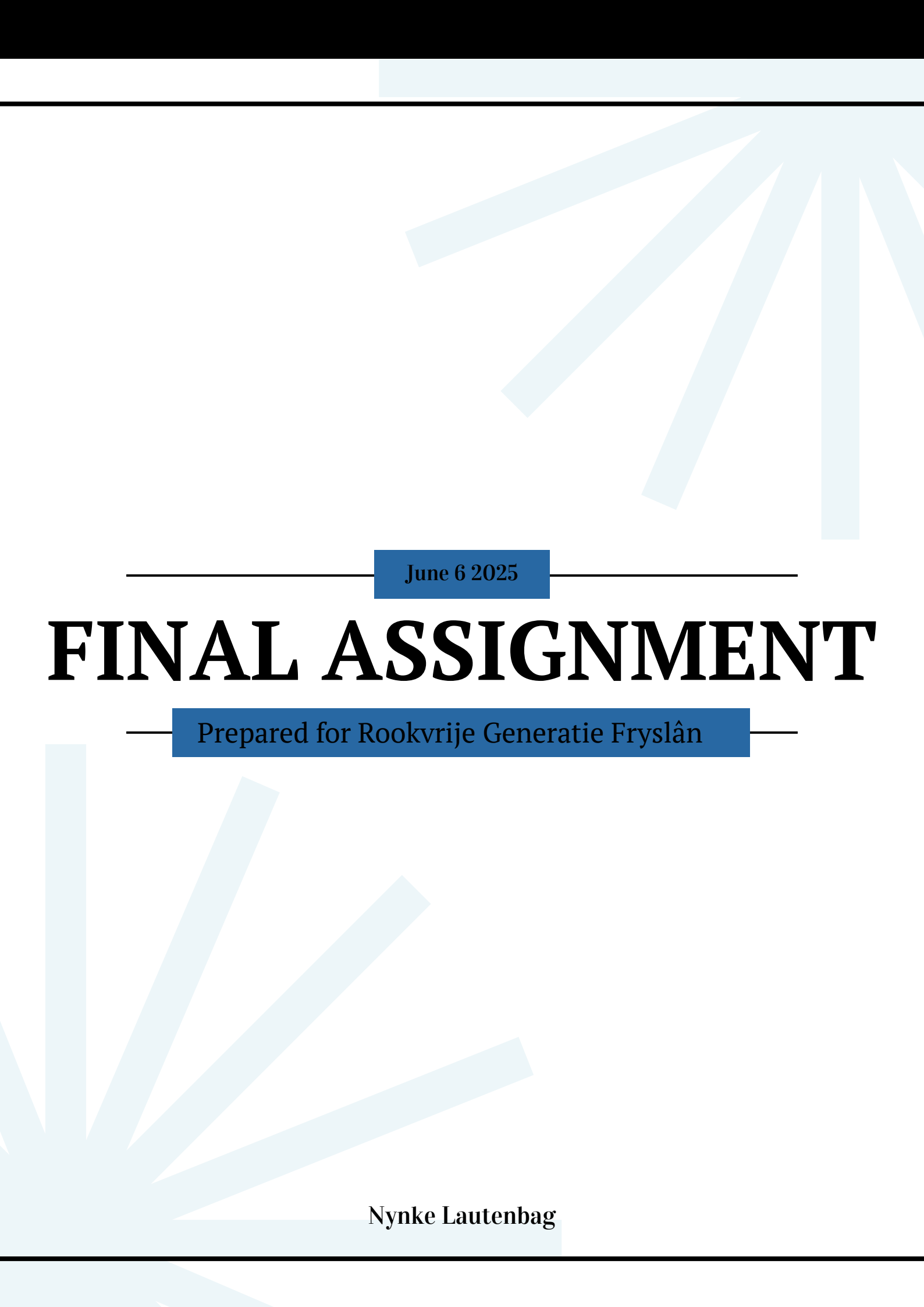




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FINAL ASSIGNMENT

Prepared for Rookvrije Generatie Fryslân

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INTRODUCTION

This document presents a complete content and media strategy to help Rookvrije Generatie Fryslân (RGF) reach a new target group: Frisian parents of adolescents aged 10–20.

It is built on quantitative research among 59 Frisian parents, using validated scale models to research beliefs, attitudes, and behaviors around parenting and conversations about vaping. These insights, together with desk research, are captured in the persona: Baukje Feenstra. Based on customer and client insights, a content domain and a creative concept came to be.

Based on this data, and using the 3H model (Hero, Hub, Hygiene), two content ideas have been developed. The Hero content focuses on emotional awareness-building through video storytelling, while the Hygiene content gives parents practical tools and conversation starters they can save and share.

The campaign is supported by two PES(O) models, including concrete tactics for Paid, Earned, Shared, and Owned media. It includes advice on paid advertising (Facebook and Instagram), community engagement (with partners and followers), organic growth strategies, and a critical recommendation to build a dedicated landing page for content and resources. In the workflow is made clear who does what in what time. In the strategic advice is an advice to hire an intern. That possible intern is taken in account in the workflow.

To ensure effectiveness, the strategy also provides KPI recommendations, with clear guidance on how RGF can monitor, optimize, and scale the strategy. This is a flexible, low-barrier strategy tailored to RGF's structure and goals, designed to provide the target audience with tools to initiate and sustain open conversations about vaping.



Declaration of own work

I hereby declare that the content presented in this document is entirely my own work. All sources used have been appropriately cited and referenced. I have not copied or used unauthorized assistance during the development of this project. This work has not been submitted for any other course or academic purpose.

A handwritten signature in blue ink, appearing to read 'Nijntje'.



STRATEGIC PRINCIPLES

Who is Rookvrije Generatie Fryslân?

Rookvrije Generatie Fryslân (RGF) is a non-profit program led by GGD Fryslân, with the mission that no child starts smoking by 2040. Their overall content objective is to make smoke-free the norm. The program, based in Sneek, is coordinated by Akke Hofstee and Jantsje Heeringa. RGF works alongside its national counterpart Rookvrije Generatie (RG) in Utrecht to create smoke-free environments where children can grow up safely, such as schoolyards, sports fields, and playgrounds.

In addition to prevention, RGF also supports those trying to quit smoking. Through partnerships with municipalities, schools, sports clubs, and local communities, the initiative is rooted in Friesland. They try to protect children from both direct and indirect exposure to smoking. RGF adapts its approach per project, meaning the target audience can vary. The focus on making all child-related spaces smoke-free has intensified since 2022: with growing support from parents, educators, coaches, and healthcare professionals.

Communication and online presence*

Akke Hofstee manages RGF's social media channels. Currently without a fixed content strategy or calendar. Coordination with the communication department of GGD Fryslân can be a challenge, which led to RGF launching its own social platforms. They struggle to agree on a focus for the content. RGF also struggles with timely responses to national campaigns due to a lack of advance notice, leaving little room to tailor or prepare content. The budget for marketing is between €500 to €1000 annually, excluding salary.

Website

RGF does not have its own independent website. Instead, their information is housed within the GGD Fryslân website. Akke Hofstee has expressed the wish to have platform for RGF, but currently, they are limited by the broader accessibility guidelines of GGD Fryslân. All online content must meet standards for audible readability, meaning that, for example, PDF files cannot be uploaded, restricting the type of materials they can share.



*What does the brand look like?**

RGF has a brandbook for visual elements in their content. This book is composed by GGD Fryslân and is used by multiple organizations under GGD Fryslân. The national organization has their own brandbook.

Imagery RG

The imagery of the national counterpart of RGF is enthusiastic, positive and inspiring. They want to connect and invite in their communication. They do not use stockvideos, because they do not want to be associated with a phony world. Their color use is fresh, joyful and clear. A lot of times they use their 'expression tiles', like seen in the image below, to communicate that organizations are smoke-free. They never use prohibition signs.

Language RG

They speak of e-cigarettes, rather than vapes. To go against the tobacco industry they make no difference in vapes and cigarettes. They always communicate in a positive tone of voice and they talk about smoke-free, not prohibitions.

Personality of RGF

With their content they want to radiate feelings of joyfulness, for everything that they have achieved and care and worry about parents and children that are affected by the influences of smoking and vaping. They also are worried about new developments in the industry.

Color use RGF

These are the colors RGF uses in their content. That is decided by GGD Fryslân. These colors are also used in this document.



What is RGF's online situation?*

Organizational context:

RGF website → part of GGD Fryslân's website

- No own website, so there is limited autonomy
- Despite the strong mission, regional visibility is low

Campaigns and collaborations

National campaigns on vaping: Artsen Slaan Alarm (2023)

Regional: Rookvrije Generatie Award Fryslân (only unique, successful local initiative)

If Rookvrije Generatie Fryslân wishes to engage parents of adolescents more effectively, especially through online content, there is an opportunity to improve visibility, consistency, and creative communication. Their online presence is minimal, posting is inconsistent, engagement is low, and content lacks cohesion in tone, style, and frequency. With their strong mission and a good strategy they could grow more.

Online presence and content consistency

RGF's social media channels show minimal engagement and inconsistent activity.

- Instagram: 144 followers, low posting frequency, little interaction.
- Facebook: 103 followers, mostly reposted content, irregular activity.
- LinkedIn: no presence.

This suggests a lack of original, local content that invites interaction or builds community.

Tone and content style RGF

The tone across channels is generally supportive and personal (some captions in first person), with a focus on positive motivation. They have used UGC-content and they sometimes make use of Call To Actions. The tone of voice in the captions varies. Content lacks a structured link between posts and the website, and does not reflect a consistent visual or strategic identity.

