

# Alaska Native Tribal Health Consortium Launches Vaping Prevention Campaign for Parents and Teens

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## Introduction:

In Alaska, smoking cigarettes among Alaska Native teens decreased significantly from 62% in 1995 to 18% in 2017. However, in less than a decade, vaping rates among youth (including Alaska), have risen drastically. Data also shows that teens, who reported not smoking cigarettes, are now vaping (Alaska Youth Risk Behavior Survey, 2017). This trend is concerning for Alaska because it has the potential to stall or reverse significant progress made in tobacco prevention.

## Project Description:

In response to the increasing use of vaping among youth, the Alaska Native Tribal Health Consortium (ANTHC)



launched a vaping prevention campaign that includes a comprehensive website with resources for both youth and parents. Website resources include harms of vaping, quit vaping, and to help parents talk to their children about the risks associated with vaping. The campaign also includes digital and print media that are shared through various social media platforms such as Facebook, Instagram, and Snapchat. The campaign titled *Indigenous and Free* capitalizes on Alaska Native pride and empower youth to be vape free. The campaign also highlights traditional activities and practices

within Alaska Native culture, including harvesting, traditional dance, and Native Youth Olympics. The campaign hopes to share the message that commercial tobacco use (including vaping) is not safe, and is not part of Alaska Native culture. For vaping prevention resources, please visit <http://www.anthc.org/vaping>, campaign at <http://www.anthc.org/befree> and video at [https://www.youtube.com/watch?v=x94tdvVodB8&list=PLTP\\_b4Ora7roKG5SfAU7rjXoEIUlf5b9L&index=6&t=0s](https://www.youtube.com/watch?v=x94tdvVodB8&list=PLTP_b4Ora7roKG5SfAU7rjXoEIUlf5b9L&index=6&t=0s)

For more information about ANTHC Tobacco Prevention Program, please contact us at 907-729-4343, or email at [tobacco@anthc.org](mailto:tobacco@anthc.org).

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Crystal Meade has worked for ANTHC since October 2005, and has been in various positions as the Clinical Coordinator for the Growing Up Tobacco-Free Project, as the Tobacco Cessation Coordinator, and also assisted with Phase 2 of the MAW (Motivating Tobacco Cessation in Pregnant Alaska Native Women) Study. Currently, she serves as the Program Manager for the ANTHC Tobacco Prevention Program. She received her bachelor degree from the University of Alaska Anchorage and is currently working on her MPH.

Crystal was born and raised in Anchorage, and is part Tsimshian Indian with family originating from Southeast Alaska (Ketchikan/Metlakatla). In her free time, she enjoys spending time with her family doing various activities such going on family road trips, and outdoor activities.