Center for Health Equity
Works in Progress

Tuesday, May 27th, 1:00pm – 2:00pm - lunch provided
717 Delaware, Room 105
RSVP: hoff0511@umn.edu

"The Somali Youth Tobacco Prevention Project: Promoting Tobacco Prevention Using Social Media"

Presented by: Diana DuBois, MPH MIA; Akiko Tanaka, PhD MPH; Abdillahi Ganey; Abdillahi Kahin; Kola Okuyemi, MD MPH

The Center for Health Equity has been partnering with WellShare International for the past five years with the last two years dedicated to promoting tobacco prevention among Somali youth in the Twin Cities as part of the Somali Youth Tobacco Prevention Project. Specifically this project aims to develop culturally tailored tobacco use prevention messaging for Somali youth utilizing social media. In the first phase of this project, three focus groups were conducted with Somali youth to explore factors that influence tobacco use initiation among Somali youth and potential channels of distribution and content of prevention messages. Based on the insights from the focus groups, three tobacco prevention videos were developed. An assessment of the videos was then conducted through performing one-on-one interviews with Somali youth. In the last stage of this project, the videos were posted on Facebook and Twitter in order to examine how the videos spread on social media and to conduct a larger evaluation of the three videos through gathering online feedback from Somali

Works in Progress is a monthly seminar series devoted to discussing minority health and health disparities research topics. The purpose of these seminars is to give researchers a forum to freely discuss their research while still in the developing or formative phases in order to exchange ideas, obtain constructive feedback, and discuss issues that may be common to various projects (e.g., study design issues, recruitment strategies). The goal is to provide an opportunity for researchers with differing backgrounds and expertise but a shared passion for reducing health disparities to sit together and discuss their work.

This seminar is supported in part by a grant from the National Institute on Minority Health and Health Disparities (1P60MD003422) to the University of Minnesota Center for Health Equity