About Y St.

- Launched in 2004
- Over 6,000 high school youth trained
- 2011 CTFK Group Youth Advocate of the Year
- Past Campaigns:
  - Off the Screen
  - Counterbalance
The Meltdown Campaign

Objective:

Assess public opinion if the packaging, flavoring, and marketing of the new dissolvable smokeless and spitless tobacco products appeals more to youth than adults.

www.MeltdownVA.com
Data Collection

- Dual purpose: Assessment & Education
- Convenience Sample
- Approach: Avoid social desirability and prompting bias
- Survey was about new products.
- Tobacco was not mentioned until survey completed
The Meltdown Survey

Based on the FLAVORING, what product do you think it is? And does this flavor seem like something you would try? Write down your answers for each flavor.

- FROST
- WINTER GREEN
- JAVA
- COOL MINT

What product do you think is in this package?
Would you try it?
Would your friends try it?

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What product do you think is in this package?
Would you try it?
Would your friends try it?

Do you think you will smoke at least one cigarette in the next year?

Do you think you will use any type of tobacco in the next year?

Today's date
Birth year
Your initials

Zip code
Gender
Are you a parent?

Do you use any tobacco products?

If yes, what tobacco products do you use? Check all that apply:
- Cigarettes
- Cigars
- Chew/Dip
- Other:

Internal notes
Data Collection

Y St. members surveyed 8,150 Virginians in 210 communities across the state.
Full Sample - Major Finding 1

Respondents who associated the packages of dissolvable tobacco products below with candy, mints, or gum.

Snus: 23%
Orbs: 37%
Stonewall: 30%
Full Sample - Major Finding 2

Respondents who associated the flavors of dissolvable tobacco products below with candy, mints, or gum.

- **Frost**: 53%
- **Wintergreen**: 83%
- **Java**: 14%

64% of respondents believed that Java flavor is associated with beverages such as coffee.
Under 18 - Major Finding 1
Respondents who associated the packages of dissolvable tobacco products below with candy, mints, or gum.

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snus</td>
<td>23%</td>
</tr>
<tr>
<td>Orbs</td>
<td>35%</td>
</tr>
<tr>
<td>Stonewall</td>
<td>29%</td>
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</tbody>
</table>
Under 18 - Major Finding 2

Respondents who associated the **flavors of dissolvable tobacco products** below with candy, mints, or gum.

- **Frost**: 52%
- **Wintergreen**: 83%
- **Java**: 13%

64% of respondents believed that Java flavor is associated with beverages such as coffee.
Under 18 - Major Finding 3

Packaging perception: TRY Products

Would YOU try it? YES
Would YOUR FRIENDS try it? YES

23% 21%

Under 18
Under 18, non-tobacco user

32% 30%
Under 18 - Major Finding 4
Packaging perception: TRY Products

Would YOU try it? YES

Would YOUR FRIENDS try it? YES

17% 14%

29% 27%

Under 18
Under 18, non-tobacco user
Under 18 - Major Finding 5

Packaging perception: TRY Products

Would YOU try it? YES

Would YOUR FRIENDS try it? YES

18% 16%

28% 26%

Under 18
Under 18, non-tobacco user
35% of teens thought Camel Orbs were candy, mints, or gum based on its packaging.
83% of respondents believed that Wintergreen, a dissolvable tobacco product flavor, was associated with candy, gum or mints.
53% of respondents believed that Frost, a dissolvable tobacco product flavor, was associated with candy, gum or mints.
23% of teens said they would try Camel Fresh Orbs based on its packaging.
New Mexico Survey Findings
SAMPLE: 5,981 Surveys

39% of respondents thought Camel Orbs were candy, mints, or gum based on its packaging.

48% of respondents believed that Frost, a dissolvable tobacco product flavor, was associated with candy, gum, or mints.

80% of respondents believed that Wintergreen, a dissolvable tobacco product flavor, was associated with candy, mints, or gum.

26% of teens said they would try Camel Fresh Orbs based on its packaging.
The public, especially youth, associate the flavors and packaging of dissolvable tobacco products with that of candy, mints, or gum.
Questions?

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