

## Problem Statement



**ELECTRONIC CIGARETTES** OR VAPING HAVE BECOME INCREASINGLY POPULAR, ESPECIALLY AMONG THE **YOUTH POPULATION**, BUT IT COMES WITH POTENTIAL HEALTH RISKS. MANY PEOPLE **STRUGGLE TO QUIT** VAPING DUE TO **ADDICTION**, AND THERE IS A NEED FOR EFFECTIVE SUPPORT TO HELP THEM QUIT. THE LACK OF KNOWLEDGE AND RESOURCES TO QUIT VAPING IS A SIGNIFICANT ISSUE THAT NEEDS TO BE ADDRESSED.

## Objectives



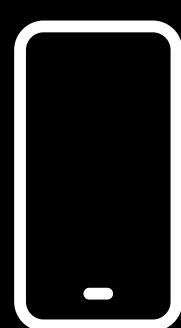
- **INCREASING KNOWLEDGE:** TO EDUCATE UNIVERSITY STUDENTS ABOUT THE HEALTH RISKS ASSOCIATED WITH E-CIGARETTE USE, INCLUDING RESPIRATORY AND CARDIOVASCULAR ISSUES, ADDICTION, AND FINANCIAL BURDEN.
- **CHANGING ATTITUDES:** TO CHANGE STUDENTS' ATTITUDES TOWARDS E-CIGARETTES AND CREATE A CULTURE OF DISAPPROVAL TOWARDS THEIR USE, REDUCING THE SOCIAL PRESSURE TO VAPE.
- **ENCOURAGING BEHAVIOR CHANGE:** TO MOTIVATE STUDENTS TO QUIT VAPING OR PREVENT THEM FROM STARTING BY PROVIDING ARTISTIC GUIDELINE TO IMPEDE THE NEGATIVE EFFECTS OF E-CIGARETTES

## Target Audience

- **DEMOGRAPHIC:**
  - **AGE:** 17-25
  - **GENDERS:** ALL GENDERS
  - **OCCUPATION:** UNIVERSITY STUDENTS
- **PSYCHOGRAPHIC**
  - PEOPLE THAT ARE LOOKING FOR **ALTERNATIVE TO CIGARETTE**
  - PEOPLE THAT USES THE **ELECTRONIC CIGARETTE**
  - HOW **LONG** DID THEY **USE** THE ELECTRONIC CIGARETTE
  - **STRESS AND BURNOUT** LEVELS ARE HIGH

## Methodology

- OUR RESEARCH METHODOLOGY WILL INCORPORATE BOTH **PRIMARY** AND **SECONDARY** SOURCES. WE WILL SEND OUT A **SURVEY** TO PEOPLE FROM THE RESPECTIVE AGE. INCLUDED IN THE SURVEY ARE MAINLY MULTIPLE CHOICE QUESTIONS THAT WILL AID IN NARROWING DOWN THE UNDERLYING PROBLEMS. IN INITIAL STAGES, THIS METHOD IS THE MOST SUITABLE FOR IDENTIFYING THE ISSUE AND KEY PUBLICS. FROM THAT WE START INTERVIEWING FROM A SELECTED FEW CANDIDATE FROM SMOKERS AND NON-SMOKERS.
- AFTER THAT WE CONPILE THAT DATA AND CROSS CHECK THAT WHICH COMMUNICATION PLAN WOULD WORK WITH OUR IDEA. IN RESULT, WE BELIEVE THAT TIKTOK IS THAT BEST SOCIAL MEDIA PLATFORM TO CONNECT TO UNIVERSITY STUDENT IN THE MOST EFFECTIVE AND FASTEST WAY



**SCAN  
ME!**



**RELAX  
AGENCY**



## Communication Strategies



### AUDIENCES PARTICIPATION

- EDUCATE THE AUDIENCE ABOUT THE FINANCIAL ISSUE THAT HOW THEY SPEND ON THE E-CIGARETTE.
- EDUCATE THE AUDIENCE ON HOW MUCH THEY WOULD PAY IN THE FUTURE FOR THE MEDICAL FEES THAT THEY WOULD FACE.
- ENCOURAGING ELECTRIC SMOKERS TO STOP SMOKING, USING VISUAL AIDS ON THE RESPIRATORY SYSTEM SHOWING BOTH THE DAMAGE ON THE LUNGS AND COST OF TREATMENT.



## Communication Plans



-RELAXEDAGENCY



- RAISING THE AWARENESS OF THE E-CIGARETTE ABOUT THE FINANCIAL BURDEN THEY WILL FACE.
- CHALLENGE OF HOLDING YOUR BREATH TO SEE HOW CLEAN YOUR LUNGS ARE.
  - TO PROVE THAT NON-SMOKER CAN HOLD THEIR BREATH THE LONGEST.

## Evaluation Plan

**FOLLOWERS:** THE NUMBER OF PEOPLE WHO HAVE SUBSCRIBED TO YOUR TIKTOK ACCOUNT.

**VIEWS:** THE NUMBER OF TIMES YOUR VIDEOS HAVE BEEN VIEWED BY USERS.

**ENGAGEMENT RATE:** THE PERCENTAGE OF YOUR FOLLOWERS WHO INTERACT WITH YOUR VIDEOS BY LIKING, COMMENTING, OR SHARING.

**SHARES:** THE NUMBER OF TIMES YOUR VIDEOS HAVE BEEN SHARED BY OTHER USERS.

**COMMENTS:** THE NUMBER OF COMMENTS LEFT BY USERS ON YOUR VIDEOS.

**LIKES:** THE NUMBER OF LIKES YOUR VIDEOS HAVE RECEIVED.

**AVERAGE VIEW DURATION:** THE AVERAGE LENGTH OF TIME USERS WATCH YOUR VIDEOS.

## Result



- E-CIGARETTES OR VAPING DEVICES HAVE BECOME INCREASINGLY POPULAR AMONG YOUNG PEOPLE, BUT THEY COME WITH POTENTIAL HEALTH RISKS, FINANCIAL BURDEN AND NICOTINE ADDICTION. QUITTING VAPING CAN BE CHALLENGING DUE TO THE LACK OF KNOWLEDGE AND RESOURCES AVAILABLE TO SUPPORT INDIVIDUALS TRYING TO QUIT. WITH OUR COMMUNICATON PLAN WE CREATE A PLATFORM FOR INDIVIDUAL TO EASILY GAIN KNOWLEDGE WITH EASE OF ACCESS THROUGH SOCIAL MEDIA.
- OUR SOCIAL MEDIA EFFORTS HAVE BEEN SUCCESSFUL, WITH OUR OFFICIAL TIKTOK ACCOUNT GAINING 206 NEW FOLLOWERS, AND OUR CONTENT RECEIVING AN OVERALL VIEW COUNT OF 4,920, 308 LIKES, AND 5 SHARES.