GGD Fryslân's digital reach

While GGD Fryslân has larger platforms, interaction remains weak.

- Instagram: 1550 followers, low engagement (avg. 12 likes, 0 comments).
- Facebook: 9300 followers, low interaction relative to reach.

The content is mainly focussed on actuality. Their tone of voice is personal and their focus is broad.

Landscape analysis*

Because RGF is a non-profit organization, and they work with a lot of different organizations, they do not have direct competitors. The lines between competition, collaboration and inspiration are blurred. Therefore only some strategic insights are presented below.

Gap between information and placement in time

Several national and partner platforms, such as Rookvrije Generatie (2024), Helder Opvoeden (2021), and Gezond Leven (z.d.), already offer structured tools like tip lists and conversation starters. However, most of this content is didactic and general. What is missing is content that focuses on the emotional timing and context of conversations: when to talk, not just how.

Need for a local, relatable tone

Many available resources adopt a formal, institutional tone of voice. Local, emotionally resonant narratives, particularly rooted in Frisian daily life and language, are absent in the current landscape. Platforms like Trimbos and Nji offer strong national frameworks, but leave a gap in localized emotional storytelling and timing-based conversation tools. The social media presence of many key players is weak or underutilized, especially in Friesland.

Opportunity for RGF

This leaves a strategic gap which RGF can fill: emotionally relatable, Frisian-rooted content that supports parents in knowing when and how to start conversations. By focusing on visual storytelling, local culture, and low-threshold tools, RGF can complement national efforts while claiming a unique and visible space in the regional prevention landscape.

PESTEL*

P

- Dutch government is increasingly restrictive
- Municipalities in Friesland actively support smoking prevention

S

- Vaping is normalized among teens
- Two Dutch men went in coma due to excessive vaping May this year
- Parents underestimate the dangers
- There are online vape-trends

L

- January 1st, 2024, flavored e-cigarettes (excl. tobacco flavor) are banned
- Minimum age to buy e-cigarettes in the Netherlands is 18 years
- Advertising and promotion of e-cigarettes is banned

Content objective

To provide parents of adolescents (aged 10–20) with tools and information to help them initiate and sustain open conversations about vaping.

Rookvrije Generatie Fryslân has not yet done research on the target audience of parents. For this project, RGF wants to target parents of children. They want to target parents of children in the last stage of primary school (from approximately 10 years old) to teenagers going to higher education (approximately 20 years old). In this age group, **influences of peer groups and parents are an important factor in risk behavior** (Beulah, 1986).

Adolescence brings fast physical and emotional changes, making strong parent-child communication crucial. Bad interaction can lead to negative behaviors and mental health issues like violence, substance abuse, and depression. The family plays an important role in healthy social development (Wei & Su, 2023).

Definitions

Adolescence	Adolescence refers to a period of time between childhood and adulthood. It mostly includes young people aged 11 to 21 years (Richter, 2010).
Risk behavior	Behaviors that are directly or indirectly associated with health and well-being (Richter, 2010). Risk behavior could include behaviors such as smoking, hazardous alcohol or drugs consumption, anti-social behavior and unprotected sexual intercourse (Kipping et al., 2012).

In-house knowledge

There is available in-house knowledge. The most important ones are from Trimbos and Rookvrije Generatie. Trimbos is a research institute that does research on all kinds of topics, including smoking (e-cigarettes). Rookvrije Generatie also has a lot of information about how to talk to children (being their parent).

Desk research insights

Desk research was conducted on parenting, communication styles and smoking. In the appendix is a worked out COM-B model* that serves as the literature review.

- 1 When risk behavior is not talked about in early stages of life, adolescents take peer norms. Parent-adolescent communication serves as a protective factor. (Guilamo-Ramos et al., 2006)
 - 2 The more that adolescents said they talked with their parents about the consequences of smoking, the less likely it is that the adolescent smoked cigarettes. (Guilamo-Ramos et al., 2006).
 - 3 Due to the changing nature of the relationship, adolescents and parents have a hard time in communication. It creates the feeling of a generation gap (Laursen & Collins, 2004).
 - 4 When adolescents feel emotionally connected to their parents, the likelihood of engaging in harmful behaviors significantly decreases (Ackard et al., 2006).
 - 5 To make the adolescent act on recommended behavior, the conversations need to happen with frequency, persuasion tactics/ attitude change from social psychology (Guilamo-Ramos et al., 2006).
 - 6 When the parent is perceived expert, trustworthy and available/ accessible they can lead to attitude change with their conversations. Constant communication equals higher perceived expertise and trustworthiness levels. (Guilamo-Ramos et al., 2006).
 - 7 Visual communication helps correct perceptions about smoking (Myers et al., 2020).
 - 8 Parents lack tools and information to initiate and sustain conversations about risk behavior (Jones et al., 2020).
- > These findings pointed to the need for content that is not only informative, but also emotionally supportive, easy to access, and visually clarifying, helping parents feel confident and capable in starting meaningful conversations. This informed the need for practical, storytelling content.

THE PERSONA

BAUKJE FEENSTRA

PROFILE

Gender : Female
Age : 47
Province : Friesland
Marital status : Married



(Canva, n.d.)

66

My name is Baukje Feenstra, I am 47 years old and together with my husband I have a teenage kid. I enjoy raising my kids, I show them that I love them, but I'm not always sure how to bring up the tough stuff. In our house it is important to talk to each other, but most of the time these talks result into conflicts. Me and my husband try to spend valuable time with them and we succeed at that, but a moment to talk about vaping does not come up

PSYCHOLOGICAL CAPABILITY

Teaching ($\bar{x}=3.25$): She does not find it hard to explain things, but she also does not feel like an expert.

Readiness to change ($\bar{x}=4.63$): She's open to learning new parenting skills.

PHYSICAL OPPORTUNITY

Role modeling scale ($\bar{x}=4.99$): She creates time together but sees room to improve the quality.

Research (Tamminen et al., 2021): Everyday routines and casual moments are often quiet, but they offer untapped potential.

SOCIAL OPPORTUNITY

Nurturance ($\bar{x}=6.21$): Her children feel loved and supported.

Discipline ($\bar{x}=5$): Her kids mostly listen to her.

Literature (Laursen & Collins, 2004): Adolescence causes relational shifts, leading to miscommunication and distance.

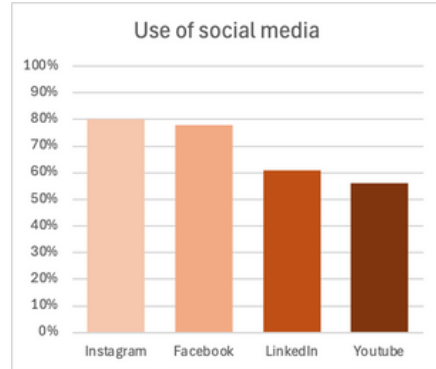
REFLECTIVE MOTIVATION

Denial of conflict ($\bar{x}=3.05$) and Behavioral avoidance ($\bar{x}=2.68$): Baukje is not conflict-avoidant.

Lack of communication ($M = 2.28$): She usually talks things through.

Literature (Otten et al., 2007): Quality conversations with mutual respect and openness reduce smoking likelihood.

TECHNOLOGY



SOCIAL MEDIA USE

Baukje mostly uses Instagram (80%) and Facebook (78%)

She mostly uses her social media for **information** ($\bar{x}=5.16$) and to look for practical tips

She sometimes uses social media for **entertainment** reasons ($\bar{x}=4.24$); for **personal utility** ($\bar{x}=3.15$); and for **altruistic** reasons ($\bar{x}=4.03$).

AUTOMATIC MOTIVATION

Literature (Otten et al., 2007): she underestimates how powerful her influence can be.

Quantitative research process*

To better understand the beliefs, communication styles, and needs of Frisian parents with children aged 10 to 20, a quantitative survey was conducted with 59 respondents.



7-point likert scale (from "strongly disagree" to "strongly agree": "Heel erg eens" tot "Heel erg oneens")



To ensure reliability, the Cronbach's Alpha was calculated and it resulted in a medium reliability. Generalizability was limited due to the sampling method (convenience and snowball). Validity was ensured due to the use of validated psychological and behavioral scales focused on parenting style, conflict handling, openness to change, and motives for using social media.



(Canva, n.d.)

CONTENT DOMAIN

“Clearing the Smoke”

This content domain (the message of the content) focusses on making parents of adolescents (10-20) more able to have open conversations with their adolescent. **Their motivation is to connect in a warm, honest and nurturing way, but they worry that the conversation turns into conflict.** RGF wants to make that easier by providing information about vaping and tools that can help clear the air, and clearing the smoke.

Alignment with research

Survey results show that most parents in the target group are nurturing, communicative and spend regular time with their children. **They are open to learning new parenting skills and online they are looking for informative content.** That makes this content domain a fitting strategy for the new target audience of RGF.

