

FRESH EMPIRE CAMPAIGN OVERVIEW

WHAT IT IS

“Fresh Empire” is the FDA’s public education campaign designed to prevent and reduce tobacco use among at-risk multicultural youth ages 12–17, specifically African American, Hispanic, and Asian American/Pacific Islander youth. 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 may be at a higher risk for tobacco use. The aim of Fresh Empire is to associate living tobacco-free with desirable 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 (CTP) 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 may be at higher risk for tobacco use. In October 2015, the FDA expanded the Fresh Empire campaign to approximately 37 markets with TV, print, and digital advertising. Fresh Empire also rolled out its localized efforts, including out-of-home and radio ads, and local events in more than 25 markets.

WHY IT’S IMPORTANT

Tobacco use 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 and are considered a hard-to-reach population and are at a higher risk for tobacco use.

Nearly 5 million multicultural youth ages 12–17 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, especially among youth who associate with the hip-hop peer crowd.

WHO IT TARGETS

Fresh Empire targets at-risk multicultural youth ages 12–17, specifically African American, Hispanic, and Asian American/Pacific Islander youth. More specifically, it focuses on multicultural youth who identify with the hip-hop peer crowd and share the same core ideals, have similar life experiences and common interests, and may be 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 within 24 months among multicultural youth ages 12–17 who are open to smoking or are already experimenting with cigarettes.

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 by 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

In October 2015, the FDA expanded the Fresh Empire campaign to approximately 37 markets with TV, print, and digital advertising. Fresh Empire also rolled out its localized efforts, including out-of-home and radio ads, and local events in more than 25 markets.

Fresh Empire uses a similar approach in each local market with campaign strategies and tactics based upon the available media, local outreach, and audience composition in each of the markets throughout the United States. All markets were selected based on the total multicultural population. The campaign continually monitors 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. All materials will be available for free download and for ordering through the campaign clearinghouse.

To align with the campaign strategy and to keep the campaign authentic to the hip-hop peer crowd, FDA aims to ensure messaging is only delivered from Fresh Empire and youth. While stakeholder support is greatly appreciated, please do not engage on Fresh Empire social media channels. Public health advocates, stakeholders, educators, and anyone else who is interested in spreading the word about FDA's youth campaigns can use FDA's social media channels:

 [@FDATobacco](https://twitter.com/FDATobacco)

 www.facebook.com/FDA

FOR MORE INFORMATION, PLEASE CONTACT TOBACCOCAMPAIGNS@FDA.HHS.GOV.