

Case Study III

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What should Meghan think about as she considers how to target 18- to 24-year-old young women with an anti-smoking campaign?

Meghan should find the progression and development of young adulthood to understand the idea of peer pressure that targets their health. “Young women experience many of the same health threats that affect them as adolescents, including drug and alcohol use, smoking, violence (such as date rape), risky sexual behaviors, poor nutrition, and lack of exercise. (Alexander, LaRosa, Garfield, and Bader, pg. 54)”

This evidence shows that Meghan needs to target young adults between 18 to 24 year-olds to create an anti-smoking campaign, she would classify two solutions, such as the location of the target audience to reveal to her campaign, understand the health risks of smoking and tobacco, and educate the media of smoking.

What messages do you think would resonate? What are good ways to get those messages out?

Meghan needs to find at least two strategies to find a solution. She needs to adapt to seek a problem that involves motivational awareness among young women neither personal nor community interaction to encourage them to observe the consequences of tobacco. Every outcome appears the side effects on their health and their families to educate them properly with perception. A genuine rehabilitation center would support young adults to create a better arrangement to find appropriate counseling. She needs to use an anti-smoking campaign to support viewers to stop smoking.

Who would be good spokespeople for the campaign and why?

Truth Initiative would be good spokespeople for the campaign. “Truth Initiative is America’s largest nonprofit public health organization committed to making tobacco use and nicotine addiction a thing of the past. We investigate, expose and amplify the truth about

smoking, vaping, and nicotine through groundbreaking research and policy studies, our award-winning truth campaign, community activism and engagement, and innovation to end tobacco use. (Truth Initiative, 2022)”

Truth Initiative educates young people. “Truth Initiative conducts groundbreaking research and policy studies, gives young people the facts about smoking, vaping, nicotine and the tobacco industry, engages individuals and groups to make change in their communities, innovates new ways to end tobacco use and joins forces with collaborators committed to making tobacco use and nicotine addiction a thing of the past. In short: we seek, speak and spread the truth about tobacco smoking, vaping, nicotine. (Truth Initiative, 2022)”

Truth Initiative saved young people’s lives. “Our work has prevented millions of young people from becoming smokers, including 2.5 million between 2015 and 2018 alone. We believe a culture where young people reject smoking, vaping, and nicotine can be achieved within this generation — and we won’t stop until we create a future where tobacco use and nicotine addiction are a thing of the past. (Truth Initiative, 2022)”

Truth Initiative supported college and university students to stop tobacco. “Helping colleges and universities quit tobacco: Ninety-nine percent of smokers try their first cigarette before age 26. We partner with colleges to stop young adults from using tobacco before they start, awarding grants to institutions to adopt a 100% tobacco/vape-free campus policy. (Truth Initiative, 2022)”

Why do you think smoking rates are rising in this age group? How would you go about answering the question of why?

I think smoking rates are rising in this age group to prevent death to start living. “The American Lung Association has advocated for increasing the age of sale for tobacco products

from 18 to 21 because it will help save lives. In December 2019, the legislation was included in the federal year-end legislative package and passed by both houses of Congress. President Trump signed the bill into law on December 20, 2019, and it immediately took effect. (American Lung Association, 2020)”

There are three reasons why young adults create a habit of smoking. “First, young adults are at risk for established smoking (i.e., having smoked more than 100 cigarettes in a lifetime and on at least 20 of the last 30 days). Second, young adulthood is a pivotal period for smoking behavior. Patterns of smoking among young adults are influenced by the significant life transitions that occur during this time. Dramatic changes in social networks, living arrangements, and school or work settings increase susceptibility to smoking. As young adults’ transition to marriage, parenthood, and occupational roles, tobacco use may either be rejected or become an established addiction. Finally, smoking behavior among young adults is predictive of smoking in later years. A longitudinal study examining the natural history of smoking from adolescence to adulthood found that among those who smoked as young adults, 72% were adult smokers. (Green, McCausland, Xiao, Duke, Vallone, and Healton, 2007)”

Many participants between the ages of 18-24 considered themselves as smokers. “An estimated 23.4% of young adults aged 18–24 years in the United States were self-reported current smokers in 2003. The current smoking prevalence among non–college-educated young adults was twice that among college-educated young adults (30.0% vs 14.2%, respectively). In addition, the daily smoking prevalence of the non–college-educated population (24.4%) was more than double that of the college-educated population (9.0%) (Green, McCausland, Xiao, Duke, Vallone, and Healdton, 2007)”

Conclusion

Meghan needs to find sources on why women are obsessed with smoking and how to create an advertisement to advocate quitting smoking or tobacco. Truth Initiative would be useful to be good spokespeople for the anti-smoking campaign because they found sources to encourage others to start their new journey. The smoking rate helped people to save lives. Young participants called themselves as “current smokers” to develop an addiction to smoking. These “smokers” enjoyed this kind of behavior for three reasons.

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