



Campaign Opportunities

Expanding our Impact in New Mexico

Beginning FY23



EXPANDING OUR IMPACT IN NM



Cessation

- Quit the Hit (Teen/Young Adult)
- Adult Cessation
 - Menthol Needs Assessment

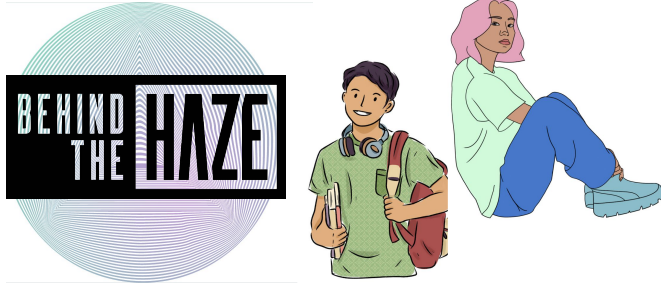
Youth Prevention & Education

- Behind the Haze
- Custom Campaign Package(s)

Youth Engagement & Policy

- Evolvment New Mexico
- Policy Campaigns

New Mexico Teen Vaping Prevention



Youth Media Campaign

- Statewide Media Campaign
- Middle School and High School Curriculum (Biology, PE, Chemistry)
- Statewide Event in a Box Distribution
- Tailored and Customizable Assets
 - Can be focused on middle school population

LET'S TALK
VAPING



Adult Education Campaign

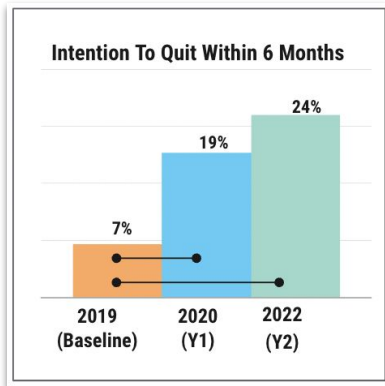
- Statewide Media Campaign
- Parent Discussion Guides & Materials
- Town Hall / Stakeholder Toolkits
- Trainings

Evidence-Based Campaigns to Reduce Youth Vaping



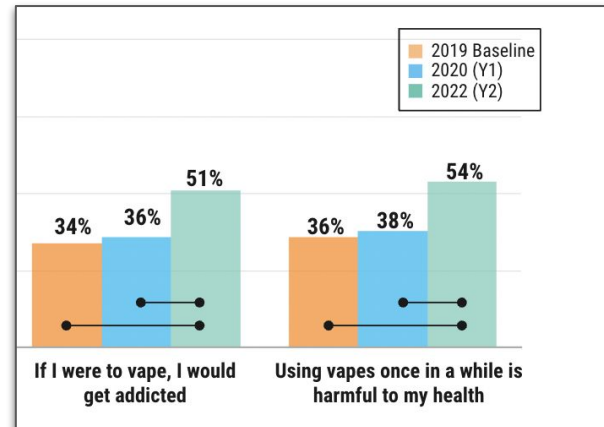
Increased Intentions to Quit

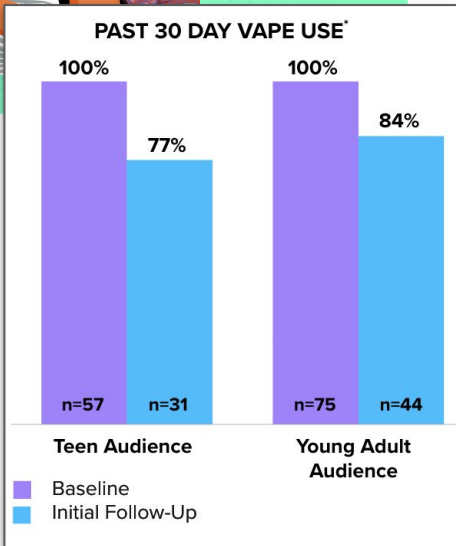
Intentions to quit vaping within 6 months has been increasing since baseline, which suggests an increased sense of urgency to quit.



Shifts in Youth Knowledge, Attitudes and Beliefs

Perceptions of risk have been gradually increasing since baseline. The greatest shifts in perceived risks over time were related to the risk of lung damage and nicotine addiction.





Virtual Teen Cessation Quit Groups

- Evidence-based, teen and young-adult based virtual cessation program
- 5 weeks of online quit support
- Groups of 12-15 teens with active facilitation
- Hosted on Instagram, via group direct message with a live facilitator
- Over 700 vaping-addicted teens have gone through the program in 4 states
- Alternative to suspension program

← *Significant reductions in past 30-day vape use in addition to chew, dip, pouches, cigarettes and more*

