

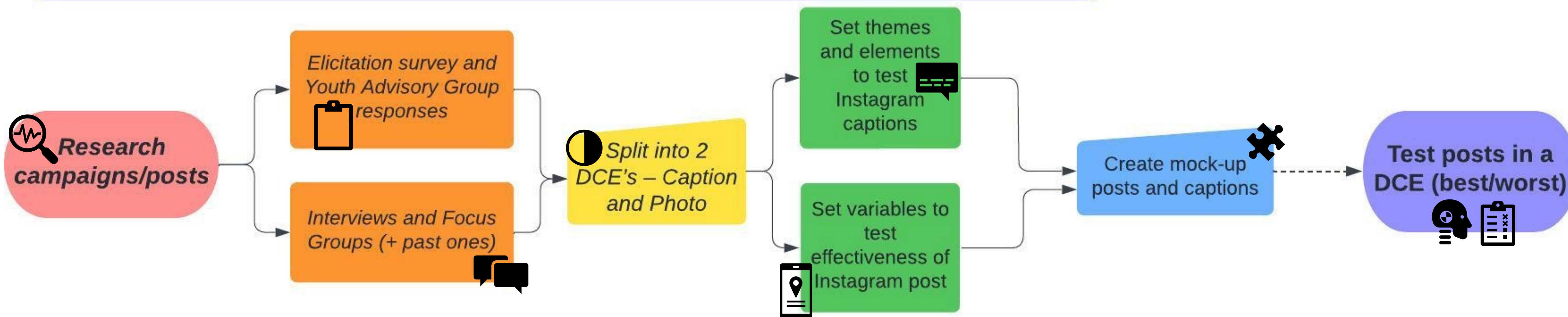
# Proud To Be Vape Free: An Instagram Campaign for LGBTQ+ Teens

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## BACKGROUND

- Project SMART (July 2021-April 2026)
- Objective: Evaluating effectiveness of anti-vaping social media messages targeting sexual gender minority youth (LGBTQ+ ages 13-18) to prevent vaping initiation.
- Currently: Working towards creating posts and captions to use in a discrete choice experiment
- Apply collected data towards creating a tailored anti-vaping campaign on Instagram (@ProjectSmart1)
- Social Implication: reduce tobacco use and tobacco-related health disparities in SGM populations

## Methods Working Towards the Discrete Choice Experiment



Key Takeaways		Key Takeaways	
Instagram	TikTok	Interviews/Focus Groups	Youth Advisory Committee
<ul style="list-style-type: none"> <li>- Aesthetics (Coloring)</li> <li>- Non-shameful/stigmatizing messages</li> <li>- Niche vs General topics</li> <li>- Informative Carousels</li> <li>- Engagement</li> </ul>	<ul style="list-style-type: none"> <li>- Org/Co. accounts receive little engagement</li> <li>- Influencer Sponsorships vs Advertisements</li> <li>- Short and to the point</li> <li>- Clarity</li> </ul>	<ul style="list-style-type: none"> <li>- Caption length</li> <li>- Clear purpose/goal</li> <li>- Personal/influencer story</li> <li>- Using trending topics</li> <li>- Post regularly</li> <li>- Provide resources</li> </ul>	<ul style="list-style-type: none"> <li>- Rainbow washing/Overt Advertising</li> <li>- Capitalization</li> <li>- Pastel Coloring (Bi lighting)</li> <li>- Vocab and eye-catching statistics</li> <li>- Posts including SGM youth or influencers</li> </ul>

## NEXT STEPS

- Creating 63 caption variations and 64 photo posts variations
- DCE in Fall 2022
  - 600 youth; online experiment
  - Identify the most and least preferred social media messages (images, caption, etc.)

## What I've Learned

- Qualitative Research Methods in the Communication Field
  - Survey/Interview/Committee
- About Various Health Communication Theories and Models
  - Culturally Tailoring
  - Message Framing (Gain/Loss)
- Hand Creation and Design of Campaign Posts and Test Posts
  - Instagram, Canva, Notability, Word