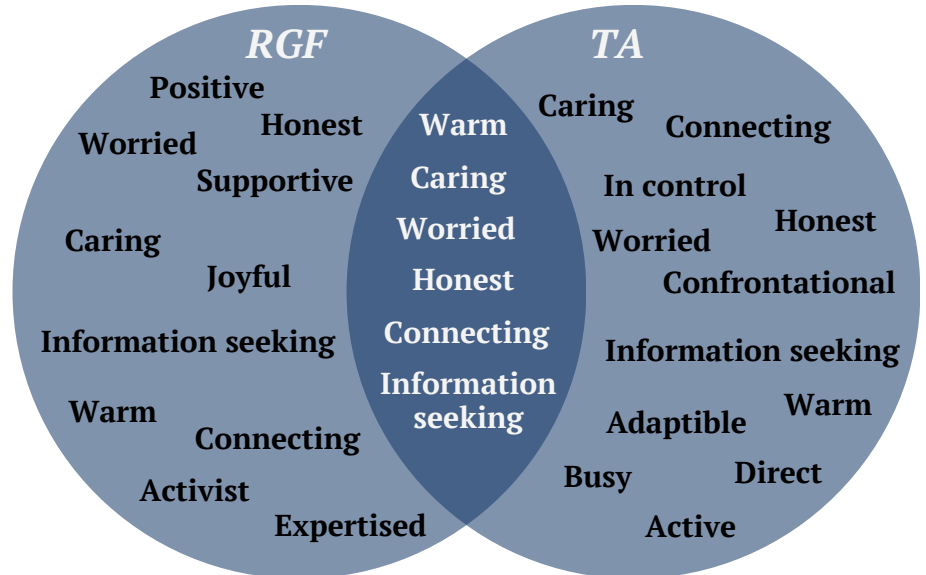
The survey results also show that family members are confrontational, leading up to conflicts in the household. Although, initiating conversations about sensitive issues can still feel challenging. Parents feel like they are ‘somewhat’ the right person to educate them about healthy behavior, **but they may lack expertise about the topic**, which is needed alongside perceived availability and trustworthiness (Guilamo-Ramos et al., 2006).

Literature shows that open, frequent, trust-based parent–child communication is linked to better outcomes in adolescent behavior and health (Guilamo-Ramos et al., 2006).

Content objective

This content domain builds on those insights, giving parents practical tools and the confidence to start the conversation. Not because they avoid conflict, but because they care.

The sweet spot



Uniqueness

“Clearing the Smoke” is often used metaphorically in public health to address smoking or policy clarity. In this context, it goes further—focusing on emotional clarity and healthy parent-child communication. Unlike national campaigns that stress facts or fear, this concept centers on calm, low-pressure moments rooted in connection and healthy parent-child relationships/ communication styles.

Clearing the Smoke: Assessing the Science Base for Tobacco Harm Reduction (Institute of Medicine, 2001)

- American well-known institute explores tobacco harm reduction strategies.

Clearing the Smoke on Cannabis (Canadian Centre on Substance Use and Addiction, CCSA) (CCSA, 2022)

- Series clarifying cannabis effects and public misconceptions, Canada-focused.

Other information sources

Several Dutch and Belgian sources offer tools for healthy parent-child communication, but each has limitations.

- **Helder Opvoeden** provides a free course with videos and exercises, but people may be hesitant to sign up. Their social media atomization had low engagement (Helderopvoeden.nl, 2021).
- **Gezond Leven** (Belgian) (z.d.) gives tips on how and when to talk, advising to wait until “the atmosphere is right”, a vague recommendation. The site lacks Dutch context and is harder to find.
- **Rookvrije Generatie** (national) (2024) recommends not over-talking the subject and to choose a calm moment. However, research in this report suggests that frequent, open conversations are more effective.
- A Trimbo's video (**Artsen Slaan Alarm**, 2023) shows worried parents from a teen's perspective, focusing on quitting. While powerful, it centers the teen's perception, not empowering the parent.

These examples show a gap: practical, parent-centered tools that are accessible, Dutch-contextualized, and focused on how to start the conversation.

CREATIVE CONCEPT

Side by side

“Side by Side” is the creative concept that brings the content domain “Clearing the Smoke” to life. It focuses on showing real, everyday moments where parents and adolescents connect, not with eye contact across the table, but shoulder to shoulder: while doing the dishes, walking the dog, or driving to sports practice. As parents are not conflict avoidant, they have shown to be able to raise topics, but in casual setting, they are less likely to turn into conflict. This concept aligns with RGF’s goal of stimulate people to make smoke-free living the norm, starting with a simple conversation at home

Sometimes the most meaningful talks don’t happen face to face, but side by side.

Alignment with research

Research by Shin, Miller-Day, and Hecht (2017) shows that adolescents who experience ongoing indirect conversations with their parents about substance use are significantly less likely to engage in risky behaviors like vaping, drinking, or smoking. These conversations are not formal sit-downs: but subtle, low-pressure talks that happen during everyday routines, naturally. Unlike direct or confrontational conversations, which can feel forward or controlling, indirect talks lower the emotional feeling and stimulate openness.

This supports the foundation of the creative concept “Side by Side,” which focuses on creating space for honest parent–teen conversations during casual, shared moments. These non-confrontational settings allow teens to talk more freely, helping parents connect without triggering resistance or conflict.

Messaging

Research by Ersoy (2025) shows that stories work best when they are **relatable, informative and easy to follow**. Content that reflects everyday situations and real emotions builds more trust and engagement. This supports the idea of using clear, informative posts that help parents start conversations with their children in a natural way.

Research by Xuan and Choi (2021) shows that when content about vaping relies too much on fear, it can backfire, especially if there’s no clear advice or solution offered. Young people may shut down or become defensive. The study also found that the researched campaign lacked messages focused on what to do next or what the future could look like, which are both essential when trying to encourage positive behavior change. ‘Side by Side’ builds trust through quiet, everyday moments, no pressure, no lecturing.

Creative guidelines

- 1 One parent and their adolescent (aged 10-20) are **doing everyday tasks with each other**. Think of clearing the table after dinner, driving them to sports, sorting laundry or walking the dog.
 - 2 Use **warm and natural, calming colors**, such as yellow, orange, green and blue. The visuals should feel light, real, and warm (soft daylight, lived-in homes). The brand colors of GGD Fryslân are also used primarily in text, backgrounds and textboxes.
 - 3 The tone of voice is **calm, positive and honest**.
 - 4 Spoken voices are soft, but clear and in **Frisian**, which is understood (Provincie Fryslân, 2020).
 - 5 Printed or online quotes are **handwritten**, because they reflect the emotional honesty and authenticity (Nutt-Kofoth, 2015)
 - 6 In all video-content there is an **internal monologue** playing in the head of the adolescent or the parent. It needs to be first-person (for relatability), showing the problem statement, but there is always a positive twist.
 - 7 Each piece of content should include a clear and simple **call-to-action**. Encourage parents to save the post: “click for more information,” or “share it with others,” for example.
 - 8 The content needs to **offer a solution** to the problem of the TA. Research shows that solution-focused content leads to stronger preference, more positive emotions, and greater intention to take action (Baden et al., 2018). Solutions is one of the pillars of (recommended) **constructive content**.
- To avoid:**
- 1 Do not use stock photos or videos, as the content could be perceived as unauthentic.
 - 2 Use humor carefully, only if it keeps things relatable. The goal is not to shock, but to make informative, relatable content that reflects care as an important value.
 - 3 Do not use a fear-based approach with repelling facts and figures (Xuan & Choi, 2021)

CONTENT IDEA 1 *HERO*

In the small moments: 3 videos by Brandmerck and Okkinga

RGF has won the making of three content marketing videos, for free. They will be filmed by Brandmerck and Okkinga. For this HUB content idea, the scripts and alignments for “In the small moments” will be displayed down below.

1 MOM - THE CAR RIDE

1 Visual: Shot from the passenger side of the car. The mom is driving; her teen son is sitting beside her, scrolling on his phone in his soccer clothes.

The script:

2 Inner monologue (mom), soft, calm:

“He’s been quieter lately. I’ve seen the vape in his pocket and I know all the risks. I want to tell him how addictive it is, how bad it is for his lungs and all the other parts of his body, but I don’t want to accuse him. I want to understand him. If I ask now, will he angry with at me again? Or maybe... this is the moment. No pressure. Just us. A casual moment.”

3 She glances over with a soft smile.

4 Her line (calm): *“Hey... can I ask you something?”*

5 Final frame (dark blue (#143767) screen):

“The most meaningful conversations don’t happen face to face, but side by side.”

[CTA] → Find out how to start the conversation:
[ggdfryslan.nl/rookvrij]

Length of the video: 1 minute

2 SON - CLEARING THE TABLE

1 Visual: Close-up of a teenage boy carrying plates from the table, dishwasher hums in the background. Warm, natural light. No visible adult yet.

The script:

2 Inner monologue (boy), soft voice:

“I need a hit. Just one. Upstairs, window open, like always. But what if she finds it again? I don’t want to lie. She’s been kind lately. Different. Like she sees something but does not say it. Maybe... I could tell her.”

3 He looks at his mom, while he puts the plates in the sink.

4 Her voice (offscreen, calm): *“You’ve been quiet lately. Can I ask you something?”*

Final frame (dark blue (#143767) screen):

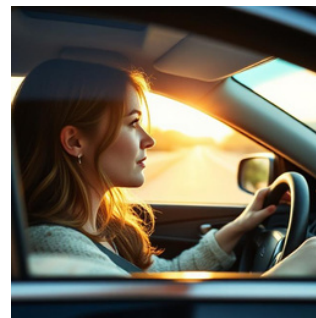
“The most meaningful conversations don’t happen face to face, but side by side.”

[CTA] → Find out how to start the conversation:
[ggdfryslan.nl/rookvrij]

Length of the video: 1 minute

In the small moments

The most meaningful conversations don’t happen face to face, but side by side. Each video captures a moment in the routine, where parent and child are side by side, physically and emotionally, proving that meaningful dialogue does not need drama, conflict or a formal setting, just presence and care.



