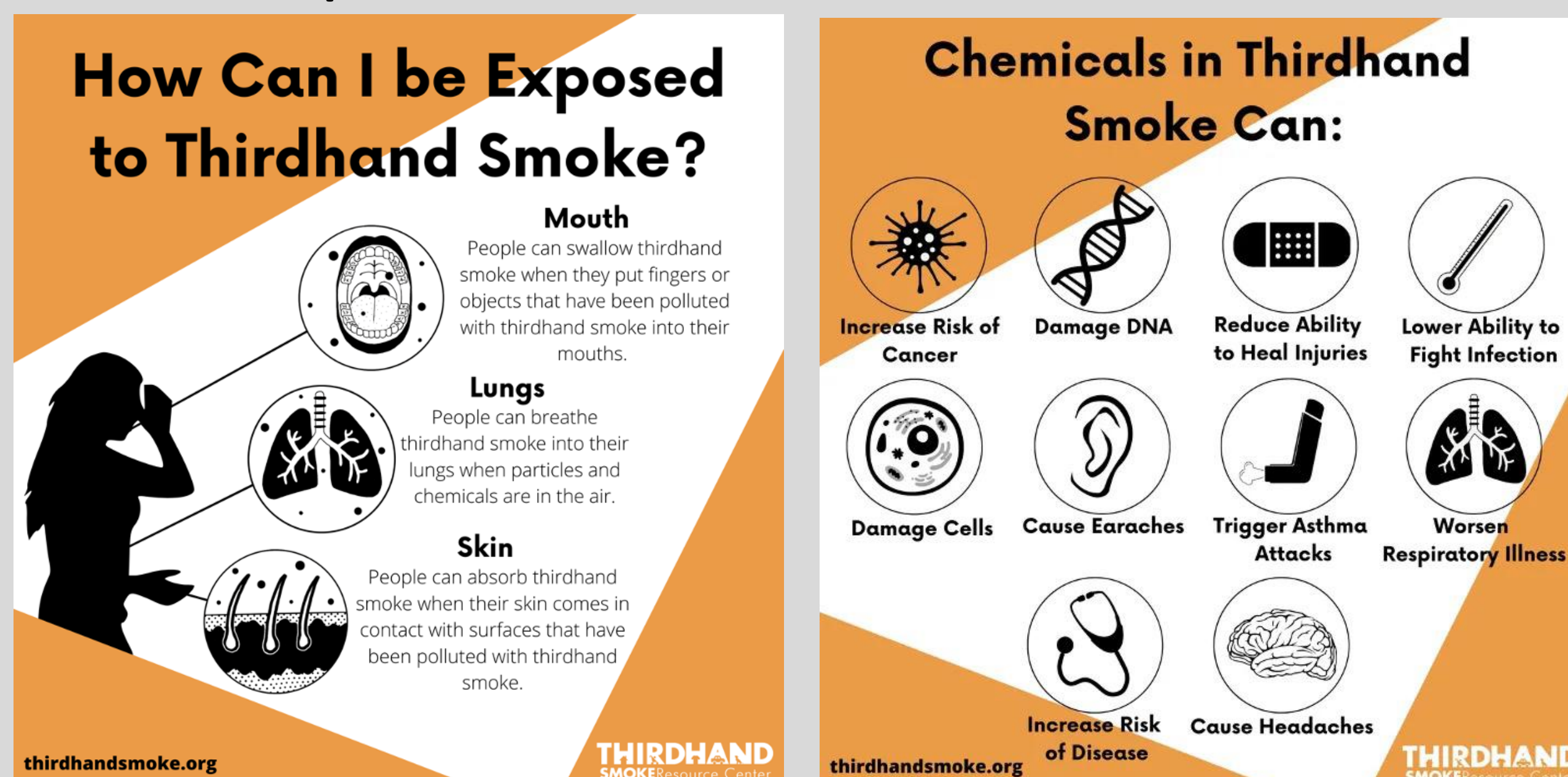


BACKGROUND

What is Thirdhand Smoke (THS) Residue?

- Mixture of toxic chemicals left behind after someone smokes
- Sticks to surfaces, accumulates in dust, and becomes embedded in furniture and fabrics
- THS persists in environments for months to years after smoking stops
- People recognize THS by the stale tobacco odor or discolored stains, yet most do not make the connection between these experiences and the term THS

Risks of THS Exposure



- Communities most targeted by the manipulative tactics of the tobacco industry experience the greatest risk of THS exposure and its affiliated health effects.

PURPOSE

To address gaps in knowledge about THS-related risks among communities that have been historically and disproportionately affected by tobacco use and tobacco-related diseases.

- California's Tobacco Endgame Initiative identified Black, Hispanic, Asian/Pacific Islander (AAPI), and LGBTQ+ communities as among the most vulnerable to tobacco-related harm

This project utilized focus group feedback from these four communities to develop THS educational videos that would improve THS-related knowledge.

MESSAGE DEVELOPMENT OVERVIEW

- Preliminary data to establish community perceptions and experiences among California adults who identify as members of one of the four communities
 - 88 focus group sessions
 - Thematic analyses revealed unique themes from each community regarding THS-related awareness, knowledge, and risk perceptions.
 - Identified themes were used to iteratively develop message stories that would resonate with specific community members
 - 1,444 survey responses
 - Descriptive analyses identified THS-related knowledge gaps and terminology use

PHASE 1: Brainstorming

- Approximately 20 messages (per community) were pitched with a single static image and a general story idea
- Through meetings with the message developers and project lead, 11-15 messages (per community) were selected to move to phase 2

Example from the Black Community

- **Focus group data** - Participants discussed memories with family members who were smokers, reminiscing on stained walls and furniture, or THS odor in their homes.