## Acknowledgments

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## DISCUSSION

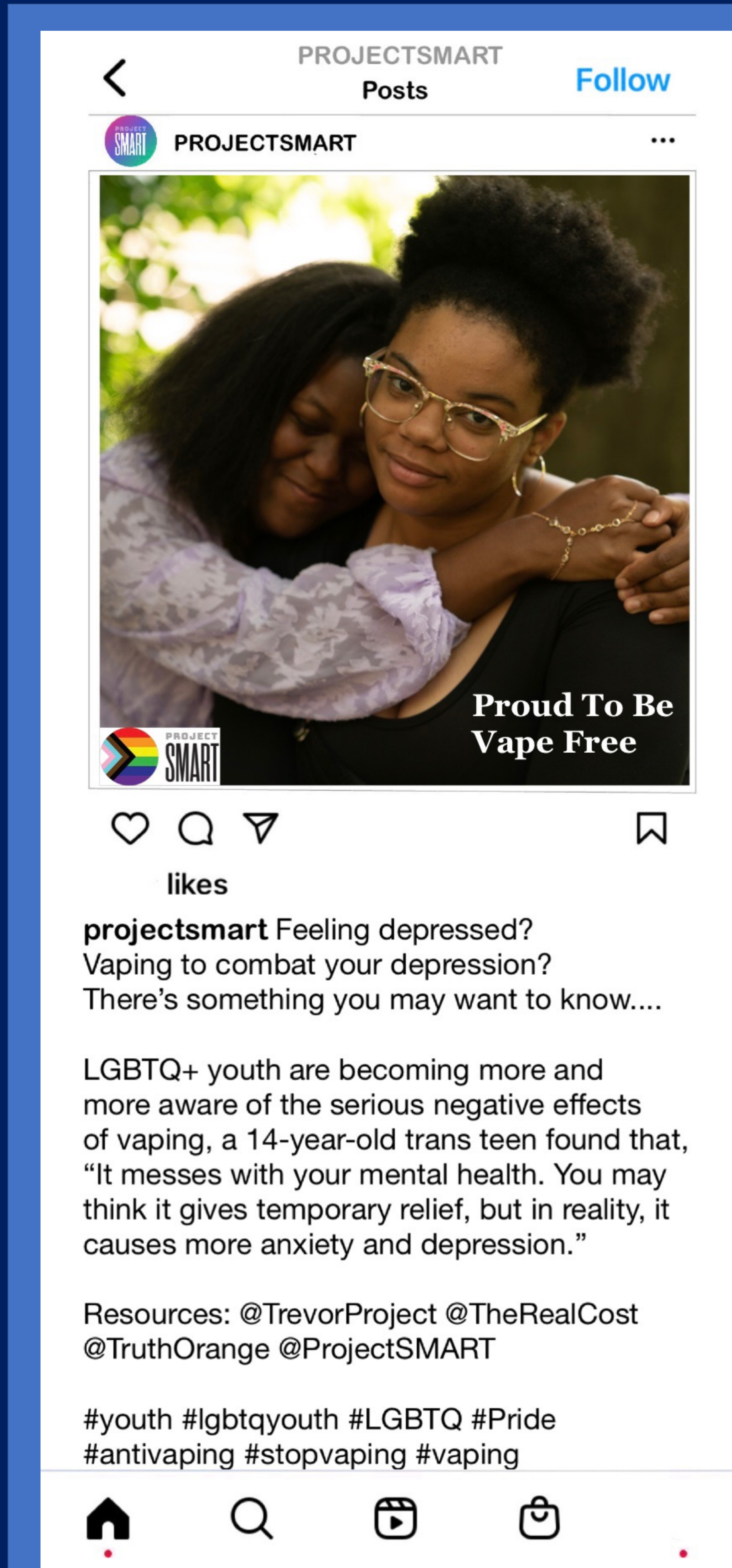
- **PHOTO DCE**
  - Photo/Graphic/Other
  - SGM/Non-Tailored
  - Slogan
  - Logo Type
- **CAPTION DCE**
  - Theme
  - SGM/Non-Tailored
  - Fact/Quote
  - Gain/Loss
  - (Quotes from Survey)

## DCE Caption Themes

1. Physical Health –General
2. Physical Health –Lung/Respiratory
3. Mental Health –Stress
4. Mental Health –Depression/Anxiety
5. Socialization –Peer Pressure/Fitting in
6. Financial Cost
7. Addiction
8. Getting into Trouble/Getting Caught

## Project SMART

Professor Andy Tan  
Annenberg School for Communication  
(Associate Professor of Communication  
Director, Health Communication & Equity Lab)



Project SMART: Social Media Anti-vaping Messages to Reduce ENDS Use Among Sexual and Gender Minority Teens