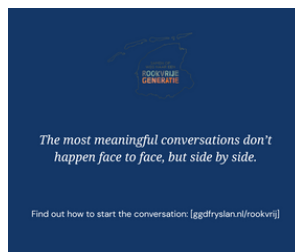
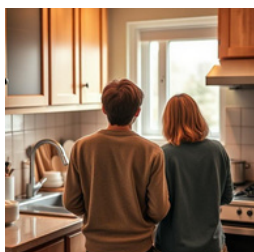
These pictures are generated with DeepAI (AI Image Generator, z.d.)

Alignment to the creative guidelines

- Everyday, low-pressure routine tasks
- Warm colors
- Frisian language
- calmly spoken internal monologues
- CTA
- Constructive element of action orientation a solution based content

Alignment to Rookvrije Generatie Fryslân

The content supports RGF’s mission to prevent youth smoking by equipping parents with the tools to start conversations. By focusing on parental involvement in a honest, caring and supporting way, the videos shift from prevention-as-punishment to prevention-as-connection. Using no fear-based content, but Content Marketing about daily emotions and connections. It directly targets the Frisian context of close-knit families and shared routines, aligning with RGF’s community-driven and relational approach. The video’s message reflects RGF’s long-term aim: creating environments where healthy choices become the natural choice.



These pictures are generated with DeepAI (AI Image Generator, z.d.)

3

DOCTOR - END OF THE DAY

1 Visual: A doctor takes off his white coat in the locker room. He receives a text: “Papa, can I ask you something? It’s about your work...”

2 Cut to him walking through a hospital corridor, still in thought. He walks towards his car while he is having his inner monologue.

The script:

3 Inner monologue (doctor):

“I just told my patient what vaping does, after they woke up from a coma. But how do I talk to my own kid about it? He is at that age where he gets exposed to vaping. Should I list the stats? The damage? Or just listen? I see the lungs collapse, while he sees a screen full of flavors. I need to meet him where he is, not where I work.”

4 Cut to him opening the door at home. His kid is on the couch, playing a videogame. He sits next to him and grabs a console. His line: *“You wanted to ask me something?”*

5 Final frame (dark blue (#143767) screen):

“The most meaningful conversations don’t happen face to face, but side by side.” [CTA] → Find out how to start the conversation: [ggdfryslan.nl/rookvrij]

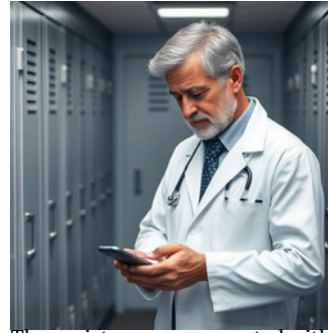
Length of the video: 1 minute

Content advice

To enhance the emotional connection and regional relevance of the video series In the Small Moments, we advise translating the scripts and the ending card into Frisian. This not only reflects the local identity of Rookvrije Generatie Fryslân but also increases relatability among Frisian-speaking parents. If the actors are not fluent in Frisian, that is not a barrier, flexibility in language is allowed. Subtitles or voice-over in Frisian can still support inclusion, while keeping authenticity intact.

Consider also:

- **Audio layering:** Use calm, locally inspired sounds (e.g., birds, soft wind, bike tires on bricks) to make the content recognizable for Frisian life.
- **Visual cues:** Subtle Frisian details in the background (e.g., Fryske flag magnet, Joure coffee cup) can subtly enhance local connection without taking focus away from the message.
- **Accessibility:** Add subtitles (Dutch or Frisian) to support both accessibility standards and silent viewing habits on social media.
- **Technological equipment:** Use the professional camera equipment from Brandmerck and Okkinga to ensure high image and sound quality. The camera should be able to maintain focus during subtle motion, especially important in scenes like driving. Use a tripod or stabilizer for steady shots, and capture sound with an external microphone to preserve the calm, intimate tone of voiceovers.



These pictures are generated with DeepAI (AI Image Generator, z.d.)

Alignment to the target audience

This concept speaks directly to Frisian parents of teens aged 10–20. Survey data showed they are nurturing, communicative, and willing to learn, but may lack the tools or the right moment to talk about sensitive topics. The videos mirror their realistic casual routines and emotional honesty. By avoiding a confrontational approach and showing relatable inner thoughts, the content mirrors with self-recognition and empathy of the target audience.

Intended effect

This content aims to normalize open conversations about vaping. Gifford (1986) re-examined seating arrangements and concluded that side-by-side orientation can imply **greater intimacy and cooperation**, especially in tasks requiring collaboration. Inner monologues **humanize** both sides (Khaled, 2024). Ending with a CTA reinforces action, to click through to the landing page where valuable information is displayed. Relatable formats increase chances of sharing, educational content increases chances of **saving**, or visiting the landing page for more information (Atayeva, 2024).

Visual identity

Visuals lean into natural, warm daylight, muted tones, and quiet realism. Homes are lived-in, not staged. No sharp contrast or overproduction. It keeps the viewer emotionally close. Fonts are soft, clear, and legible. Dutch spoken monologues are delivered calmly, with thoughtful pacing and emotional authenticity.

Feasibility

The “Side by Side” video series is not only creative but also highly feasible for Rookvrije Generatie Fryslân. Since Brandmerck and Okkinga wants to help them make a video for free, this content idea is very cost-efficient. The actors have already been secured by RGF. Brandmerck and Okkinga can execute this concept with minimal adjustments.

The production relies on simple, relatable settings. By leveraging everyday moments, RGF minimizes resource requirements, making it accessible and cost-efficient. This flexibility ensures that the content can be quickly produced and adapted for various platforms, creating a strong, sustainable content strategy for RGF without heavy investment from Brandmerck and Okkinga.

IMPLEMENTATION

PTo boost visibility and drive traffic to the recommended landing page (Owned), a 7-week **Facebook video ad campaign is advised**. Facebook is both cost-effective and a growing source of health-related information (Asghar, 2015). With a budget of €500, this campaign can generate around 530 targeted clicks. It targets parents aged 30 to 60 in Friesland using age and location filters. The objective is conversion: getting parents to visit the landing page for guidance on talking to their teens about vaping. Video ads are ideal for Facebook, with autoplay, captions, and a clickable links. The estimated CPC is €0.97 (BubbleHub, z.d.), with an average CTR of 0.83% (Irvine & Irvine, 2025). Aiming for 1.5% is ambitious but achievable, combining strong storytelling with strong CTA's.

ERookvrije Generatie Fryslân has a strong regional network, including GGD Fryslân, schools, sports clubs, and Trimbos. These **trusted partners can promote the campaign** through their platforms and newsletters at no extra cost. Their established ties with parents and communities make them ideal for extending reach.

SThis content idea is already a shared media. For amplification, each video post will include a call-to-action, such as: **"Tag another parent who could use this moment."** These prompts encourage organic sharing and community involvement, helping spread the message beyond the immediate audience in a natural, relatable way.

OA **landing page on the GGD Fryslân website is essential***. It should feature all three videos, along with tips, facts, and conversation starters for parents. Without this page, the campaign lacks follow-through. It enhances feasibility, increases conversion potential, and builds long-term visibility. This centralized hub will also serve future campaigns, helping RGF maintain a consistent and trusted voice online.

Advice

- It is advised to have the have collected all three videos before posting them. This is because working with external parties can be tricky planning-wise. The filming is advised to be done during the summer (July and/or August) so the campaign can run in September, just before Stoptober. Facebook ad campaigns can be more expensive leading up to Black Friday and Christmas.
- Have the landing page ready before posting the videos*
- Edit the snippets with Cap Cut (mobile app), Canva or iMovie. These programs are all free.

Workflow

- 1 Meeting with agency (Akke + intern)**
2 hrs
In a meeting RGF discusses their needs and wants for the videos
- 2 Preparation (Akke + intern)**
4 hrs
 - Translating the script for the video;
 - Choosing all the locations to film at, ensuring warm lighting and an environment that reflects RGF.
- 3 Instructing 'actors' (Akke + intern)**
1 hr
 - Tell the participants of the video what is expected of them;
 - Give them time, date and dresscode;
- 4 Filming (Agency + Akke)**
18 hrs
Organize footage together with Brandmerck and Okkinga.
- 5 Posting (intern)**
5 hrs
 - Writing captions for the videos;
 - Putting the landing page link in Instagram bio;
 - choosing and editing small clips for atomization on Tuesdays and Fridays.

Frequency of posting and distribution

To maximize engagement on **Facebook**, the best times to post are weekdays between 9.00 and 13.00, with peak activity observed on Tuesdays and Wednesdays. This aligns with users' mid-morning routines when they are most active on the platform. (Keutelian, 2025)

Suggestion: posting on Facebook every other Wednesday at 10.00

For **Instagram**, optimal posting times are weekdays between 10.00 and 14.00, particularly on Mondays, Wednesdays, and Fridays. These periods correspond with users' lunch breaks, leading to higher interaction rates. By scheduling posts during these timeframes, RGF can influence visibility and engagement. (Keutelian, 2025b)

Suggestion: posting every other Wednesday at 10.00

Atomization: Tuesday and Friday a short story-snippet at 10.00 (Keutelian, 2025b)

The content calendar can be found on page 16 of this document

CONTENT IDEA 2 *HYGIENE*

Side Notes

Four examples of the Instagram Stories are displayed below*. The content idea is explained on the side of the page.



These pictures are generated with DeepAI (AI Image Generator, z.d.)

Conversation about vaping

Start with "I'm worried I'm losing touch with you, can we talk?"

Instead of: "Why did you vape again?"

