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.

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

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