. We shifted the graphic and written content of the campaign to vaping and e-cigarette imagery versus traditional cigarettes.

While sharing samples of some of the visual and written copy developed by our graphic designer during a meeting with our youth participants, another theme emerged. The youth stated that bright colors made the messaging more appealing and impactful. As a result, we moved away from darker color palates for our social media posts, and instead used brightly colored designs.

We also learned that youth are more inclined to respond to media campaigns that include youth images and voices. For example, our most popular Instagram post was a “selfie” photograph of one of our youth participants sharing the artwork she created for the campaign.

The City of Fremont’s Human Services Department and Youth and Family Services (YFS) Division would like to thank Bay Area Community Health (BACH) and Alameda County Health Services Agency for supporting this project and for providing us with the opportunity to help increase youth awareness around the risks associated with tobacco product use and link youth to tobacco cessation and other key health services.

CONTACT: Annie Bailey, Administrator, City of Fremont, Youth & Family Services Division at: [abailey@fremont.gov](mailto:abailey@fremont.gov)/510-574-2111 or Kevin Lanigan, Youth & Family Services Division Program Intern at: [klanigan@fremont.gov](mailto:klanigan@fremont.gov)