Strategies for Leveraging Digital Tools to Recruit Youth
John Snow, Inc., and the nonprofit JSI Research & Training Institute, Inc., are public health management consulting and research organizations dedicated to improving the health of individuals and communities throughout the world.
CAMPAIGN EVALUATION

Youth social marketing campaign by **Rescue Social Change Group**

Targeted **country teens** in Vermont

Implemented **2013-2017**

JSI conducted independent **outcome evaluation of the campaign**
EVALUATION GOALS

1. To what extent is the Down and Dirty campaign reaching the intended audience of “country” teens in Vermont?

2. What is the rate of tobacco use among “country” teens in Vermont?

3. To what extent does the Down and Dirty campaign influence tobacco use among “country” teens in Vermont?
THE CHALLENGE
How do you do, fellow kids?
THE CHALLENGE

ON THEIR PHONES

WITH THEIR FRIENDS
RECRUITMENT - MOBILE

- Facebook & Instagram
- Memes & Outdoors
- Chatbot
- Micro Brand Micro Page
Me in my happy place.

When someone asks me to do something

Your friend's face when you tell them you turned down a free gift card.
Hello

replied to an ad. This is the last ad you published.

Thanks for taking this survey. We'll send you a $10 gift card upon completion. But first: do you live in Vermont? Please click yes or no.

Yes

No

Great Phoenix, we also need to confirm that you are between the ages of 13 - 19. Are you between the ages of 13-19? Please click yes or no.

Yes

No
RECRUITMENT RESULTS

857 Total Respondents

687 (80%) from Facebook & Instagram

124 (15%) from ‘Refer to Friends’ Link

46 (5%) from survey ambassadors

32% Respondents Were Country Youth

All VT Counties Represented in Sample
SURVEY RESULTS

Brand **awareness** among survey respondents overall was 51%

Brand **appeal** is favorable among 38% of the overall sample that are aware of the brand

Majority, 73%, overall and country, aware of the brand **associate** it with tobacco-free living

**Current tobacco use (and for all products assessed) was not statistically different among county vs. non-country; no disparity in tobacco use demonstrated**
Qualitative research with Vermont teens prior to and at the start of the campaign indicated that **country youth were at greater risk of tobacco use**.

Current tobacco use (and for all products assessed) was **not statistically different among country vs. non-country**. Tobacco use among country (19.5%) and non-country (20.2%) youth were comparable.

While there was enough statistical power in the sample to assess tobacco use by country/non-country, there was not enough power to further stratify that comparison by brand awareness.
LESSONS LEARNED

Treat recruitment like a campaign

Digital recruitment is efficient - with limitations

Chatbot support warm transfer, pre screening, and gave survey a voice
Any Questions?
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