Adult Cessation

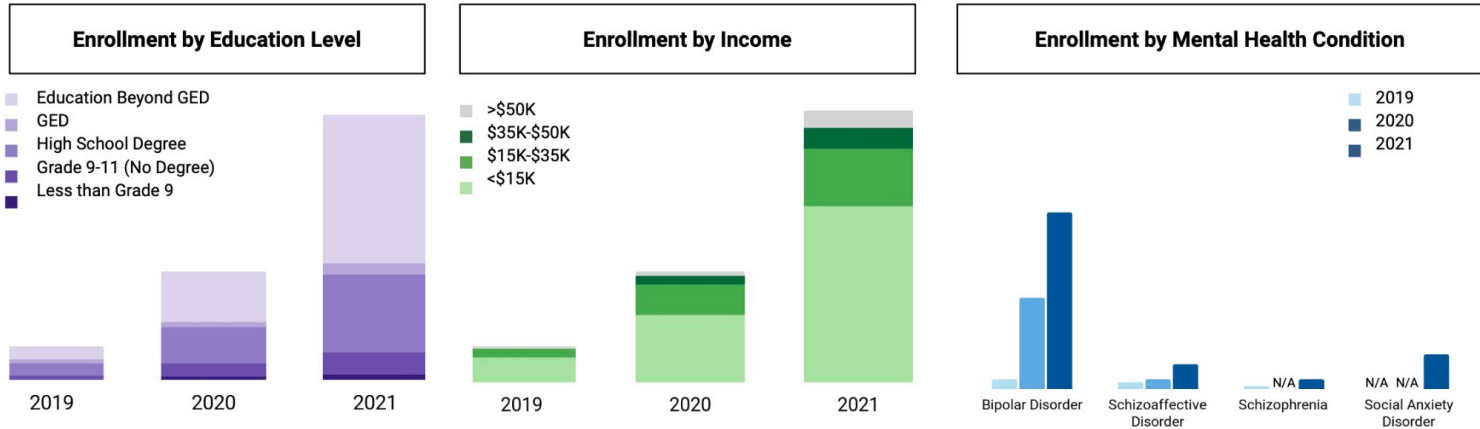
- Psychographic segmentation strategies to reach target populations like Behavioral Health, LatinX, AI/AN, LGBTQ+, Pregnant and Breastfeeding Women, and Low SES
- Provider Protocol, Materials, and Strategy
- Statewide menthol needs assessment to reduce menthol use
- Priority Population tailored landing pages
- Statewide Media Campaigns and Direct Marketing strategies proven to drive enrollments

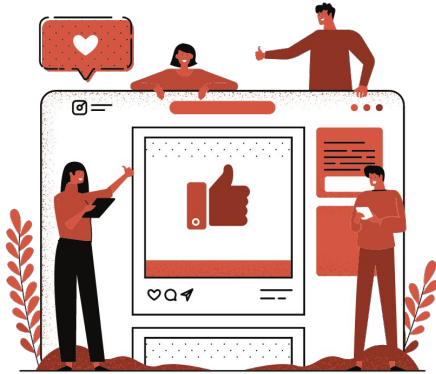


Adult Cessation

- Proven track record driving enrollments by priority populations in over 10 states
- Research conducted with thousands of highly resistant smoking adults and young adults across the country
- Intentionally equitable campaign strategies to reduce use of commercial tobacco products

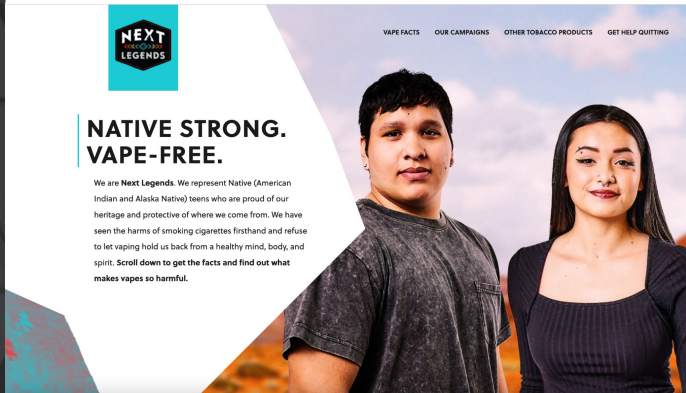
Sample Enrollment Impact (Illinois)





Custom Media & Education Campaigns for Priority Populations

- Rescue has created evidence-based custom campaigns on tobacco prevention for over two decades with proven evaluation results showing impactful behavior change among teens & adults
- Recommend creating campaigns specifically focused on priority populations including but not limited to:
 - Indigenous communities
 - BIPOC
 - Asian American and Native American Pacific Islander (AI/AN)
 - LGBTQ+
 - Middle School/Elementary Youth
- Development to include:
 - Audience formative research to uncover insights
 - Creative Development (outreach materials, media assets, videos, etc.)
 - Outcome evaluation



Example from Next Legends, a Rescue campaign created for the FDA targeting AI/AN youth



EVOLVEMENT

Youth Engagement & Policy Efforts

- Increase partner school program and number of youth trained
- Increase leadership team members and overall campaign efforts of youth
- Develop new recruitment materials and videos to encourage youth and schools to participate in the program
- Create middle school education resources



Policy Campaigns

- Develop new campaign education and advocacy message packages with live videos and supplemental images and GIFs on following topics:
 - Importance/need for policy topic
 - Menthol products and health equity
 - Testimonials from schools and districts that have implemented the 24/7 policy
- Increase the campaign media budgets to maximize statewide reach and awareness across the state
- Double scale and size of adult volunteer program for No Minor Sale
- Increase key decision maker meetings and campaign deliverables to accelerate statewide policy wins



Capacity Building

Ability to offer NUPAC, partners, and stakeholders capacity building workshops/webinars including but not limited to:

- Social media best practices
- Behavior change marketing best practices
- Youth tobacco control efforts
- Creating equitable campaigns for underrepresented populations

