



U.S. FOOD AND DRUG ADMINISTRATION

# Next Legends: Campaign Overview



## WHAT IT IS

**Next Legends** is FDA's public health education campaign developed to prevent and reduce tobacco use among American Indian and Alaska Native (AI/AN) youth, ages 12–17, who are at risk for using e-cigarettes. The campaign's unique branding and tailored messaging are specifically designed to educate AI/AN youth on the harmful effects of tobacco products and inspire a new generation to live Native strong and vape-free.

## WHY IT'S IMPORTANT

Tobacco use is the leading preventable cause of disease, disability, and death in the United States, causing more than 480,000 deaths each year. Approximately 400,000 AI/AN teens in the United States are aged 12–17, and more than half of them are at risk for commercial tobacco use<sup>1,2,3</sup>. The AI/AN youth population demonstrates higher tobacco susceptibility and tobacco use than their non-Native peers and tends toward earlier initiation<sup>2,4,5</sup>. Recent data demonstrates disproportionately high experimentation and current use of electronic nicotine delivery systems (ENDS) among AI/AN youth. According to the 2019 Youth Risk Behavior Survey (YRBS):

- 57.9% of AI/AN high school students reported ever using ENDS products, compared to 50.1% of all high school students<sup>2</sup>
- 47.3% reported past 30-day ENDS use compared to 32.7% of all high school students<sup>2</sup>
- 19.9% reported using ENDS frequently (20 or more times in the last 30 days) compared to 10.7% of all high school students<sup>2</sup>
- 20.6% of AI/AN high school students reported past 30-day cigarette use, compared to just 6% of all high school students<sup>2</sup>



## WHAT IT WILL DO

**Next Legends'** unique branding and tailored messaging is meant to educate AI/AN youth on the harmful effects of tobacco products and inspire a new generation to live Native strong and vape-free.

### The key messages of the campaign include:

- the negative health consequences and addiction risks of vapes
- the dangerous mix of chemicals and metals found in vapes
- how vaping negatively affects aspects of life that are very important to the AI/AN community

### FDA hopes to:

- educate AI/AN youth about the harms of vaping
- prevent ENDS use among AI/AN youth
- stop escalation from occasional to daily ENDS use
- prevent loss of AI/AN lives to tobacco use

## HOW IT WILL BE IMPLEMENTED

**Next Legends** is primarily a digital-based effort designed to reach Native teens on the platforms they commonly use, such as YouTube, Twitch, TikTok, and Instagram. In addition to the campaign's digital video and social media presence, out-of-home billboards, radio, and TV (Alaska) will also be used to help extend the message to AI/AN communities.



## HOW YOU CAN GET INVOLVED

FDA's resource page ([www.FDA.gov/tobaccocampaigns](http://www.FDA.gov/tobaccocampaigns)) contains campaign information.

**Next Legends'** website, [NextLegends.gov](http://NextLegends.gov), and owned social channels are intended for AI/AN youth. Stakeholders who work directly with AI/AN youth can help extend the campaign by encouraging this audience to share campaign messages with their peers.

For more information, please contact [tobaccocampaigns@fda.hhs.gov](mailto:tobaccocampaigns@fda.hhs.gov).

### Social Channels

[Facebook.com/NextLegends](https://Facebook.com/NextLegends)

[Instagram.com/NextLegends](https://Instagram.com/NextLegends)

Paid for by the U.S. Food and Drug Administration.



## SOURCES

1 Centers for Disease Control and Prevention. (2017). American Indians/Alaska Natives and Tobacco Use. Retrieved from <https://www.cdc.gov/tobacco/disparities/american-indians/index.htm>.

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4 RTI International. (2013). Year 2, Ad-Hoc Report #2: Formative Research on American Indian and Alaska Native Youth (No. 2). Prepared for U.S. Food Administration, Center for Tobacco Products.

5 Schinke, S. P., Schilling, R. F., 2nd, Gilchrist, L. D., Ashby, M. R., & Kitajima, E. (1989). Native youth and smokeless tobacco: prevalence rates, gender differences, and descriptive characteristics. *NCI Monographs: A Publication of the National Cancer Institute*, 39–42.