For more hands-on tools, visit ggdfryslan.nl/rookvrij

Side Notes

This series of Instagram Stories turns everyday surfaces (like the kitchen counter or laundry table) into an invitation to talk to their adolescent. A handwritten note appears on top of familiar scenes, offering parents a simple way to start a conversation about vaping. It is their little reminder of how to start the conversation, drawn from the toolkit on their landing page. The text on this note is from a recommendation in research by Diamond and Little (1999). Side Notes winks at being side-to-side (creative concept) and having a mental note for a conversation starter. The Side Notes are atomized in Instagram Carousels, for more engagement (Simões & Salomão, 2022). This adds to the need for information.

Alignment to the creative guidelines

Portraying everyday tasks; warm colors + GGD blue color; Frisian; Handwritten; CTA's; Constructive element of action orientation a solution based content.

Alignment to Rookvrije Generatie Fryslân

This series contributes to RGF's mission by offering hands-on tools that help parents turn daily moments into conversation starters. The atomized content provides information.

Alignment to the target audience

Survey results show that they the target audience is nurturing and communicative, but may struggle with how to begin sensitive conversations like vaping. "Side Notes" offers practical conversation starters in an accessible way.

Intended effect

Side Notes is designed to nudge parents toward action without pressure. The handwritten typography reflect the emotional honesty and authenticity (Nutt-Kofoth, 2015). By offering concrete phrases rather than general advice, it lowers the barrier to starting meaningful conversations (Diamond and Little, 1999). The goal is twofold: making talking about vaping actionable, and driving parents to visit the landing page for more tools. Ultimately, Side Notes builds habit and awareness through soft, consistent exposure.

Feasibility

The "Side Notes" concept is highly feasible for Rookvrije Generatie Fryslân. It requires minimal resources and no professional actors or high production costs. Photography is simply done with a phone to reduce costs. Pictures can be anonymous, which makes targeting models more appealing. With a reusable Canva template, content creation is efficient and flexible. Posting and scheduling are manageable within a bit more than two hours per week, with help from Meta Business Suite. Because of the light format, it's also easy to share with partners. This makes Side Notes both sustainable and replicable, perfectly suited for an organization with limited capacity.

IMPLEMENTATION

Frequency of posting and distribution

For **Instagram Stories**, optimal posting times are weekdays between 6.00-8.00; 12.00-14.00 and 20.00-22.00. By scheduling posts during these timeframes, RGF influences visibility and engagement. For **Instagram**, best posting times are weekdays between 10 .00 and 14.00, particularly on Mondays, Wednesdays, and Fridays (Keutelien, 2025b).

Suggestion: posting on every Monday and Thursday at 13.00.

Atomization: The atomized post is posted on Fridays 10.00. Easily link the Instagram account to the Facebook account, so the content is automatically atomized. Every Friday the stories are atomized as a feed-post.

The content calendar can be found on page 16 of this document

Workflow

- 7 hrs**

Photoshoot Side Notes (every 16 weeks) (Akke)
Every 16 weeks (4 months) 32 new 'side by side' photo's need to be taken. Willing models need to be found and location needs to be sought. Models can be anonymous, as it only shows arms and a table or a familiar background. For cost-efficiency, photo's can be made with a phone.
- 0.2 hr**

1 Writing the stories for the week (intern)
The same note format can be used at all times. The content is either directly copy-pastable from the created landing page or can be inspired by other sentences.
- 0.2 hr**

2 Writing the atomized post (intern)
Write the text for the weekly atomized post, inspired by the toolkit on the website.
- 0.5 hr**

3 Posting (intern)
 - Write a caption for the feed-post, make sure to include the CTA's;
 - Post the stories on Facebook and Instagram;
 - Posts can easily be scheduled via Meta Business Suite for time-efficiency;
 - Make sure to add a clickable link.
- 0.2 hr**

4 E-mail organizations and followers (Akke)
E-mail organizations with the request to post their own version and make sure to include the #MijnSideNoteRGF.
- 0.2 hr**

5 Hashtag and campaign tracking (Intern)
Track KPI's via Meta Business Suite/ Google Analytics GA4 and report on it.

P To increase traffic to the informational landing page, a targeted **Instagram Story ad campaign is advised**. Stories are ideal for this format: native, full-screen, and suited for brief, emotional content like Side Notes. The ad will target parents aged 30 to 60 living in Friesland, using location and age targeting. The ad includes link, directly to the landing page. The budget is €200 for four weeks.

E Followers and partner organizations (e.g., GGD Fryslân, Trimbos, schools) are encouraged to **create and post their own version of Side Notes**. They receive a locked Canva template where only the message text can be altered. This encourages creativity and personal voice while ensuring visual consistency. Posts will include the campaign hashtag #MijnSideNoteRGF, which will be tracked as a KPI for campaign reach and community involvement.

S Each feed post includes a clear CTA in the caption: "Save this for later 📌"; "Share this with someone who needs it 📌" and "Make your own version of the Side Note via our link in the bio". This directly supports the KPI for post saves and organic reach.

Atomization

The atomization posts will include the two stories posted that week* + two facts about vaping, with advice on how to talk about that to adolescents.

The first picture is atomized from the stories, the second one is a fact, with the text: "Do you want to talk to your kid about that? This is how", following a quote. It is handwritten, but more readable. It can be drawn from information of the Toolkit on the website.

This content idea uses a simple, reusable Canva template, making it easy to produce. The goal is to give parents clear, accessible information about vaping, helping them feel more confident in conversations. Unlike current text-heavy captions, this format makes facts more visible through carousel posts.



Generated with DeepAI (AI Image Generator, z.d.)

KPI'S

Platform	Metrics	KPI	Why?
Facebook Feed post	Click-through Rate (CTR)	Get at least 1.5% CTR from Facebook to the new landing page within 7 weeks after the start of this campaign, driven by consistent video uploads (1 long format per 2 weeks, 2 snippets per two weeks).	Average CTR for Facebook ads on Healthcare on average have 0.83% CTR (Irvine & Irvine, 2025). However, with a targeted, local campaign that uses emotion-driven video content and a clear call-to-action, it is realistic to aim for a 1.5% CTR. This is ambitious but achievable.
Website	Average Engagement Time	Reach an average session duration of >1 minute per visitor on the landing page by week 4 of the campaign.	The average engagement time is 52-54 seconds on a page (Agency Analytics, z.d.) Expected is that the audience comes to the page for specific information and sometimes watches one of three one-minute videos.
Instagram Stories	Click-through Rate (CTR)	Achieve a CTR of at least 0.90% on Instagram Stories linking to the landing page within 4 weeks of campaign launch.	The average CTR for healthcare ads on Instagram Stories is 0.46% (Konecny, 2024). However, campaigns with localized targeting and clear calls-to-action often outperform this. Therefore, 0.90% is ambitious but achievable.
Instagram Feed post	Post saves	Reach at least 5 post saves every month (4 Instagram posts)	The average saves per post is 1, for a following of 1000-5000 (Social Insider, 2025). Therefore, 5 saves every month is ambitious but realistic with a good CTA.
Instagram Feed post	Hashtag uses	Generate 30 uses of #MijnSideNote by followers and partners within 7 weeks.	This metric shows earned media reach and partner and follower involvement. There are no averages on this metric, but tracking the hashtags measures the success of the CTA.

Monitoring

All these KPI's focus on **direct action** and **engagement**. These are real behaviors that suggest someone is interested, wants to know more, or wants to revisit your content. To track the performance of the content, setting up Google Analytics 4 (GA4) and Meta Business Suite is recommended. These tools are free and provide the insights to monitor your KPIs well.

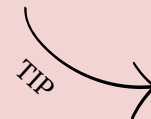
- Meta Business Suite (Ads Manager) can calculate CTR
- In the Instagram App you can look how many people used the hashtag and you can see how many posts are saved
- In GA4 you can see how much time was spent on the website



Never used GA4 before? Ask the web developer or GGD Fryslân's IT team to:

- Add the GA4 tracking code to the website
- Set up an "engagement time" report for the specific landing page
- Link GA4 to their Google Tag Manager if available

Otherwise, there are beginner guides to Google Analytics GA4 online.



After 3 weeks, assess how your KPI's are met. If not, adjust captions or CTA's

STRATEGIC ADVICE

1 *Make the toolkit*

For this strategy to work, the toolkit is crucial.

What to include:

- The three video's embedded + an explanation of how that conversation went;
- Base it off research. Parts of the research are already done in this document. Parts about persuasion tactics and from social psychology can be researched or outsourced (either interviewing people or let experts co-write);
- Facts about vaping;
- Tips for **when** to have a conversation and **how frequent** and **early in life**;
- Conversation starters in Dutch + Frisian (for example: "Ik ben niet boos, ik ben nieuwsgierig" + "Ik bin net lilik, ik bin nijsgjirrich" / "I'm not mad, I'm interested");
- Keep the design clean, readable, and mobile-first.

Differentiates RGF from other platforms by focusing on timing and tone, not just facts.

2 *Captions and CTA's*

Video content (Content Idea 1):

- Caption: "Find out what happened next"
- CTA: "Watch the full video," "Tag another parent," "Visit gdfryslan.nl/rookvrij"

Side Notes (Content Idea 2):

- CTA in feed: "Save this for later 
- CTA for engagement: "Make your own version of the Side Note via our link in the bio"
- CTA in story: "For more hands-on tools, visit gdfryslan.nl/rookvrij" + "Click this link"

3 *Sending email to organizations*

Email includes:

- Short explanation of the campaign
- Link to Canva template (editable message only unlocked)
- Posting request + sample caption
- Use hashtag #MijnSideNoteRGF
- Mention: "This is part of a regional initiative by GGD Fryslân. Let's help parents start the conversation."

