

Proposal for Media Campaign: Reducing Youth/Young Adults Use of Electronic Cigarettes

I. Introduction:

We invite experienced and creative contractors to submit proposals for a comprehensive media campaign aimed at reducing the use of electronic cigarettes among youth and young adults. As electronic cigarette usage continues to rise among this demographic, our organization is committed to promoting public health and raising awareness about the risks associated with e-cigarette use.

II. Campaign Objectives:

The primary objectives of this media campaign are as follows:

- Educate youth and young adults about the health risks associated with electronic cigarette use.
- Encourage behavior change by promoting a tobacco-free lifestyle.
- Increase awareness of available resources for quitting e-cigarette use.

III. Target Audience:

The campaign will specifically target individuals aged 13 to 25 located in Champaign County, IL; recognizing the vulnerability of this age group to e-cigarette experimentation and addiction.

IV. Key Messages:

The campaign will focus on the following key messages:

- Health Risks: Communicate the dangers and health risks associated with e-cigarette use.
- Empowerment: Encourage youth and young adults to make informed choices for a healthier lifestyle.
- Resources: Highlight available resources for quitting e-cigarette use and provide support for those seeking to quit.

V. Media Channels:

Social Media: Develop engaging content for platforms such as Facebook, X (formerly Twitter), and Instagram to reach the target audience.

Print Media: Create content for distribution and display on C-U MTD buses and shelters.

Online Publications: Place articles and advertisements in online magazines, newspapers, and other online publications targeting youth and young adults.

Digital Advertising: Utilize targeted digital advertising strategies to reach youth and young adults across online platforms. This may include geofencing technology to deliver ads to

individuals within specific locations where youth and young adults frequently gather (e.g., schools, parks, entertainment venues, and community events). Additional digital advertising options may include display ads, video ads, paid social media promotions, search engine marketing, streaming/OTT advertisements, and in-app advertising to maximize reach and engagement with the target audience.

VI. Evaluation Metrics:

Contractors should propose key performance indicators (KPIs) for assessing the effectiveness of the campaign, including reach, engagement, and behavior change metrics.

VII. Budget:

Contractors should provide a detailed budget outlining costs for creative development, media placement, influencer collaborations, and any other relevant expenses for a period of 12 months.

VIII. Proposal Submission:

Interested contractors should submit their proposals by April 1, 2026. The selected contractor will be notified by April 10, 2026.

IX. Contact Information:

For inquiries and proposal submission, please contact Whitney Greger at wgreger@c-uphd.org.

We look forward to receiving innovative and impactful proposals to address the critical issue of reducing electronic cigarette use among youth and young adults.

Sincerely,

C-UPHD