



U.S. FOOD AND DRUG ADMINISTRATION

Next Legends: Research Overview



The FDA's latest tobacco prevention campaign, **Next Legends**, was developed to prevent and reduce tobacco use among American Indian and Alaska Native (AI/AN) youth, ages 12–17, who are at risk for using e-cigarettes. The campaign was specifically designed to appeal to AI/AN teens because the Native youth population demonstrates higher tobacco susceptibility and tobacco use, and a tendency toward earlier initiation, than their non-Native peers. With FDA's ultimate goal to reduce disease, disability, and death related to tobacco use, **Next Legends'** unique branding and tailored messaging is meant to educate AI/AN youth on the harmful effects of tobacco products and inspire a new generation to live Native strong and vape-free.

FORMATIVE RESEARCH

The Next Legends campaign is grounded in a multi-phase, iterative research process and uses evidence-based practices to prevent and reduce tobacco use.

The FDA conducted robust formative research to develop effective messaging to reach AI/AN youth. Strategies included:

An extensive literature review and analysis to identify messaging needs and unique cultural considerations for commercial tobacco use prevention efforts

Consultation with AI/AN community members and other experts in Native culture, media, and public health research

Focus groups with AI/AN youth ages 12 to 17 across regions of the U.S. (25 focus groups, n=168). Native community partners, along with local research panels, were involved in planning and recruitment. An initial research phase explored tobacco use attitudes, behaviors, and promising messaging themes, followed by a second phase that assessed perceptions of draft advertising concepts, brand names, and logos.

ACKNOWLEDGEMENTS

Next Legends was made possible by the adult and youth community members who contributed in numerous ways during the campaign's development. The FDA would like to thank the youth participants who generously shared their time and thoughts in surveys and discussion groups, in addition to the many Native-serving organizations that provided guidance and access to their communities.

<https://www.fda.gov/Tobacco-Products>

U.S. Department of Health and Human Services

U.S. Food and Drug Administration

Paid for by the U.S. Food and Drug Administration.