4 *Make a Linktree*

Set up a Linktree (or similar) linking to:

- New landing page (with embedded video's)
- Canva template (Side Notes)
- Parent conversation toolkit
- Optional: facts about vaping

5 *Toolkit atomization*

Side Notes = atomized version of the toolbox

- Keeps the campaign active longer
- Builds recognizability
- Light content with serious value

6 *Scheduling strategy*

Use Meta Business Suite to:

- Pre-schedule Instagram and Facebook posts.
- Post Stories on Monday and Thursday at 13:00
- Atomize as feed post on Friday

7 *Hire an intern*

To ensure consistent output and support the execution of content ideas like In the Small Moments and Side Notes, Rookvrije Generatie Fryslân could benefit from hiring a communications (Communicatie or Communication and Multimedia Design student at NHL Stenden) or Creative Business intern. An intern can assist with scheduling posts, writing captions, coordinating with partners, and light visual editing (e.g., Canva). This increases capacity without requiring large investment. It also takes off workload from the current team.

CONTENT CALENDAR

Mon	Tue	Wed	Thu	Fri
13.00 Side Notes Stories		10.00 Long format ITSM	13.00 Side Notes Stories	10.00 Side Notes Post
13.00 Side Notes Stories	10.00 Short ITSM Stories		13.00 Side Notes Stories	10.00 Side Notes Post Short ITSM Stories
13.00 Side Notes Stories		10.00 Long format ITSM	13.00 Side Notes Stories	10.00 Side Notes Post
13.00 Side Notes Stories	10.00 Short ITSM Stories		13.00 Side Notes Stories	10.00 Side Notes Post Short ITSM Stories
13.00 Side Notes Stories		10.00 Long format ITSM	13.00 Side Notes Stories	10.00 Side Notes Post
13.00 Side Notes Stories	10.00 Short ITSM Stories		13.00 Side Notes Stories	10.00 Side Notes Post Short ITSM Stories

Content Type

- ☐ Side Notes Stories (Hygiene)
- ☐ Side Notes Feed Posts (Hygiene)
- ☐ In the small moments (Hero)
- ☐ In the small moments stories

Platforms

Instagram & Facebook
Stories

Facebook post and
Instagram Reels

Instagram feed
post

Recommendation for launching

It is recommended to have the landing page done before January 2026. The summer may be too short of a deadline, in the fall there is Stoptober and from Black Friday until New Years the online advertisements are more expensive. This means that January the first content should be launched on January 5th of 2026. Before that time, all preparations (filming and photoshoots) need to be finished. Recommended is to schedule that in the summer, while good weather creates a warm light.

The content calendar

This content calendar is a practical and doable plan for RGF. It is a summary of the frequency and distribution pages, made visible. It gives RGF a clear overview and routine without becoming a full-time job. By focusing on content that feels useful, this calendar helps achieve the content objective in a way that's both realistic and sustainable for the organization.

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APPENDIX 1

Research background and results from SPSS

This research used a quantitative method (a survey) to better understand the beliefs, attitudes, and communication styles of Frisian parents with children between 10 and 20 years old. The survey was created using several validated scale models. The **GSP-SEB General Scale of Parental Self-efficacy Belief** (Meunier & Roskam, 2008) included eight dimensions, of which three were chose: Nurturance, Teaching, Discipline. One dimension of the **FFE Model** (Hendrie et al., 2011) was used: Opportunity for rolemodeling of physical activities. All dimensions of the **Avoidant Conflict Behavior Scale** (Ubinger et al., 2013) were used: Denial of Conflict, Ignoring a conflict/ feelings, Lack of communication, Behavioral Avoidance. From the **READI-SF** (Baker Proctor, 2016) model, 1 dimension was used: Readiness to change. To measure **Motives for Using Social Media** (Al-Menayes, 2015), all dimensions were used: Entertainment, Personal Utility, Information seeking and Altruism. Items were measured using 7-point Likert scales, ranging from “strongly disagree” to “strongly agree” in Dutch. The survey was tested for internal consistency using Cronbach’s Alpha. 6/13 scales showed acceptable internal consistancy ($\alpha > 0.7$). The total number of respondents was 59 (N = 59). The sample mainly consisted of parents living in Friesland and was gathered through personal networks, social media, and the snowball method. These methods helped reach the right audience but did affect the external validity of the research. Because the sample was not randomly selected, the results cannot be fully generalized to all parents in Friesland or the Netherlands. Despite this, the results still offer important insights into the attitudes and needs of the target audience. Internal validity is supported by the use of tested scales and clear structure. The reliability of the results was improved by reverse coding where needed and checking the items with research literature.

Internal consistency

Nurturance: .720
 Teaching: .622
 Discipline: .677
 Opportunity for rolemodelling of physical activities: .562
 Denial of Conflict: .596
 ignoring a conflict/ feelings: .824
 Lack of communication: .658
 Behavior avoidance: .652 / without the reversed it is .755
 Readiness for Change: .865
 Entertainment: .733
 Personal Utility: .774
 Information Seeking: .635
 Altruism: .797

Averages:

Nurturance: 6.21
 Teaching: 3.25
 Discipline: 5
 Opportunity for rolemodelling of physical activities: 4.99
 Denial of Conflict: 3,05
 Ignoring a conflict/ feelings: 2,66
 Lack of communication: 2,28
 Behavior avoidance: 2.68
 Readiness for Change: 4.63
 Entertainment: 4.24
 Personal Utility: 3.51
 Information: 5.16
 Altruism: 4.03

Explanation of averages

- Nurturance: 6.21 They are nurturing over their kids
- Teaching: 3.25 Parents slightly disagree with statements suggesting they struggle to explain things to their children, indicating they feel a bit capable in this area
- Discipline: 5 On average, parents report moderate confidence in their ability to influence their child’s behavior
- Opportunity for rolemodelling of physical activities: 4.99 Parents appear to spend meaningful time with their children, though the score suggests there may still be room for more consistent or active engagement
- Denial of Conflict: 3,05 There are conflicts in the house
- Ignoring a conflict/ feelings: 2,66 They do not ignore their/ their kids’ feelings
- Lack of communication: 2,28 They talk about their differences and conflicts
- Behavior avoidance: 2.68 They do not back away from conflict
- Readiness for Change: 4.63 Parents are open to learning new parenting skills, though the average suggests moderate eagerness rather than very high motivation
- Entertainment: 4.24 Parents use social media sometimes for entertainment, but it’s not a dominant motivation
- Personal Utility: 3.51 Parents are somewhat neutral about using social media for social connection or sharing opinions
- Information: 5.16 They look at social media to get information
- Altruism: 4.03 Helping or encouraging others is not a primary driver, but is present to some extent.

APPENDIX 2

COM B Model

Preferred Behavior: Parents engage in active, informed conversations with their children (ages 10–20) about the risks and consequences of vaping.

Psychological capability

Parents misunderstand what tobacco/vape exposure is (Myers et al., 2020). They often rely on sensory cues, like smell and visibility of smoke, rather than understanding the invisible risks of second- and third-hand smoke. Heavy smokers rate situations as “less harmful” compared to light smokers, which is a sign that knowledge and perception are dangerous and out of balance. Parents don’t always act out of denial, they genuinely misunderstand exposure, which means they lack psychological capability to act protectively. They will also use their perceptions in raising their child, and it may influence the frequency, or even existence, of conversations about the dangers of vaping. Additionally, in terms of reflective motivation, among smokers there is a tendency to ‘optimistic bias concerning vulnerability to smoking-related diseases (Myers et al., 2020).

Parents play a crucial role in the adolescents’ perception on risk behavior (Guilamo-Ramos et al., 2006). Though, difficulties in raising them start to arise when their child hits puberty. Due to the changing nature of the relationship between children and parents, adolescents and parents have a hard time in communication (Laursen & Collins, 2004). This is explained as a certain ‘generation-gap’ between both parties. To make the adolescent act on recommended behavior, the conversations need to happen with frequency, persuasion tactics/ attitude change from social psychology (Guilamo-Ramos et al., 2006).

Survey results. While parents do not report major struggles with explaining things to their child (average 3.25 on Teaching), the results are slightly below neutral, suggesting a lack of full confidence. This aligns with the insight that parents may benefit from more support in how to explain sensitive topics like vaping. Their relatively high Readiness to Change score (4.63) indicates motivation to improve, but without the tools and expertise, this potential may not become successful.

Physical Opportunity

Kids see counter-messages about smoking e-cigarettes online, in the form of marketing. Research shows that adolescent never-smokers with a frequent exposure to online and in-store cigarette marketing are more than two times as likely to begin smoking as young adults (Cruz et al., 2018).

Parent-adolescent quality time, especially when the focus is on the teenager in everyday routines, is proven to be important for the adolescent’s well-being (Kutrovátz & Geszler, 2022). There is a difference between quality and quantity time, as being together does not always count as quality time. Research has show that for example in the car ride to sports practice, 59 percent of the time there is silence (Tamminen et al., 2021). It proves that there can be a physical opportunity, but lacking motivation, psychological capability or strategy.

Survey results. With a Role Modelling average of 4.99, parents report spending time with their children, but not necessarily turning these moments into meaningful conversations. This reinforces the importance of promoting daily moments as communication opportunities.

Social opportunity:

Due to the changing nature of the relationship, adolescents and parents have a hard time in communication. It creates the feeling of a generation gap (Laursen & Collins, 2004).

Survey results. Though the survey didn’t include social norms or peer pressure directly, high nurturance scores (average 6.21) suggest that parents already have a trusting relationship. That is a strong basis for increasing communication.

