



## Mass Youth Against Tobacco: Developing a Youth-Driven Website

Presented by  
The Medical Foundation, Boston, Massachusetts

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# What is Mass Youth Against Tobacco?

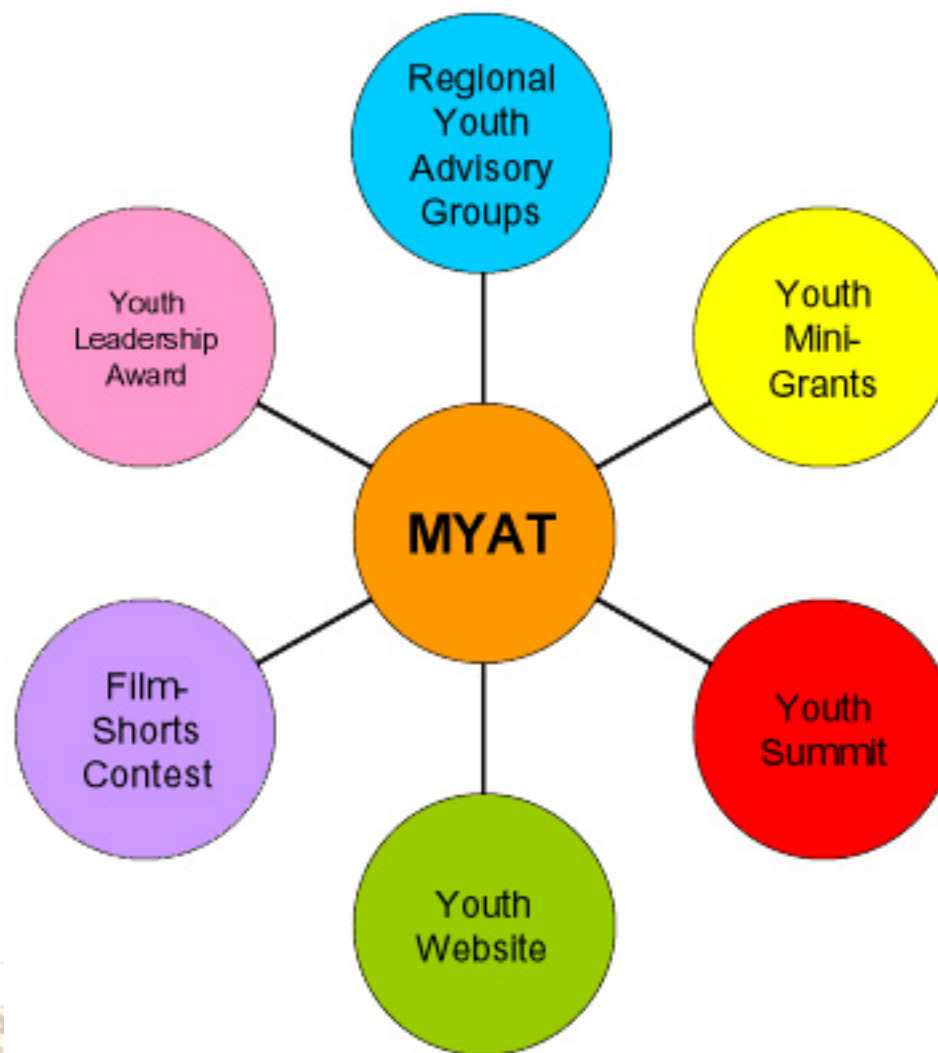


## ► MYAT's mission:

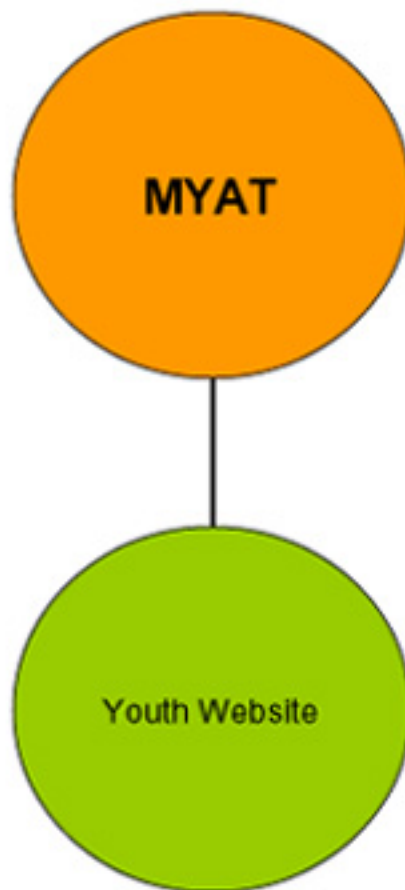
To create a youth-led, statewide movement around tobacco control and prevention in Massachusetts.

