



U.S. FOOD AND DRUG ADMINISTRATION

Next Legends: Research Overview



The FDA's latest tobacco prevention campaign, **Next Legends**, was 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 was specifically designed to appeal to AI/AN teens because the Native youth population demonstrates higher tobacco susceptibility and tobacco use, and a tendency toward earlier initiation, than their non-Native peers. With FDA's ultimate goal to reduce disease, disability, and death related to tobacco use, **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.

FORMATIVE RESEARCH

The Next Legends campaign is grounded in a multi-phase, iterative research process and uses evidence-based practices to prevent and reduce tobacco use.

The FDA conducted robust formative research to develop effective messaging to reach AI/AN youth. Strategies included:

An extensive literature review and analysis to identify messaging needs and unique cultural considerations for commercial tobacco use prevention efforts

Consultation with AI/AN community members and other experts in Native culture, media, and public health research

Focus groups with AI/AN youth ages 12 to 17 across regions of the U.S. (25 focus groups, n=168). Native community partners, along with local research panels, were involved in planning and recruitment. An initial research phase explored tobacco use attitudes, behaviors, and promising messaging themes, followed by a second phase that assessed perceptions of draft advertising concepts, brand names, and logos.

Testing of video ads through an online survey with a large sample of AI/AN youth (n=215), recruited from online panels to measure overall ad performance (such as perceived effectiveness, message comprehension, and emotional responses) and potential for unintended consequences.

Ad copy testing research

indicated the video ads provided understandable and engaging messages about the harms of vaping without potential unintended adverse or counterproductive message effects.

Tested ads had promising results, providing confidence they will lead to increased knowledge about novel facts about the harms of vaping, increased negative feelings about vaping, and increased intention to not vape in the future.

ACKNOWLEDGEMENTS

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<https://www.fda.gov/Tobacco-Products>

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