Reflective motivation (conscious)

Adolescence brings rapid physical and emotional changes, making strong parent-child communication essential. Bad interaction can lead to negative behaviors and mental health issues like depression, substance abuse, and violence. The family plays a key role in healthy social development (Wei & Su, 2023). Research underscores how essential it is to understand not just

APPENDIX 2

if parents talk about smoking, but how they do it (Otten et al., 2007). Otten et al. (2007) found that the quality of parental communication, marked by mutual respect, openness, and constructive tone, is more effective than simply how often the topic is raised. Although, frequency is also important (Guilamo-Ramos et al., 2006). High-quality conversations shape adolescents' attitudes and beliefs about smoking, which are critical predictors of whether they'll start smoking. Research by Guilamo-Ramos et al. (2006) also showed that the more that adolescents said they talked with their parents about the consequences of smoking, the less likely it was that the adolescent had smoked cigarettes.

Survey results. Survey results show that parents are highly nurturing (average 6.21) and feel generally in control of discipline (average 5), suggesting they are emotionally invested and have a healthy level of parental authority. Conflict is present (average 3.05) and parents do not avoid it: they communicate and stay engaged (all avoidance-related dimensions below 3). This suggests they are motivated and equipped to talk, but may need help in preventing discussions from escalating into arguments.

Automatic motivation (unconscious)

Parents underestimate the importance of conversations about smoking (Otten et al., 2007). Though, parent-adolescent communication serves as a protective factor, because when risk behavior is not talked about in early stages of life, adolescents take peer norms (Guilamo-Ramos et al., 2006). The study by Ackard et al. (2006) reinforces that when adolescents feel emotionally connected to their parents, particularly when they feel cared for and believe they can talk openly about problems, their likelihood of engaging in harmful behaviors significantly decreases. Improving communication is a protective factor.

According to research by Guilamo-Ramos et al. (2006) it is important that the parent has a certain level over perceived expertise, perceived trustworthiness and perceived availability/ accessibility for the adolescent to change behavior. The source can be perceived as expert and not trustworthy, then the message delivered will result in little attitude change. Lower levels of perceived availability may lead to reduced levels of attitude change. These three factors affect the message effectiveness next to other characteristics. Although, most of those effects still relate to expertise, trustworthiness and/ or availability. Constant communication equals higher perceived expertise and trustworthiness levels. When there is congruence in perception (how the parents view themselves and how the teenager views them) adolescents are more receptive of a message. Congruence asks for open communication about family bounds (Guilamo-Ramos et al., 2006)

Although not directly measured in the survey, the high levels of nurturance and open communication suggest that emotional closeness is present, which is a known protective factor (Ackard et al., 2006). What may be lacking is a structured prompt: a moment that encourages them to act on these values.

APPENDIX 2

COM-B element	Barrier	Matching intervention functions
Psychological capability	Parents don't fully understand vaping risks	Education, Training, Enablement
Physical opportunity	Moments exist, but are not used for conversation	Environmental restructuring, Enablement
Social opportunity	Parent–teen gap	Modeling, Persuasion
Reflective motivation	Don't know how to start conversation without conflict	Training, Persuasion, Enablement
Automatic motivation	No strong habit of proactive conversations	Nudging, Persuasion, Incentivisation

Education: give parents factual, understandable info about vaping and exposure (e.g. on landing page, videos).

Training: provide conversation starters or example scripts that help them begin a talk without conflict.

Environmental restructuring: encourage use of daily low-pressure moments (clearing table, car rides) as conversation settings.

Persuasion: use relatable emotional storytelling (like inner monologues) to trigger identification and action.

Modeling: show example parents in the content who model good communication behavior.

Enablement: give parents the tools (tips, videos, page) they need to feel confident and capable.

APPENDIX 3

PESTEL analysis

P	- Dutch government is increasingly restrictive - In France all vapes are illegal, with a resale penalty of up to €100.000	
E	- Youth can obtain vapes illegally or from peers - There is no excise tax on e-cigarettes	
S	- Vaping is normalized among teens - Two Dutch men went in coma due to excessive vaping May this year - Parents underestimate the dangers - There are online vape-trends	
T	- Vaping devices are becoming more discreet and powerful - Online sales and social media marketing for youth exposure - Lack of digital monitoring	
E	- Vape-waste contributes to pollution - Lack of awareness or regulations about proper disposal - E-waste from vapes is not often discussed	
L	- January 1st, 2024, flavored e-cigarettes (excl. tobacco flavor) are banned - Minimum age to buy e-cigarettes in the Netherlands is 18 years - Advertising and promotion of e-cigarettes is banned	

- The Dutch government is going exercise greater control and supervision over vape use and illegal sale (Ministerie van Volksgezondheid, Welzijn en Sport, 2025)
- As of may 30th, all vapes in France are prohibited (De Groot, 2025).
- Youth can obtain vapes illegally or from peers (NOS Nieuws, 2025)
- There is no excise tax on e-cigarettes (Ministerie van Algemene Zaken, 2025)
- Vaping is normalized among teens (Zimmerman, 2025)
- Two Dutch men went in coma due to excessive vaping May this year (Omroep Zeeland, 2025)
- Parents underestimate the dangers (KNMG, 2024)
- There are online vape-trends (My E-Liquid Supplies, 2024)
- Vaping devices are becoming more discreet and powerful (Jellinek, z.d.)
- Online sales and social media marketing for youth exposure (My E-Liquid Supplies, 2024; Tabak Nee, 2022)
- Lack of digital monitoring (Tabak Nee, 2022)
- Vape-waste contributes to pollution (David Suzuki Foundation, 2025)
- Lack of awareness or regulations about proper disposal (RTL Nieuws, 2024)
- E-waste from vapes is not often discussed (David Suzuki Foundation, 2025)
- January 1st, 2024, flavored e-cigarettes (excl. tobacco flavor) are banned (NVWA, 2025)
- Minimum age to buy e-cigarettes in the Netherlands is 18 years (Ministerie van Algemene Zaken, 2025)
- Advertising and promotion of e-cigarettes is banned (NVWA, 2025a)

APPENDIX 4

Brand Prism Model

Physique

They have a recognizable logo with the national "Rookvrije Generatie" branding (blue checkmark, child-friendly style). Warm, accessible tone in visuals, often using children, playgrounds, and schools. Campaigns typically include posters, stickers, and banners in schools and public spaces.

Personality

Their personality beams supportive, positive, and non-judgmental. Calm, warm, and factual: offers guidance, not commands. They are slightly activist in ambition, but not in communication. Empathetic and community-minded

Culture

They are deeply rooted in public health and youth protection. They are connected to Frisian values: togetherness, community, care. They work with national organizations like Trimbos, Hartstichting and KWF. Their prevention-first mindset includes creating safe, smoke-free environments from an early age

Relationship

They are very collaborative: they work together with schools, municipalities, and smokers. Their tone is encouraging and empowering: "you can do this too". They aim to be present in daily life without being intrusive.

Self-image

They view themselves as joyful, caring, warm connecting and worried. They connect scientific knowledge and everyday life. A change-maker working towards a healthier Friesland

Reflection

Parents may feel caring and responsible. They view themselves as someone who wants to protect children from unhealthy influences. They might be open to new ideas and practical tools and feel like they are part of a movement working for healthier families and communities

APPENDIX 5

SWOT analysis

Strengths

Rookvrije Generatie Fryslân benefits from a strong national foundation. That is how this local initiative has a clear message with urgency and a recognisable visual identity. It is supported by a large network of professionals and well-known national health partners, such as Trimbos, the Hartstichting, and KWF. The campaign also works closely with schools, municipalities, businesses, and sports clubs in Friesland. Good working awareness campaigns like Stoptober increase overall recognition and trust in the brand.

Weaknesses

Despite this strong foundation, there are important weaknesses. Visibility among parents is low, as confirmed in one of the client interviews. The regional initiative has no website of its own, making it difficult to present a clear overview of their activities. Additionally, the NPO has limited control over how or where campaigns are implemented, since it depends on external partners for budget and execution. On social media, their presence is minimal and lacks consistency, targeting and interaction.

Opportunities

There are opportunities to strengthen the strategy. A well-planned online content agenda could improve visibility, engagement, and reach. Especially among parents. Developing a central landing page or website would make it easier for Frisians to access reliable information and resources. In the client interview they also confirmed that the information was sometimes hard to find. There is also potential to create more targeted campaigns, aimed specifically at parents of adolescents.

Threats

Finally, there are some threats to consider. Research by Xuan and Choi (2021) shows that fear-based messaging can cause disengagement, particularly if it lacks practical advice or action points. Misconceptions among parents, such as “vaping is not my responsibility” or “it’s not that dangerous”, can also reduce their willingness to act. These risks highlight the importance of offering calm, supportive content that builds confidence rather than fear.

APPENDIX 6

Competitor, inspiration, landscape Analysis

JOGG (Jongeren Op Gezond Gewicht)

Focus: Ensuring good physical weight of adolescents 0-19 years old

Type: Non-profit foundation

Mission/ objective: To reverse the increasing trend of overweight and obesity among young people aged 0–19 years by promoting healthier lifestyles through improved nutrition and increased physical activity.

TA: Children and adolescents aged 0–19 years, along with their parents, educators, healthcare professionals, and community stakeholders

Geographic scope: National: active in over 140 municipalities across the Netherlands.

Social media presence: Instagram (1240 followers, inactive); X; LinkedIn (12k followers, weekly posts); Facebook (2,2k followers, inactive)

Offline content: Provides educational materials, organizes community events, and implements programs in schools and neighborhoods to promote healthy behaviors.