- **Potential script** - "memories can be good, and we need to remove"

- **Preliminary video idea** - start with a grandparent/parent sitting on the sofa and then show the room progressing over the years with worsening THS exposure stains on walls and furniture. Grandparents could move out of the house, showing the clean walls behind where the couch was.

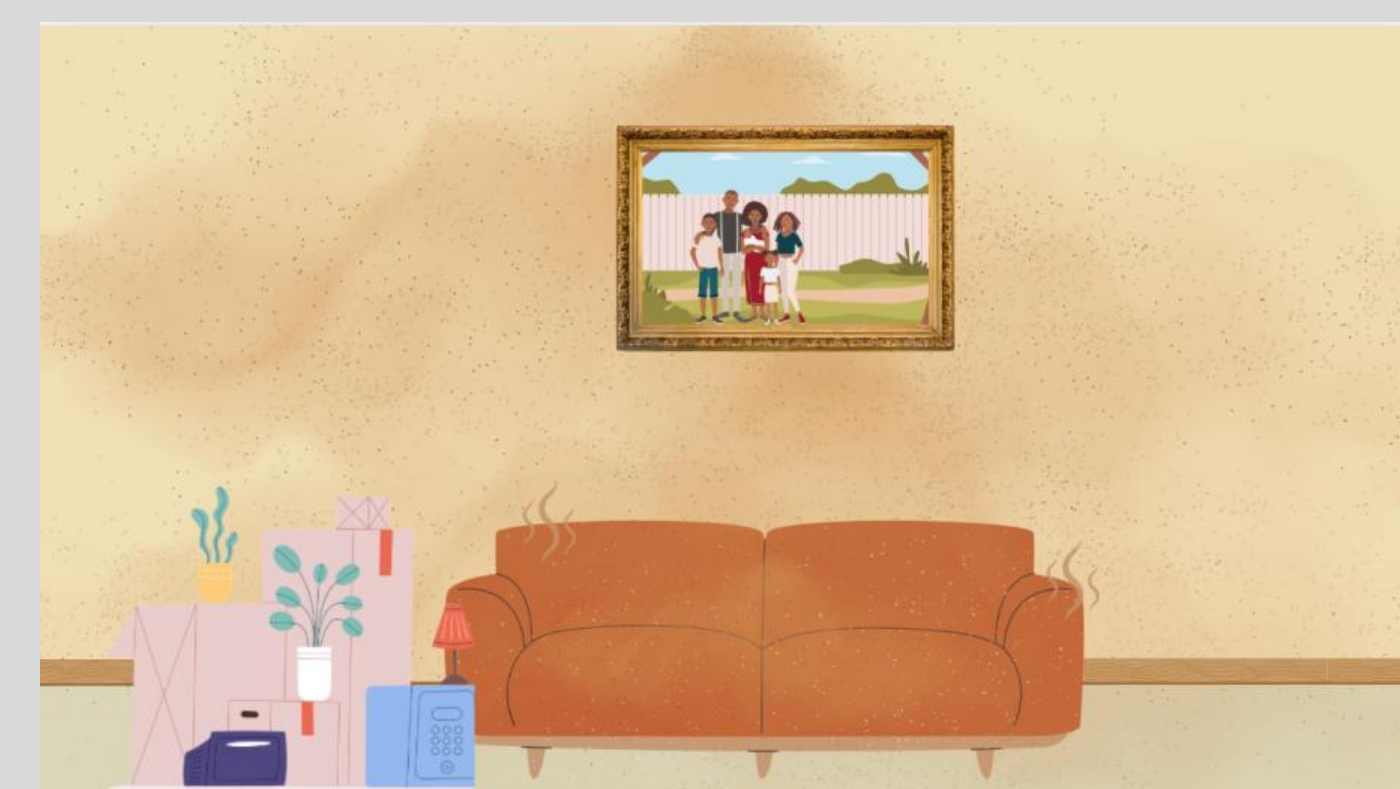
PHASE 2: Expanded Pitches

- Creation of multiple message frames (3-5) where the first, middle few, and last images of the story were created to present the idea and narrative script to the full project team
- Following six meetings of iterative review, 5-7 story frames per community were selected to move to phase 3



Frame 1 Draft Script

- "We love past generations of our family and the memories we made with them"



Frame 2 Draft Script

- "But we know more now. Their behaviors can still impact our health today"



Frame 3 Draft Script

- "Don't leave their tobacco residue in your home"

PHASE 2 - CONTINUED

Frame 1 Draft Script

- "My mom used to spray perfume after she smoked in the house"



Frame 2 Draft Script

- "But it didn't mask the smell of old smoke, and the smell would always come back. It also didn't remove the toxic particles"



Frame 3 Draft Script

- "[Call to action]"



PHASE 3: ~30 Second Video Draft

- Animated video, formatted as a cartoon with narrated storytelling, intended for posting on YouTube.

- The investigative team completed a final review and determined which videos would progress to pilot testing.



- In May 2025, draft message videos were pilot tested in Prolific, an online participant recruitment system, with California adults who identify as a member of one of the four target communities. A total of 1,500 participants completed the pilot survey, identifying four messages per community to be used in a YouTube educational campaign.



Scan to watch video!

IMPLICATIONS OF FINDINGS

- This project used evidence-based materials to ensure effective engagement of communities that have been historically targeted by the tobacco industry.
- Created educational videos to inform members of these communities regarding the harms and risks of THS exposure.
- Provides a framework for using qualitative community data to develop meaningful tobacco prevention messages that resonate with members of underserved communities.