

## FRESH EMPIRE CAMPAIGN OVERVIEW

### WHAT IT IS

Fresh Empire is the FDA's public education campaign designed to prevent and reduce tobacco use among multicultural youth ages 12–17 who are influenced by the hip-hop peer crowd and are either open to smoking or already experimenting with cigarettes. The objective of the campaign is to target youth who identify with the hip-hop peer crowd through an innovative and promising segmentation approach that focuses on youth who share the same core ideals, have similar life experiences and common interests, and who are at a higher risk for tobacco use. The aim of Fresh Empire is to associate living tobacco-free with hip-hop lifestyles through a variety of interactive marketing tactics including the use of traditional paid media, engagement through multiple digital platforms, and outreach at the local level.

On May 12, 2015, the FDA's Center for Tobacco Products launched the first phase of the Fresh Empire campaign in four southeast markets: Atlanta, GA, Charlotte, NC, Raleigh/Durham, NC, and Birmingham, AL. The campaign targets an important subset of youth who identify with the hip-hop peer crowd, a group that is at higher risk for tobacco use. In October 2015, the FDA will expand the Fresh Empire campaign to 36 markets with TV, print, and digital advertising. Fresh Empire will also roll out its localized efforts, including out of home and radio ads, and local events in more than 30 markets.

### WHY IT'S IMPORTANT

Cigarette smoking is the leading preventable cause of disease, disability and death in the United States, causing at least 480,000 deaths each year. The campaign aims to target youth who have historically been underserved by tobacco prevention efforts, are considered a hard-to-reach population, and are at a higher risk for tobacco use. Approximately 4.4 million multicultural youth are open to smoking or are already experimenting with cigarettes (i.e., have smoked fewer than 100 cigarettes in their lifetime), highlighting a critical need for targeted youth tobacco prevention efforts. Tobacco use is almost always initiated during adolescence—close to 90 percent of established adult smokers smoked their first cigarette by age 18—making early intervention critical.

Through the Fresh Empire campaign, the FDA's ultimate goal is to reduce tobacco use among youth who associate with the hip-hop peer crowd.

## WHO IT TARGETS

Fresh Empire targets at-risk multicultural youth ages 12–17. Audience segmentation analysis estimates more than 1 million teens identify with the hip-hop peer crowd. More specifically though, it focuses on youth who identify with the hip-hop peer crowd and share the same core ideals, have similar life experiences and common interests, and are at a higher risk for tobacco use.



## WHAT IT WILL DO

The FDA expects the Fresh Empire campaign to affect positive changes in knowledge, attitudes, and beliefs among multicultural youth at-risk for using tobacco and smokers ages 12–17 within 24 months.

## KEY MESSAGES INCLUDED IN THE CAMPAIGN:

- The negative health consequences and addiction risks associated with tobacco use.
- The chemicals and toxins found in cigarettes and cigarette smoke.
- How cigarette use negatively affects other aspects of life that are very important to hip-hop youth.
- Prevent youth who identify with the hip-hop peer crowd from initiating with tobacco, communicating that a tobacco-free lifestyle can align with hip-hop ideals.

## THE FDA HOPES TO:

- Educate at-risk youth about the harms of tobacco use.
- Reduce the attractiveness of tobacco use among at-risk youth.
- Reduce initiation rates among youth who are open to smoking.
- Reduce the number of youth already experimenting with tobacco who become regular users.

## HOW IT WILL BE IMPLEMENTED

The Fresh Empire campaign will launch with TV, print, and digital advertising in October 2015. Fresh Empire will also roll out its localized efforts, including out-of home and radio ads, and local events in more than 30 markets.

Fresh Empire will use a similar approach in each local market. The campaign will develop strategies and tactics based upon the available media, local outreach, and audience composition in each of the markets throughout the United States. The campaign, however, will continually monitor progress and adjust as needed.

## HOW IT WILL BE EVALUATED

The FDA will evaluate the impact of Fresh Empire by conducting a rigorous outcome evaluation on the effectiveness of the campaign in changing key tobacco-related knowledge, attitudes, beliefs, and intentions among multicultural hip-hop youth ages 12-17.

## HOW YOU CAN GET INVOLVED

Please feel free to share our stakeholder materials found at: [www.FDA.gov/tobaccocampaigns](http://www.FDA.gov/tobaccocampaigns). All materials will be available for free download and for ordering through the campaign clearinghouse.

Public health advocates, stakeholders, educators, and anyone else who is interested in spreading the word about FDA's youth campaigns are encouraged to use FDA's social media channels.



**FOR MORE INFORMATION, PLEASE CONTACT [TOBACCOCAMPAIGNS@FDA.HHS.GOV](mailto:TOBACCOCAMPAIGNS@FDA.HHS.GOV).**