Influence: community building on local governments, schools, businesses, and healthcare providers to support healthy choices. ; policy

Impact: selected as best practice in health promotion (2017) by the European commission

Visibility: Low online visibility, high offline visibility through campaigns and partnerships.

Strengths: Good partnerships; good offline visibility in municipalities and healthcare organizations

Weaknesses: Implementation is varied in different municipalities; low online engagement

Relevance: Highly relevant to organizations aiming to promote healthy lifestyles among youth, such as Rookvrije Generatie Fryslân, as it addresses similar public health concerns through community engagement and preventive strategies

VNN (Verslavingszorg Noord Nederland)

Focus: To prevent and treat addiction by offering information, support, and care to individuals and their families, with a focus on early intervention and education

Type: Non-profit

Mission/ objective: To prevent and treat addiction by offering information, support, and care to individuals and their families, with a focus on early intervention and education.

TA: Parents and caregivers of adolescents, as well as the adolescents themselves

Geographic scope: Northern Netherlands

Social media presence: Instagram (1336 followers, weekly posts, little engagement) LinkedIn (19k followers; no frequent posting)

Offline content: Offers parent evenings, workshops, and printed materials aimed at educating parents about substance use and communication strategies.

Influence: By providing accessible information, organizing community events, and offering direct support services, VNN stimulates parents to engage in preventive conversations with their children.

Impact: Recognized for its regional influence in reducing substance use through education and support, contributing to healthier communities in the northern Netherlands.

Visibility: Strong regional presence, especially in Friesland, with collaborations in schools and community centers.

Strengths: Tailored programs for parents, evidence-based approaches, and a focus on early intervention

Weaknesses: low online visibility

Relevance: Highly relevant for initiatives like Rookvrije Generatie Fryslân due to overlapping goals in youth substance use prevention and parental engagement

APPENDIX 6

Nederlands Jeugdinstituut (NJI)

Focus: National knowledge and expertise centre

Type: Non-profit

Mission/ objective: a promising youth for every child by providing information for parents

TA: Parents, caregivers, professionals, and policymakers involved in youth development and welfare

Geographic scope: National

Social media presence: Instagram (11,7 k followers, frequent posting, sufficient engagement); LinkedIn (78k followers, frequent posting, good engagement); Facebook (13k followers, frequent posting, good engagement)

Offline content: Provides workshops, seminars, and training sessions for parents and professionals on various topics, including substance use prevention, parenting strategies, and adolescent development.

Influence: By serving as a central hub for evidence-based information, NJi influences policy and practice through knowledge dissemination, capacity building, and by advising governmental and non-governmental organizations

Impact: Recognized as a leading authority on youth-related issues in the Netherlands, NJi's resources inform national policies and local practices, contributing to improved outcomes for children and adolescents.

Visibility: High among professionals and policymakers; moderate among the general public

Strengths: Comprehensive, research-based resources; strong connections with government bodies; multidisciplinary approach to youth issues

Weaknesses: Little awareness

Relevance: Highly relevant for initiatives like Rookvrije Generatie Fryslân, as NJi provides valuable insights and resources that can support parental education and engagement strategies in substance use prevention

Friese Preventieaanpak

Focus: Collecting knowledge and experience and making connections. Lifestyle, living environment, upbringing, financial scope, care and facilities

Type: Regional Partnership

Mission/ objective: Good health and well-being for everyone in Fryslân

TA: Frisians

Geographic scope: Provincial/ regional

Social media presence: LinkedIn (2k followers); Youtube (inactive); Podcast Lifestyle4Health (not very active)

Offline content: annual "Week van de Friese Preventieaanpak," hosts knowledge festivals, and conducts webinars.

Influence: Policy, research

Impact: Big regional network of health professionals, made 1SociaalDomein to group them in a platform.

Visibility: Their website serves as a comprehensive resource for prevention-related information in Friesland

Strengths: Broad partnership models; Holistic approach to prevention, considering various life stages and socio-economic factors;

Strong alignment with national health policies and frameworks

Weaknesses: weak social media engagement;

Relevance: While FPA's scope is broader, encompassing overall health and well-being, their initiatives intersect with tobacco prevention efforts. Collaborating or aligning with FPA could enhance the reach and effectiveness of Rookvrije Generatie Fryslân's campaigns, especially in integrating tobacco prevention into wider health promotion strategies. Although, a lot of the professionals already work with RGF

Opgroeien Kansrijke Omgeving (OKO)

OKO is a national program by Trimbos aimed at creating healthy environments for youth. It supports schools, municipalities, and professionals in preventing early use of tobacco, alcohol, and drugs. OKO provides practical tools, interventions, and policy guidance. While its visibility among parents is limited, it plays a key role in shaping local prevention strategies. OKO is highly relevant to RGF due to its shared goals and strong focus on early intervention and parental involvement.

APPENDIX 7

Content audit

Organizational context:

RGF website → part of GGD Fryslân's website

- No own website, so there is limited autonomy
- Despite the strong mission, regional visibility is low

Campaigns and collaborations

National campaigns: Wereld Niet Roken Dag (31 May); Stoptober (28 days smoke-free); Artsen Slaan Alarm (vaping); Roken is niet fashion; PUUR rookvrij (Trimbos); Gezonde School

Regional: Rookvrije Generatie Award Fryslân (only unique, succesful local initiative)

Instagram (Friesland)

- 👤 144 followers
- 📅 ± 1 post per 2 months
- ❤️ 11 avg. likes per post
- 💬 0 comments
- 📄 Long captions
- 🎨 No visual identity
- 🗣️ Neutral tone of voice
- 🎬 12 reels, little engagement

Instagram (GGD Fryslân)

- 👤 1550 followers
- 📅 Posts 2x/week
- ❤️ 12 avg. likes
- 💬 0 comments
- ✅ Coherent style
- 🎬 Some infrequent reels

Facebook (Friesland)

- 👤 103 followers
- 📅 Irregular: 1–6 posts/month
- 🔄 Mostly reposts
- 💬 Low engagement

Facebook (GGD Fryslân)

- 👤 9300 followers
- 📅 Irregular: 1–6 posts/month
- 📄 about research and actuality
- 💬 Low engagement

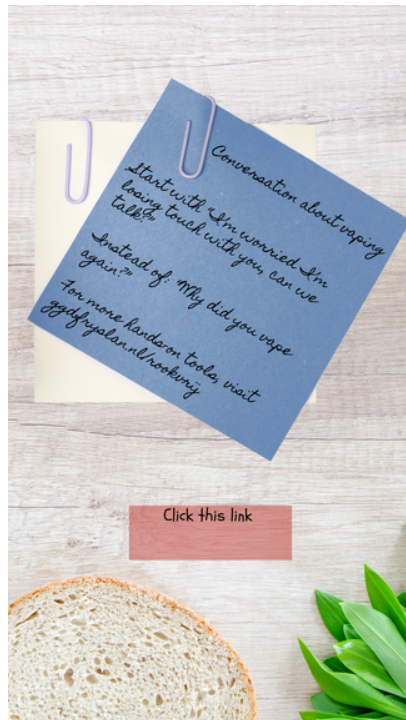
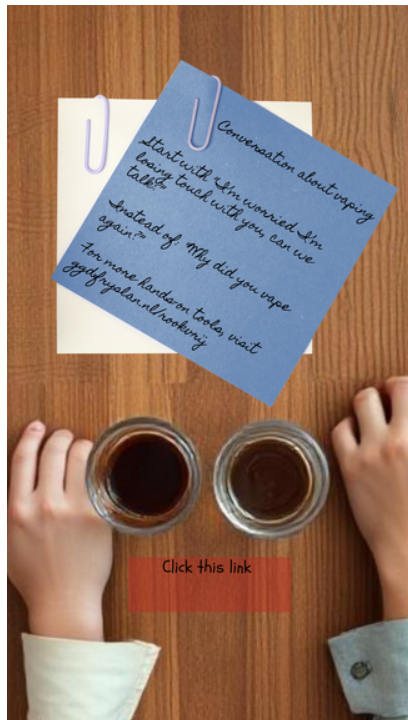
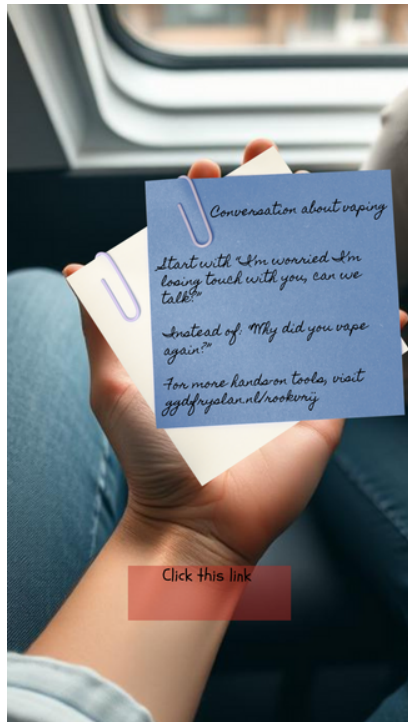
LinkedIn

- 🚫 Friesland: Not active
- ✅ National:
 - 👤 6000 followers
 - 📅 Weekly posts
 - 📄 Credible, B2B focus

LinkedIn (GGD Fryslân)

- 👤 7000 followers
- 📅 3 posts/week
- 📄 about research and actuality
- 💬 Irregular engagement: sometimes a lot of likes
- 🗣️ Informative tone of voice

APPENDIX 8



Stories

Posts