MYAT is managed by The Medical Foundation and funded by Massachusetts Tobacco Control Program, MA Department of Public Health

# What is Mass Youth Against Tobacco?



# What is Mass Youth Against Tobacco?



# Youth-guided development process

## Developing the process

- ▶ Website workshop at Youth Summit to brainstorm the development process

## Recommendations

- ▶ Need for youth and adult involvement throughout the process

# Youth-guided development process

## Environmental Scan

- ▶ Evaluated 14 youth websites
- ▶ 3 areas (attractiveness, content, usability)



## Recommendations

- ▶ Easy navigation and interactive features
- ▶ Real youth's photos and stories
- ▶ Specific content areas for different audiences

# Youth-guided development process

## Interviews with other youth website developers

- ▶ Phone interviews with 5 youth tobacco prevention websites

## Recommendations

- ▶ Youth involvement from throughout the state
- ▶ Collaboration
- ▶ Communication

# Youth-guided development process

## Focus groups

- ▶ 7 focus groups statewide (n=49)

## Recommendations

- ▶ Fun and recreational vs. serious and educational
- ▶ Empowerment
- ▶ Interactive features (forum, message boards)
- ▶ Monitoring



# Youth-guided development process

## Discovery session with YAG

- ▶ Mind mapping exercise
- ▶ I.D. badge for anti-tobacco tribe

## Findings

- ▶ “Let kids know that it’s normal not to smoke.”
- ▶ Tobacco is used as a stress-reliever

# Youth-guided development process

## Testing of campaign message

- ▶ “Merchants of cool” exercise
- ▶ Reactions to proposed messages

## Findings/results

- ▶ Youth mindset
- ▶ Fine-tune campaign messages



# Youth-guided development process

## Site map and navigation

- ▶ Learned what terminology worked and related to page content

## Website content

- ▶ Use of slang, humor, social networking

Tip: [urbandictionary.com](http://urbandictionary.com)



# Youth-guided development process

“Focus group” with core web group

- ▶ Identified what appealed, created interest, evoked feelings

Online survey for audience members

- ▶ Identified final website design concept



**the 8ighty 4our .org**

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**yo, it beats smoking.**  
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# Youth-guided development process

## Website usability

- ▶ In-depth, one-on-one interviews with 5 audience members

## Findings/recommendations

- ▶ Appropriate for teens; visually appealing
- ▶ Minor revisions can improve readability, navigability, function

# Introducing the84.org

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Accessible to a broad youth population  
because

there is something for  
everyone!

# Introducing the84.org

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For youth being **introduced** to tobacco control:

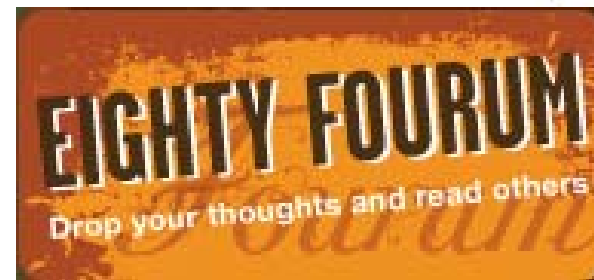




# Introducing the84.org

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For youth **mildly interested** in tobacco control:



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For youth **deeply engaged** in tobacco control:



*The Latest*

The 84 Science  
1200 Shoes

# Special Thanks



- ▶ The Medical Foundation
- ▶ Massachusetts Tobacco Control Program,  
MA Department of Public Health
- ▶ Argus Communications
- ▶ 2006-2007 Statewide Youth Advisory Group  
members